



Ending Cosmetics Testing on Animals in Canada

**A nationwide poll
conducted by SurveyUSA**

November 2019

Introduction

Although animal testing for cosmetics is not a legal requirement in **Canada** to demonstrate safety, there is still no law prohibiting this cruel, unnecessary and outdated practice.

Back in December 2015, Canadian Senator Carolyn Stewart Olsen proposed the Cruelty Free Cosmetics Act (**Bill S-124**) that aims to prohibit animal testing in cosmetics. The bill made considerable progress through the Senate. In 2019, it was introduced in the House of Commons by Conservative Shadow Minister for Health, Marilyn Gladu MP. Work by a number of groups, including Cruelty Free International and our partners The Body Shop, helped win cross-party backing for the bill. Sadly, S-124 ran out of legislative time just before the October 2019 general election.

Our survey results of Canadian adults show that **it's time to bring this bill back**, make it law and align Canada with countries around the world that are saying **no to cruel cosmetics**.



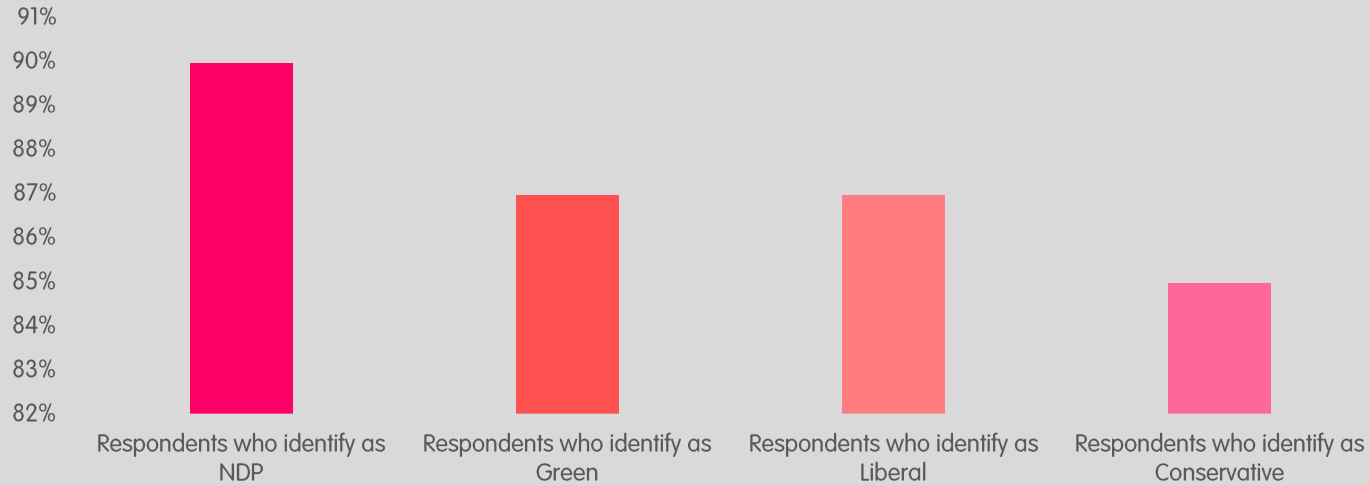
Key findings

- Our new survey clearly shows that Canadian adults across the country oppose animal testing for cosmetics regardless of party affiliation
- 88% of participants support a federal law that would prohibit animal testing for cosmetics in Canada
- 82% of participants feel that Canada should take a global leadership role to help achieve a worldwide end to animal testing in cosmetics, whilst 84% of respondents believe corporate organisations should ensure that they do not test their products on animals



**Cross-party support
for a federal law to
prohibit testing in
animals for cosmetics**

Breakdown of respondents who support a federal law



All parties

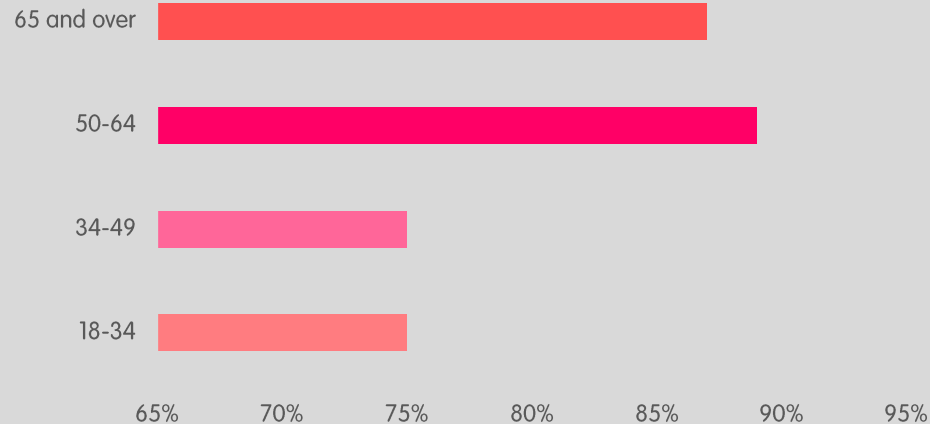


Upon receiving information regarding alternatives to animal testing, 88% of respondents would support a federal law prohibiting animal testing for in cosmetics. Of those 88%, support crosses party lines: 87% identifying as Liberal would support the law, 85% as Conservative, 90% as NDP, and 87% as Green.

