

COMPASSIONATE LABELING ✓

As consumers, we can all make a positive difference for animals - if we know what to look for. Use this guide to identify the labels that will help make your purchases more compassionate.



THE LEAPING BUNNY

This logo is considered the highest standard in cruelty free. Companies that show the leaping bunny logo are required to go a number of audits to prove that they do not test on animals. The leaping bunny is also the only international 'no animal testing' icon.



THE PETA BUNNY

This logo means a company has pledged to PETA that they will not test on animals. Companies must complete a questionnaire and sign a statement of assurance verifying that they do not conduct, commission, or pay for any tests on animals for ingredients, formulations, or finished products and that they pledge not to do so in the future.



CERTIFIED VEGAN

This logo means that the product is vegan, defined as containing no animal ingredients or by-products. The company must also provide signed documents proving they meet the criteria and have paid to use the certified vegan logo.



VEGAN SOCIETY

This logo means that the product and ingredients do not contain any animal product, by-product or derivative and does not involve testing by the manufacturers. Companies need to provide signed written statements by the manufacturer with documents proving they meet the criteria.



WE ALL WANT TO MAKE THE RIGHT CHOICES

The best thing we can do to avoid contributing to the suffering of animals is to reduce or eliminate animal cruelty from our consumer choices. But remember, it's not about being perfect – it's about doing what we can!