

# LEAPING BUNNY BY THE NUMBERS

1996

## YEAR FOUNDED

Cruelty-free shopping had become popular, but it was also confusing and misleading. Companies had begun designing their own bunny logos, abiding by their own definition of 'cruelty-free' or 'animal friendly'. Leaping Bunny was created to help shoppers find companies that were truly free of animal testing.

## ORGANIZATIONS IN CCIC

Five organizations in the US and Canada make up the Coalition for Consumer Information on Cosmetics, which operates the Leaping Bunny Program in North America. They are: American Anti-Vivisection Society, Animal Alliance of Canada, Humane Society of the US, National Anti-Vivisection Society, and Rise for Animals.

5

2,350

## COMPANIES CERTIFIED

To date, this many brands have been certified cruelty-free. This means that the brand itself cannot test on animals and its ingredient suppliers and manufacturers must also not animal test. Every company is required to recommit annually to our program in order to continue to be listed.

## COST FOR COMPANIES TO GET CERTIFIED

Leaping Bunny Certification is free of charge for ALL companies. The only optional cost is if a company chooses to license our logo. They would then incur a small, one-time fee for its use.

\$0.00

500,000\*

## ANIMALS TESTED ON ANNUALLY FOR COSMETICS

Since many species being tested are not required to be reported on, this number is just an estimate. Despite state and country testing bans, many regulations around the world still mandate animal testing. That's why it's more important than ever to look for the Leaping Bunny Logo.

## HOW OFTEN OUR APP DATA IS UPDATED (IN HOURS)

Our Cruelty Free app for iPhones and Androids gets a data refresh daily. That means our list of Leaping Bunny certified companies is never more than one day old and our app is completely free to download.

24

1,480

## SKINCARE BRANDS

1480 To date, we have certified more companies that certify skincare products than anything else. It is easier than ever before to find effective products for any skincare concern that are free of animal testing. There literally is something for everyone.

## HOW MANY PEOPLE IT TAKES TO MAKE A DIFFERENCE

You may think one shopper doesn't have an impact on helping end animal testing, but it does. Companies are watching and listening. You can be the impetus for change by voicing your opinion with your wallet!

