

Cosmetic giants face EC ban over

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NEW toiletries and cosmetics whose ingredients are tested on animals may be banned from sale in Europe within three years.

Euro MPs are considering a ban amid mounting pressure from animal rights campaigners, thousands of whom staged a protest march in Brussels yesterday.

In Britain, the move would end laboratory experiments on about 4,400 animals a year.

But the country's £1.6 billion cosmetics and toiletries industry claims that, as a result of the ban, European women would be condemned to using second-class products.

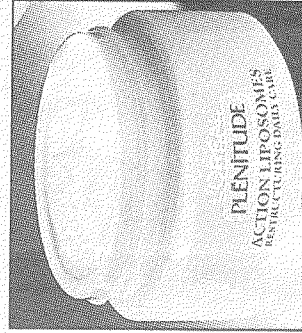
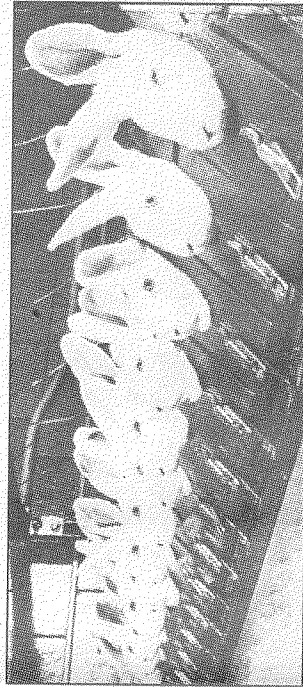
The row centres on the draft cosmetics directive, introduced

to make trade in toiletries between Community countries easier from 1992.

Next week the EC's influential Environment Committee is expected to widen the proposed laws to include, within two years, a ban on animal testing of new finished products and new ingredients. Trade ministers will decide whether to adopt the amended legislation early next year.

The Environment Committee will be acting on a report, published last week, which concludes that a ban would not endanger consumer safety or hinder product development unreasonably.

If the trade embargo is agreed, manufacturers testing products or ingredients on animals face losing lucrative Euro-



Consumer power: Experiments may lead to financial disaster for the companies.

pean markets for new lines in Camay, and Head and Shoulders would also be affected.

Those hit will include L'Oréal, the world's leading cosmetics and toiletries company, whose products include Lancôme, Ambre Solaire, Vichy and Anaïs Anaïs. Procter & Gamble, which makes Ariel,

duce new, better products, using animal testing, and people in Europe wouldn't be allowed to buy them.

But Britain's 'cruelty-free' cosmetics companies, led by Beauty Without Cruelty and the Body Shop, are supporting the campaign to ban animal testing.

Representatives of the Body Shop, which does not use any ingredients tested on animals in the past five years, joined animal rights campaigners last week to lobby MEPs. 'We believe that, at the very least, a ban on all finished product testing is clearly achievable', said spokesman Jeremy Sherman.

The Environment Committee report states that hundreds of 'new' products are introduced into European markets every year, many of them merely combinations of ingredients already available.

The International Fund for Animal Welfare, which is leading the European campaign, believes that a ban on animal use is the only way to force manufacturers to develop alternative testing methods. Con-