

fernwood

YOUR HEALTHY LIVING

YOURS TO KEEP

CRUELTY-FREE
cosmetics with
a conscience

**CHOOSING
THE RIGHT
PERSONAL
TRAINER**

TIME OUT
why you
need rest
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food be the
answer?

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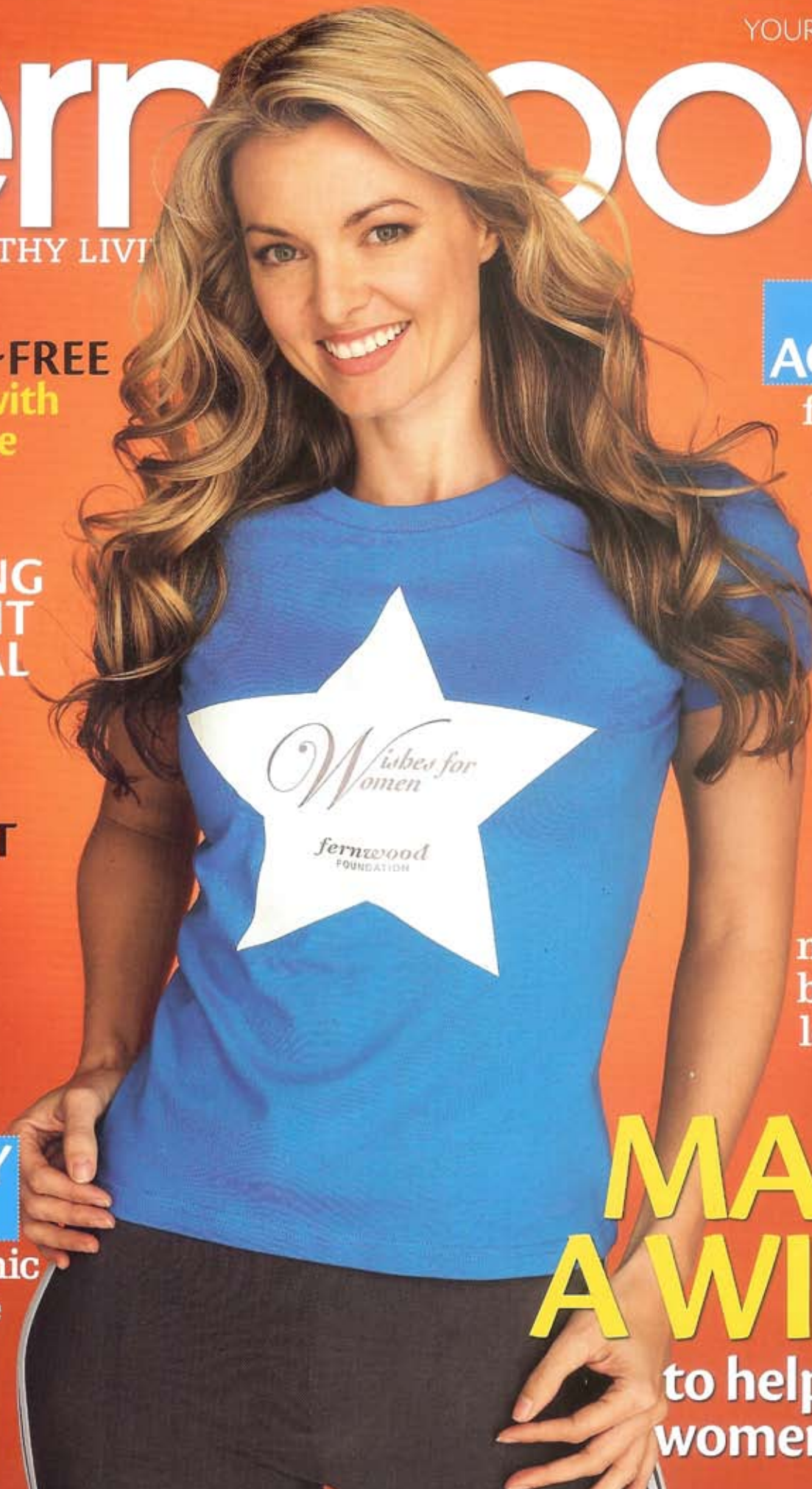
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**MAKE
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KINDNESS

Perfect Potion products are made without cruelty to animals and are vegetarian – most are vegan. It is also the first Australian company to gain certified natural status from leading authority, the BDiH. Perfect Potion replenish face mask, \$49.95.

Ere Perez products are Cruelty Free approved. "We never tested on animals and never will, just on family and friends," says Ere. "Most of our products don't use animal ingredients. Our lipbars, lip colours and powders are all vegan." Ere Perez Natural sunflower oil mascara, \$26.95, Brown; Natural Tinted Rice Powder, \$34.95, Bronze; Natural Rosehip oil lipbar, \$19.95, Nude.

O&M director Jose Bryce Smith says: "Animal testing just isn't necessary in this day and age and we do all of our testing on humans." Products are free from sulfates, parabens and ammonia. O&M Pigment of Your Imagination Shampoo and Conditioner For Coloured Hair, \$28.95 each.

Innoxa took its stance on no cruelty to animals one step further in the early '90s by ensuring no ingredients that cause harm to animals were included in their products. Innoxa Line-Defying Repair Serum, \$32.95.

SONCIN sulfate-free, botanical hair and body-care products, created by Melbourne hairstylist Luigi Soncin, are "tested on family and friends", not on animals. The products are also all made in Australia. Soncin Botanical Body Wash, 50ml, \$5.



tests done on their behalf by external bodies."

So is there no hope for consumers who don't want their cash to fill the coffers of these companies?

"There's something called the five-year rolling rule," says Liz. "It means an ingredient has not been tested on animals for at least the last five years. More and more companies are abiding by this as consumers have turned increasingly against animal testing."

kinder options

The cause has also been helped by the growing number of alternative testing methods now available. They include computer modelling, human trials, cell culture tests and the use of synthetic skin.

But despite these cruelty-free solutions, there are people who still believe testing beauty products on animals is necessary. One argument is that some cosmetics, like sunscreen and toothpaste, are necessary for our health – many people are more accepting of animal testing for items not seen as 'vanity' products. There is also the argument that animal tests are the best way to check for cancer- and allergy-causing chemicals, as nothing in a test tube is quite like real life.

Many popular beauty brands follow this line of thinking and still test on animals, although they aren't keen to advertise the fact. To ➤