

## How It Began

By 1996, 'cruelty-free' shopping had become popular, but it was also confusing, sometimes misleading, and ultimately frustrating. Companies had begun designing their own bunny logos, abiding by their own definition of 'cruelty-free' or 'animal friendly' without the participation of animal protection groups.

In response, eight national animal protection groups banded together to form the Coalition for Consumer Information on Cosmetics (CCIC). The CCIC promotes a single comprehensive standard and an internationally recognized Leaping Bunny Logo. We are working with companies to help make shopping for animal-friendly products easier and more trustworthy

## Leaping Bunny 15th Anniversary

The Leaping Bunny Program is turning 15 years old in November. The Program, administered by the Coalition for Consumer Information on Cosmetics (CCIC), provides consumers with the best assurance that personal care and household products are truly cruelty-free.

## Leaping Bunny Milestones

- Certified almost 400 companies as cruelty-free.
- Distributed more than 235,000 copies annually of the *Compassionate Shopping Guide*, a wallet-sized guide listing all certified companies.
- Developed the only free cruelty-free app for both the iPhone and Android phones.
- Amassed the largest number of 'likes' on Facebook in the realm of cruelty-free shopping.

## The Gold Standard

In a sea of bunny logos and "no animal testing" statements, shoppers can rest assured that Leaping Bunny's high standard is the best of the best, requiring companies and their ingredient suppliers to not only commit to no new animal testing, but to also be open to independent audits. The Leaping Bunny Logo is the only internationally recognized logo for cruelty-free certification and has been named as the most trusted cruelty-free logo by leading consumer blogs and magazines.

## Help Us Celebrate 15 Years

Help us celebrate our 15th anniversary by taking our pledge to go cruelty-free. The Leaping Bunny Logo provides the best assurance that a product is free of animal testing. Take the leap today! [www.leapingbunnypledge.org](http://www.leapingbunnypledge.org)

## Who we are

The Leaping Bunny Program is administered by the following animal protection organizations: American Anti-Vivisection Society; Animal Alliance of Canada; Beauty Without Cruelty, USA; Doris Day Animal League; The Humane Society of Canada; The Humane Society of the United States; MSPCA Center for Laboratory Animal Welfare; and New England Anti-Vivisection Society.

## Coalition for Consumer Information on Cosmetics

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- ❖ American Anti-Vivisection Society
- ❖ Animal Alliance of Canada
- ❖ American Humane Association
- ❖ Beauty Without Cruelty, U.S.A.
- ❖ Doris Day Animal League
- ❖ The Humane Society of Canada
- ❖ The Humane Society of the United States
- ❖ MSPCA Center for Laboratory Animal Welfare
- ❖ New England Anti-Vivisection Society

### International Partner

- ❖ European Coalition to End Animal Experiments