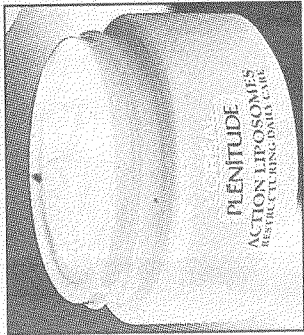
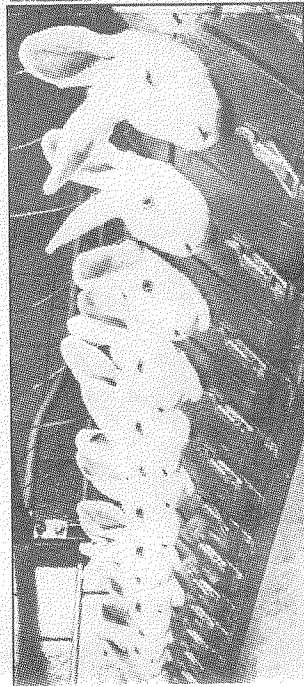


Companies face EC ban over tests



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

pean markets for new lines in established brand names.

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-

sumer pressure has contributed to a dramatic drop in toiletries tests on animals, from 12,090 in 1989 to 4,365 last year.

A spokesman for L'Oréal said the company had cut back animal tests on new products from 50 per cent in 1985 to 1 per cent in 1990. 'We are doing everything we can to reduce tests on animals. The only reason we do it at the moment is to ensure the safety of our customers,' he said.

The UK government has endorsed the industry view and is likely to be hostile to a ban on tests. A letter from a Home Office official to the International Fund for Animal Welfare declared: 'A ban on animal testing would have the effect of stopping the development of new and improved toiletries.'