



Press Release: Independent Beauty Association

April 8, 2021

***Rabbit Ralph***  
***You don't have a job anymore.....***

Recently, the Humane Society International produced a social media video drawing attention to the topic of animal testing of cosmetics.

At the Independent Beauty Association, we support the idea that it is unnecessary to conduct animal testing to establish the safety of cosmetic and personal care products.

We are committed to the following:

1. The highest priority for our industry is the creation of products that are safe for the consumer.
2. We applaud and support the 50 years of scientific investigation into alternative methods that has resulted in modern validated methodology eliminating the need to use animals to establish a cosmetic's safety.
3. We pledge to continue to work with our industry and regulators, nationwide and abroad, to finally make animal testing a thing of the past.

*About IBA: Our Mission is to foster the success of entrepreneurial companies in the cosmetic and personal care industries. IBA promotes and maintains the highest standards of legal and regulatory compliance, environmental sustainability, and ethical business practices to help our members produce cosmetic products that are as safe and effective as possible for the consumer.*

*To learn more, visit [independentbeauty.org](http://independentbeauty.org).*