

Molton Brown certified by Cruelty Free International

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Molton Brown has been awarded the Leaping Bunny stamp of approval by Cruelty Free International, certifying all of the brand's products to be free from animal tests under the international Humane Standards. This rigorous standard stipulates that no animal testing is conducted or commissioned for finished cosmetic products or ingredients by the company, its laboratories or its suppliers.

Knowing that ethical shoppers recognise the Leaping Bunny as a trusted mark, Molton Brown is pleased to be able to place the Leaping Bunny logo on packaging appearing over the coming months. The logo symbolises the only international no-animal-testing certification, and Molton Brown is delighted to be recognised for being able to prove what they claim.

Cruelty Free International is the first global organisation dedicated to ending the use of animals to test consumer products throughout the world. Established by the BUAV - one of the world's longest standing and most respected animal protection organisations - Cruelty Free International works with governments, regulators, companies and partner organisations worldwide to achieve effective long-lasting change for animals.

CEO of the luxury hand wash and lotions (<http://www.moltonbrown.co.uk>) company, Amy Nelson-Bennett, said: "Being accepted into this program is an absolute privilege for Molton Brown and a great way to show the world that we care, and always have. Molton Brown has been animal friendly since the day it was founded in 1973. The decision to align with Cruelty Free International and provide our customers with products that are certified as safe and cruelty-free was an obvious next step."

Michelle Thew,, Chief Executive, Cruelty Free International, added: "As one of the leading luxury bath, body and skincare brands found in hotels, leading airlines and stylish homes across the world, Cruelty Free International is delighted to award Molton Brown certification under our Humane Standards programme. We congratulate the company for taking this important step in demonstrating its commitment to not testing its products on animals."

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About Molton Brown:

Molton Brown's unisex perfumes, bath and shower gels and candles have claimed iconic status with their bright colours and bold scents. Expertly blended by award-winning perfumers and skincare experts, each product works hard to make customer's skin look healthier and smell wonderful.

Molton Brown is the proud winner of 2012's Best British Brand Award at the CEW Beauty Awards. Introduced six years ago, the awards celebrate originality and creativity in the beauty industry. As a true British brand boasting a 40 year heritage, Molton Brown has always been at the forefront of innovation in bath luxuries, skincare and fine fragrance for both men and women, and is delighted to have been awarded in such a prestigious category.

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