



Responsibility for Animal Welfare

Since its foundation in 1967, Oriflame has been a pioneer in developing beauty products inspired by the wisdom of nature and the best of science. Our commitment to the environment and respect for natural materials and resources is a cherished part of our heritage and a cornerstone of the Oriflame culture. At the heart of this is Oriflame's commitment to animal welfare.

- We do not use materials derived from animals (fur, leather) in our accessories products. Furthermore, we focus on using synthetic hair in our brushes.
- For some products, we use selectively sourced animal by-products – such as beeswax and honey, lanolin derivatives (a secretion from wool-bearing animals) and dairy products.
- We use fish oil from sustainable managed stocks in our Wellness food supplements range.
- Oriflame Cosmetics is committed to supplying safe, efficacious, innovative products that comply with the most stringent international regulatory requirements.
- To substantiate the safety of our products and to ensure their compliance with the highest safety standards, Oriflame's product safety testing is carried out on human volunteers by independent specialist laboratories under the supervision of qualified medical personnel. Safety tests are only conducted on consenting healthy volunteers (18 years of age minimum) following a detailed review of the product formulation by our team of experts. Clinical testing for cosmetic products is now standard industry practice and accepted as a safe and ethical alternative to animal testing.
- Oriflame was among the first in the industry to reject animal testing. We made this choice when Oriflame was founded in 1967 and we continue to stand firmly behind this principle.
- Oriflame does not conduct or request animal testing to substantiate the safety or efficacy of any of its products or ingredients at any stage of the product development process.
- However, Oriflame must abide by the laws and regulations of the countries in which it operates and some countries require test data gained through animal testing in order to legally register the products in that market. Where this applies, we supply complete product registration information including a full safety assessment in line with the requirements of the European Cosmetics Regulation. This should negate the need for any animal testing and we make every effort to persuade the relevant authorities to accept this data. Where we cannot do so, we must reluctantly submit the products for additional testing, which may include animal testing.
- Oriflame has always been an advocate of alternative test methods and employs the latest in-vitro test methods (non-animal) for those tests that could cause injury or suffering to the volunteers (e.g. eye irritancy).
- We are, through our representation on the European Cosmetic Trade Association, Cosmetics Europe, actively supporting work to change local laws to bring them into closer alignment with European regulations. Only by remaining active and engaged in these countries can we hope to influence a change in animal testing policy.