



**Cruelty Free**  
INTERNATIONAL



# Leaping Bunny certification

## Household and cleaning products

### Guidance for Applicants

**Revised Winter 2018**

**Cruelty Free International**

● Website: [www.CrueltyFreeInternational.org](http://www.CrueltyFreeInternational.org) ● Email: [info@CrueltyFreeInternational.org](mailto:info@CrueltyFreeInternational.org) ● Twitter: [@CrueltyFreeIntl](https://twitter.com/CrueltyFreeIntl) ● Tel: +44 (0) 20 7700 4888

# Contents

## Section 1: Introduction

## Section 2: The application process

## Section 3: Before you apply for Leaping Bunny certification

- i) Eligibility
- ii) Excluded categories
- iii) Scope
- iv) Corporate structure
- v) Confidentiality
- vi) The Leaping Bunny trademark logo

## Section 4: Leaping Bunny criteria

## Section 5: Leaping Bunny definitions

- i) Animal
- ii) Animal testing
- iii) Animal testing for household and cleaning purposes
- iv) Audit
- v) Company
- vi) Conduct, commission, being party to
- vii) Declarations
- viii) Fixed cut-off date (FCOD)
- ix) Household and cleaning products
- x) Ingredient
- xi) Manufacturer
- xii) Non-compliance
- xiii) Post-market testing
- xiv) Pre-market testing
- xv) Raw material
- xvi) Responsible person
- xvii) Supplier monitoring system (SMS)
- xviii) Supply chain

## Section 6: Additional guidance

- i) Audit for Leaping Bunny certification compliance
- ii) China
- iii) Fixed cut-off date (FCOD)
- iv) Manufacturing products for a third party
- v) Non-compliance with Leaping Bunny certification criteria
- vi) Supplier monitoring system
- vii) Reservation of rights

## Appendix 1

- i) Fees
- ii) Licensing agreement and logo

## Appendix 2

- i) Supplier monitoring system
- ii) Ingredient flow-chart - checking for animal testing in your products

## Section 1: About the Leaping Bunny certification programme



**Cruelty Free**  
**INTERNATIONAL**

Leaping Bunny certification was originally established in the 1990s by our international coalition of animal protection organisations.

The Leaping Bunny logo is issued for use by companies which produce cosmetics, personal care, household and cleaning products which are free from animal testing and comply with the Leaping Bunny certification criteria.

The Leaping Bunny is the most trusted certification for cruelty free consumer products. More than 1000 companies across the globe already hold Leaping Bunny certification, providing real choice for ethical consumers who want to identify and buy products that have the best cruelty free assurance.

Achieving Leaping Bunny certification shows consumers that you are genuinely committed to helping end animal testing, and that you have procedures and policies in place to enable you to verify your cruelty free claims.

Today, Cruelty Free International (and our EU partners) certify companies around the world. For companies with a Head Office in the US or Canada the programme is managed by our US partners, the Coalition for Consumer Information on Cosmetics (CCIC). Regardless of where a company is certified, Leaping Bunny certification applies internationally, giving shoppers around the world confidence that companies meet 'the gold standard' for cruelty free products.

You will be guided and supported throughout the confidential certification process. Please contact our Leaping Bunny team if you have any questions before you apply.

## Section 2: The application process

It is important you work through this step by step guide for the Leaping Bunny application process. To make this process as smooth as possible, please contact us before you start the process if you require any clarification or have any questions.

### Step 1: Express initial interest

- Receive and review the Leaping Bunny certification application pack.
- Check you are **eligible** to apply for certification (*refer to Section 3*).

### Step 2: Confirm your intention to apply for certification

- Please email the Leaping Bunny team to let us know whether or not you intend to apply for certification, or to ask any questions.

### Step 3: Set your fixed cut-off date (FCOD) (*refer to Section 6*)

- Select a fixed cut-off date (FCOD), a date you choose after which no animal testing takes place on your own-brand eligible products, and your raw materials and ingredients adhere to Leaping Bunny criteria. Please obtain approval of your fixed cut-off date from the Leaping Bunny team before applying.

### Step 4: Contact your product manufacturer and/or raw material suppliers (*refer to Definitions*)

- Obtain written confirmation from product manufacturers to confirm the products they supply to you meet Leaping Bunny criteria after your FCOD. You can send them our sample declarations or your own documentation. *Note: Product manufacturers must check with raw material/ingredient suppliers that the materials in your products meet your FCOD. If you produce your own products you contact material providers directly. Please see Appendix 2 for helpful flowcharts.*

### Step 5: Put in place a supplier monitoring system (SMS) (*refer to Section 6*)

- Check you have an effective administration system to ensure you keep the information on your products, raw materials and ingredients up to date.
- You can hold the information at your premises or a **responsible person** can do this on your behalf (*refer to Definitions*).

