



the company for women

Avon Products, Inc. & Consumer Safety: Commitment to Science...Respect for Animal Welfare

The safety of our consumers is of primary concern to Avon. We are committed to selling only safe products, using only safe ingredients in our cosmetics products and complying with applicable regulations in the more than 100 countries in which Avon products are sold. Within this commitment, we also have a deep respect for animal welfare.

- In June 1989 Avon announced a permanent end to animal testing of our products, including testing done in outside laboratories. Avon was the first major cosmetic company in the world to end animal testing.
- For more than 20 years Avon has independently substantiated the safety of its products without animal testing.
- Avon does not conduct nor request animal testing in order to substantiate the safety or efficacy of any of its products or raw ingredients.
- Our approach to safety evaluation utilizes data from computational modeling, *in vitro* (test tube/cell culture) evaluation and clinical tests on human volunteers, as well as utilization of pre-existing data.
- Some select products may be required by law in a few countries to undergo additional safety testing, which potentially includes animal testing, under the directive of a government or health agency. In these instances, Avon will first attempt to persuade the requesting authority to accept non-animal test data. When those attempts are unsuccessful, Avon must abide by local laws and submit the products for additional testing. In 2011, this affected three tenths of one percent of Avon's products.
- Avon has been active in the development, implementation and acceptance of alternative test methods since the 1980's, working to identify and develop new testing alternatives with other cosmetic companies and with external organizations. Avon's Vice President, Product Safety & Integrity serves on the Scientific Advisory Panel of The Institute of In Vitro Sciences, Inc., a non-profit research and testing organization dedicated to the advancement of *in vitro* (non-animal) methods worldwide. Recently Avon became a Founding Sponsor of the American Society for Cellular Computational Toxicology. Similarly, Avon continues to support the Fund for the Replacement of Animals in Medical Experiments (FRAME) in the UK, the Center for Alternatives to Animal Testing at Johns Hopkins University in the US, and the European Partnership for Alternative Approaches to Animal Testing.
- Our efforts were recognized as far back as 1993 at the World Congress on Alternatives and Animal Use in the Life Sciences: Education, Research and Testing. Also in 1993, Avon was presented with a Recognition Award from the Johns Hopkins University Center for Alternatives to Animal Testing in the US for our dedication to the principles of the 3 R's (refinement, reduction, replacement) and the use of alternative tests for safety evaluation.
- Reflecting the same commitment to animal welfare, the Avon Foundation Breast Cancer Crusade does not fund medical research utilizing animals. Through 2011, the Avon Crusade raised more than \$740 million for access to care and finding a cure for breast cancer.

For more information on Avon visit responsibility.avoncompany.com.