Multiplying Like Rabbits:
The Leaping Bunny Program Welcomes New Member Organizations

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PHILADELPHIA—The Leaping Bunny Program, administered by the Coalition for Consumer Information on Cosmetics (CCIC), added two new member organizations to its family this month: The Humane Society of Canada and the Center for Laboratory Animal Welfare, an affiliate of the Massachusetts Society for the Prevention of Cruelty to Animals. Their leap on board makes them a part of an internationally-recognized cruelty-free certification program that consumers can truly trust. The Leaping Bunny Program reviews companies' adherence to a strict no animal testing standard in the United States and Canada, and its list has grown to over 250 companies.

"The Humane Society of Canada and the Center for Laboratory Animal Welfare each bring something special to our coalition with their regional strengths, and we are thrilled that they'll be a part of our growth, said Sue Leary, CCIC Chair. "We know that their inclusion will help to encourage companies and consumers alike to make cruelty-free choices."

Formed in 1996 in response to the number of confusing, and often misleading, claims that companies were making about their no animal testing policies, CCIC promotes a single comprehensive standard and an internationally recognized Leaping Bunny Logo for cosmetic, personal care, and household products that are free from new animal testing. CCIC works with companies to help make shopping for animal-friendly products easy.

"All too often people feel overwhelmed when they learn about cruelty to animals: 'What can I do?' they ask. Everyone can use their hard earned money to make compassionate choices when they shop. Being a part of CCIC helps us provide them with the choice to make informed humane decisions that help animals," said The Humane Society of Canada Chairman & CEO Michael O'Sullivan whose family shares their lives with a houseful of dogs and cats.

MSPCA Director of Advocacy Kara Holmquist commented, "The Center for Laboratory Animal Welfare and Massachusetts SPCA get inquiries about cruelty-free labeling all the time. People want to do the right thing. We feel good about joining this effort to bring together ethical companies and caring consumers."

Companies certified through the Leaping Bunny Program make a voluntary pledge to eliminate animal testing from all stages of product development. The company's ingredient suppliers make the same pledge and the result is a product guaranteed to be 100 percent free of new animal testing. All Leaping Bunny companies must be open to independent audits, and commitments are renewed on an annual basis.

The Coalition for Consumer Information on Cosmetics is comprised of the following organizations: American Anti-Vivisection Society; American Humane Association; Animal Alliance of Canada; Beauty Without Cruelty, USA; Doris Day Animal League; MSPCA's Center for Laboratory Animal Welfare; The Humane Society of Canada; The Humane Society of the United States; and the New England Anti-Vivisection Society. CCIC's international partner is the European Coalition to End Animal Experiments. On the web at www.LeapingBunny.org.

For more information, contact the CCIC at (888)546-CCIC or admin@LeapingBunny.org