



Be Cruelty-Free Australia



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MEDIA RELEASE

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Rock Musician Adalita Supports #BeCrueltyFree Australia Campaign to Ban Cosmetics Animal Testing

Exclusive photos ahead of World Day For Animals in Laboratories on April 24th

MELBOURNE (21 April 2015) — Adalita Srsen, solo artist, and lead vocalist and guitarist with Australian rock band *Magic Dirt*, says testing cosmetics on live animals is 'cruel, outdated and unreliable' and the practice should be banned in Australia. Ahead of World Day for Animals in Laboratories (April 24th) Adalita is the latest star to back the #BeCrueltyFree Australia campaign for a national ban on cosmetics animal testing, and the sale of cosmetics that have animal-tested abroad. Adalita joins other #BeCrueltyFree celebrity supporters such as [Ricky Gervais](#), [Jona Weinhofen](#), and [Renee Somerfield](#).

HIGH RESOLUTION PHOTOGRAPHS AVAILABLE FOR DOWNLOAD AT:

www.humaneresearch.org.au/adalita-photo-shoot

"This World Week For Animals in Laboratories I'm speaking up for the hundreds of thousands of animals that undergo cosmetics animal testing around the globe each year," said **Adalita**. "Testing cosmetics on animals is just stupid - it's cruel, outdated and unreliable. If we can have beauty products without harming animals, why wouldn't we for goodness sake? It's a no-brainer. Join me in supporting the *Be Cruelty-Free Australia* campaign to ban cosmetics animal testing in Australia and pledge to #BeCrueltyFree".

Animal testing for cosmetics is banned across the European Union, Norway, Israel, India, and most recently New Zealand, but is still legal in around 80 per cent of countries around the world, including Australia. Rabbits, guinea pigs, mice and rats endure pain and ultimately death for the beauty industry, including having chemicals dripped in their eyes or force-fed to them in massive, lethal doses. The results are of questionable relevance to humans, and such tests are being surpassed by state-of-the-art non-animal test methods.

"We're thrilled to have Adalita's support for our *Be Cruelty-Free Australia* campaign," said **Hannah Stuart**, #BeCrueltyFree Australia's Campaign Coordinator. "Testing the ingredients of cosmetics like mascara and shampoo on living creatures is a completely unnecessary cruelty and it's time Australia joined a growing number of countries by banning it. Without a comprehensive legal ban there is nothing to prevent cosmetics animal testing taking place here in Australia, or overseas during development of products sold in our shops. Such bans are already in place in more than 30 countries globally. A ban in Australia would be good for animals, consumers, and

science, and it's what the overwhelming majority of Australian citizens want. It's time to put Australia on the map as a country that says NO to cosmetics cruelty. Please support us, go online and sign our *Be Cruelty-Free* pledge for a world without cosmetics cruelty."

The annual *World Week for Animals in Laboratories* (April 20-26) aims to highlight the plight of more than one hundred million animals who continue to suffer unethical and unnecessary experimentation in laboratories across the world, including those used for cosmetics testing.

#BeCrueltyFree Australia is part of the largest campaign in the world to end cosmetics animal testing. *Be Cruelty-Free Australia* is co-ordinated by Humane Research Australia and Humane Society International. Globally there are *#BeCrueltyFree* campaigns in Australia, Brazil, Canada, China, India, Japan, Korea, New Zealand, Taiwan and the United States, where the campaign is led by The Humane Society of the United States.

Australians can pledge to *#BeCrueltyFree* by simply visiting www.BeCrueltyFree.org.au and voicing their support for a national ban on animal testing for cosmetics and the sale of cosmetics animal-tested abroad.

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Photo Shoot Credits:

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