

A close-up photograph of a woman with a white towel wrapped around her head like a turban. She has her eyes closed and a wide, joyful smile, showing her teeth. She is applying a white cream to her cheeks with both hands. Her fingernails are painted with bright orange nail polish. She has a silver ring on her left ring finger and a red string bracelet on her right wrist. There are tattoos on her left shoulder. The background is a bright, warm-toned window, suggesting a bathroom or a sunny indoor space. The overall mood is positive and fresh.

# The future's bright for cosmetic testing in Australia



On 1 July 2020, Australia  
banned animal testing on  
new cosmetic ingredients.



# Ban on Cosmetic Testing on Animals

**The future's  
bright for  
cosmetic testing  
in Australia**

On 1 July 2020, Australia banned animal testing on new ingredients used exclusively in cosmetics. This means that new cosmetic ingredients manufactured in, or imported into Australia from this date, cannot use information from animal testing to prove their safety.

Under this law 'cosmetics' does not just mean make-up. It includes a broad range of personal care and grooming products such as toothpaste, shampoo, deodorant, shaving cream, perfume and moisturisers.

While many cosmetics have not been tested on animals in Australia for years, this ban is a mechanism to safeguard against it in the future, which is something we can be proud of.

An Australian Government initiative

Printed on recycled paper, please recycle after use.

Find out more about the ban and products not tested on animals.

Scan the code or visit [www.animalcosmetictestban.com.au](http://www.animalcosmetictestban.com.au)



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A close-up photograph of a woman with dark hair and light makeup, applying a white lip balm to her lips. The background is a soft-focus indoor setting with a window. The text is overlaid on the left side of the image.

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