A white rabbit with red eyes is sitting on a gravel path. The background is a blurred green landscape with some purple flowers on the left and a tree branch on the right. A black rectangular box with a white border is overlaid on the image, containing white text.

**Support for Canada
to take a global
leadership role**

Support for Canada to take a global role

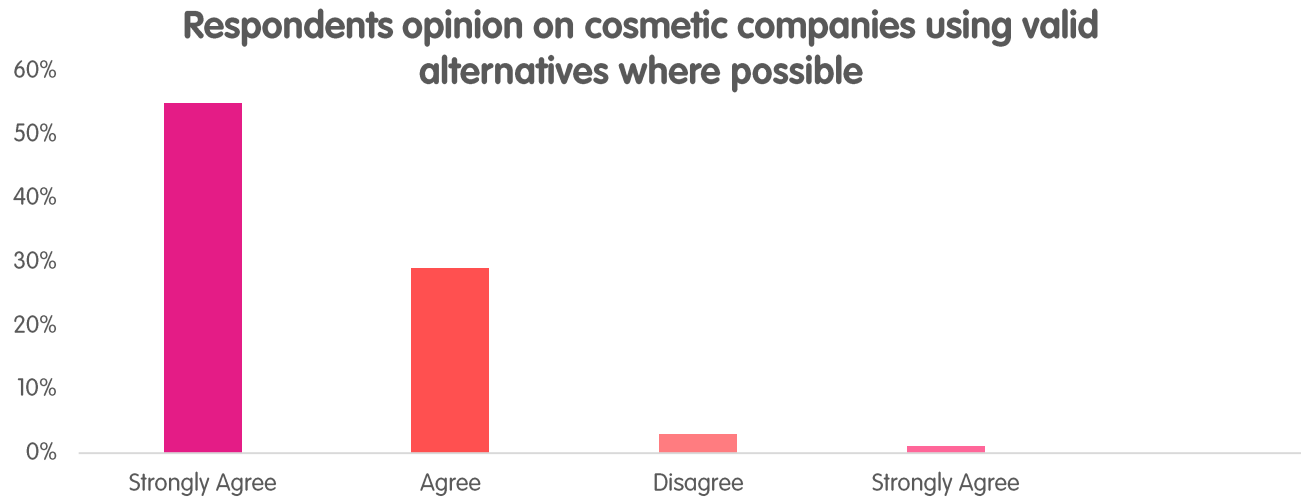


A leadership role for Canada

- The survey revealed that 64% of respondents were unaware that almost 40 countries have already adopted some form of prohibition on cosmetic animal testing
- **82% of participants agreed that Canada should take a global leadership role to help achieve a worldwide end to animal testing in cosmetics; this 82% is distributed across all age groups:**
 - 75% of 18-34, 75% of 35-49, 89% of 50-64, and 87% of 65 and over

A row of five lipsticks in silver tubes, each with a different shade of red or pink lipstick. The lipsticks are arranged in a slightly overlapping line. A central pink box with white text is overlaid on the middle lipsticks.

**Cruelty free
corporations**



Animal testing and corporate responsibility

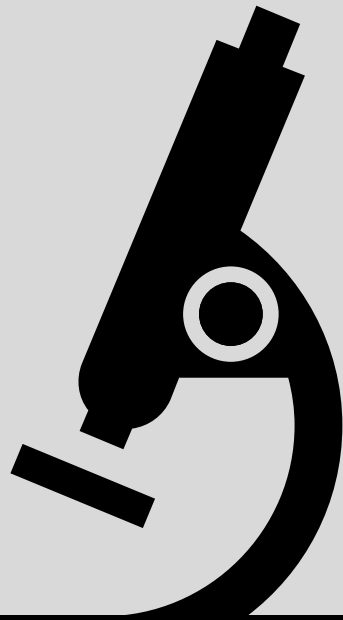
When asked if they agree with this statement:

Cosmetic companies that say they are committed to things like sustainability, protecting the environment and the use of natural or organic ingredients should also ensure that they do not test their products on animals.

- **84% agree**

A scientist wearing a white lab coat and a grey hairnet is looking through a microscope. The microscope is white and blue. The scientist is sitting at a desk with a pen and a book. The background is a laboratory setting with white shelves.

**Awareness of
alternatives**



Alternatives to animal testing

- 85% of participants believe that where there is a valid non-animal test that can be used to test the safety of cosmetics, it should **always** be used instead of an animal test



Methodology

- SurveyUSA interviewed 800 adults across the whole of Canada
- Research was conducted from 11/21/19 through 11/24/19
- The research was conducted online bilingually in English and in French
- For the complete survey, [click here](#)
- For further information on SurveyUSA, [click here](#)
- To find out more about the work of Cruelty Free International, [click here](#)

Talk to us



Cruelty Free
INTERNATIONAL

Phone: +44 (0) 207 700 4888

Address: 16a Crane Grove, London, N7 8NN, UK

Email: info@crueltyfreeinternational.org

Website: www.CrueltyFreeInternational.org