Coty Against Animal Testing Policy & Program



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At Coty, we do not test our products on animals and we are fully committed to ending animal testing across the beauty industry.

One of our company's core values is Kindness to the World, and as part of this belief, we value all life. We cherish all living beings and aim to lead the way in creating products and processes that respect animal life.

Science and advocacy for alternative approaches

We believe the way forward lies in alternatives to animal testing, which is why we are committed to replacing animal testing across our sector. For more than 25 years, Coty has been developing methods that provide a clear alternative to animal testing, including sharing existing data with other companies and industries.

We work every day to pioneer product testing methods that will benefit the whole industry. For example, Coty now uses innovative predictive assessment tools including artificial intelligence, such as in vitro, in silico models and molecular modelling systems which deliver realistic testing conditions.

At Coty, we also use our role in industry associations to engage with stakeholders, share knowledge, build a community of understanding around alternatives, promote the adoption of alternate methods, and advocate for regulatory change. For example, we are a member of the Cosmetics Europe Alternatives to Animal Testing taskforce (ATB/AA TF), the Chinese Society of Toxicology, and the International Collaboration on Cosmetics Safety (ICCS) through which we promote and advocate for non-animal testing approaches.

Best practice assurance

Coty has partnered with Cruelty Free International (CFI) to play our part in ending all animal testing in the beauty industry, and has already achieved Leaping Bunny approval by Cruelty Free International for our COVERGIRL, Rimmel, Manhattan, philosophy and Risqué brands. Leaping Bunny is the best assurance that a brand has made a genuine commitment to ending animal testing. This involves a rigorous audit of the brand's supply chain and ingredients, and is considered the global gold standard for cosmetics and personal care products. A global program, Leaping Bunny requires brands to follow cruelty free standards over and above legal requirements, including requiring a supplier monitoring system to be implemented and independently audited.

Coty is continuing to work with CFI to explore Leaping Bunny approval for other brands in our portfolio.

Safety & regulatory testing

Of course, ensuring the safety of our products is a top priority. Every Coty product has been developed, tested, manufactured, and packaged in compliance with the laws, regulations and guidelines that are applicable in each country in which we sell them.

Today, some governments and agencies still require the testing of certain products on animals, in accordance with their local legal and regulatory requirements. Occasionally, to comply with regulation, government authorized facilities test some products and ingredients we use on animals. Coty never conducts this regulatory testing.

We welcome and are partner to any changes in legislation which remove the requirement for a product to be tested on an animal. We also apply for testing exemptions in markets where our products are sold. The Chinese Government's decision to grant exemptions for general cosmetics to be tested on animals prior to sale in the country is a significant step forward. Coty is adopting this opportunity for the notification of general cosmetics (the process required to register our products for sale in China).

At Coty, our non-animal testing policy and program is overseen by our Chief Scientific & Sustainability Officer who reports directly into the Chief Executive Officer. This reflects our strong belief that animals should not be used to ensure product safety and that the testing of products on animals has no place in the beauty industry.

shimei Fan

Dr. Shimei Fan Coty Chief Scientific & Sustainability Officer

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