



Press release by LAV 27 July 2015

TESTS ON ANIMALS: THE EUROPEAN COALITION TO END ANIMAL EXPERIMENTS (ECEAE) IS LAUNCHING THE #CLEANUPCRUELTY, THE INTERNATIONAL CAMPAIGN DEMANDS TO END ANIMAL EXPERIMENTS FOR CLEANING PRODUCTS.

SIGNON LINE THE PETITION “[CLEAN UP CRUELTY ACROSS EUROPE](#)”

The European Coalition to End Animal Experiments (ECEAE), grouping 27 animal protection organizations across Europe and represented in Italy by LAV, is launching the **#cleanupcruelty**, the international campaign to demand the ban on animal experiments to test household cleaning products.

With a [petition](#) addressed to the European Parliament, ECEAE demands to extend to all house cleaning products the important measure - already into force across Europe, fruit of years of struggles and thousands of signatures collected - which bans testing on animals of the ingredients for the production of cosmetics as well as prohibits their import throughout the EU.



“Thousands of animals continue to suffer and die to needlessly test the ingredients which, every day, end up in the detergents that are commonly found in our homes, used as floor and surfaces cleaners, laundry detergents, air fresheners and dishwasher tablets”, stated Michela Kuan, biologist head of LAV's Vivisection unit.

Toxicological tests in which animals are forced-fed or have different parts of their bodies exposed to chemical compounds, such as their shaved backs or their eyes, with consequent onset of vomiting, seizures, internal bleeding and damage to organs. All these symptoms can persist for weeks always with the same outcome: killing of the animals.

Many large Italian and international companies have embraced a cruelty-free policy by adopting the “stop animal testing” standards, showing that marketing detergents without carrying out or commissioning tests on animals is not only possible but rather necessary.

“We have achieved the crucial goal of a ban on animal tests for cosmetic purposes, a law which has positively influenced trade policies and research, also outside of the EU. Now it is time to have Europe go a step further, extending this ban on house cleaning products. – continued Michela Kuan – Despite the numerous scientifically reliable, rapid and ethical alternatives available, rabbits, guinea pigs, hamsters, rats and mice suffer and die every day to market products such as laundry detergents, bathroom and furniture cleaners. We urge Europe to become a leader in animal protection and innovative research, for the rights of all: animals, humans and the environment”.

Sign now the petition “[Clean up cruelty across Europe](#)” and play your part in the fight against vivisection.

For those who want to buy cruelty-free detergents, a list of the 600 companies which have already adopted the international standard "stop animal testing" is available on www.gocrueltyfree.org

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LAV Press office Ph. 06.4461325 – 329.0398535

www.lav.it