### Step 6: Submitting your application (please check all boxes below)

- Supply a completed Leaping Bunny application form
- Attach a copy of your 'animal testing' policy (if applicable)
- Provide a description of your supplier monitoring system (SMS)
- Provide a sample of 2-4 product declarations from your supply chain
- Provide a sample of 2-4 raw material declarations from your supply chain
- Submit all of the above as an application via email to the Leaping Bunny team (please do not post it)

**Please allow us 10 weeks to process your full application**

## What happens next?

### **Step 7: We review your application**

We will carry out an informal review of your application and contact you with any feedback, or we will write to you to let you know that your application has been accepted. Once accepted, your complete application will take up to 8 weeks for formal processing.

### **Step 8: Finalising the application process**

- i) You will receive and must return a signed license agreement
- ii) You will receive and must pay your invoice for the certification fees
- iii) On receipt of your payment, you will receive the Leaping Bunny logo files, personalised certificate and branding guidelines
- iv) We will agree a date with you to jointly announce your Leaping Bunny certification

### **Step 9: Audit** *(refer to Section 6)*

We will be in touch with you to arrange an audit within the first year of certification.

## Section 3: Before you apply for Leaping Bunny certification

This section will help you to decide if your company is eligible for Leaping Bunny certification before beginning the application process.

### i) Eligibility

A company may apply for Leaping Bunny certification if:

- It sells products that fall under the Leaping Bunny certification definition of household and cleaning products (*refer to Definitions*) and;
- The products are its own brand and not owned by another company and;
- It is not an agent, distributor or manufacturer acting on behalf of a third party and;
- It is preparing to trade, or currently trading with a supply chain and an established online or retail presence.

### ii) Excluded categories

Leaping Bunny certification does not currently include the categories below, and we are unable to certify such items:

*Medicines*

*Herbal remedies*

*Tattoo ink*

*Brushes, applicators etc.*

*Human or animal food*

*Clothing or shoes*

*If in doubt, please contact us to check if your product is eligible for certification.*

### iii) Scope

When applying for certification a company must include all the current (own label) certifiable products.

Companies must also ensure that any future certifiable products meet the Leaping Bunny certification criteria.

*Please contact us if you wish to discuss the range of products you would like to certify before starting the process.*

### iv) Corporate structure

A company or its subsidiary may apply for certification independently of each other; please contact us to discuss this further if you are part of a group of companies.

### v) Confidentiality

All applications and correspondence regarding the process are strictly confidential. We will only endorse a company that has been awarded and announced publicly by us as holding full Leaping Bunny certification.

### vi) The Leaping Bunny trademark logo

On completion of the certification process, the Leaping Bunny trademark logo will be issued. Full branding guidelines are provided with the logo, with information about how the logo may be used, including colour, size, positioning, accompanying text etc.

## Section 4: The Leaping Bunny criteria

These are the Leaping Bunny criteria, the governing criteria for all Leaping Bunny companies certified for own brand household and cleaning products. A company must meet and continue to adhere to the criteria to achieve and retain certification. Certification is renewed annually.

- i) A company must not now or in the future **conduct, commission or be party to animal testing** of its own brand finished **household products, raw materials or component ingredients** contained in those products after its **fixed cut-off date (FCOD)**.
- ii) A company must ensure that no **animal testing** takes place in its **supply chain** for any of its **own-brand products, raw materials and ingredients** after its **FCOD** by operating a **supplier monitoring system (SMS)**.  
*\* Sample declarations are provided, or a company may use equivalent documentation to obtain the required information.*
- iii) If a company discovers **non-compliance** of these criteria within its supply chain, it must take appropriate action to remedy the breach.
- iv) A company must agree to submit to independent **audit** and must make available to auditors all aspects of its **SMS** upon request, and implement any actions and recommendations made by the auditor within timeframes agreed with Cruelty Free International.

## Section 5: Leaping Bunny certification definitions

Terminology	Definition
<b>i) Animal</b>	<p>a) Live non-human vertebrate animals, including: (i) independently feeding larval forms; and (ii) foetal forms of mammals as from the last third of their normal development (or earlier if the animal is to be allowed to live beyond that stage of development and, as a result of the testing procedures, is likely to experience pain, suffering, distress or lasting harm after it has reached that stage of development);</p> <p>b) Live cephalopods.</p> <p><i>(Note: Definition under EU Directive 2010/63)</i></p>
<b>ii) Animal testing</b>	<p>Any use of an animal for experimental or other scientific purposes which may cause the animal pain, suffering, distress or lasting harm.</p> <p><i>(Note: Definition under EU Directive 2010/63)</i></p> <p>Pre-market animal testing is not permitted for products, raw materials or ingredients.</p> <p><i>Pre-market testing is defined below.</i></p> <p>Post-market animal testing of a product is not permitted.</p> <p>Post-market animal testing of a raw material or ingredient, that is not testing for household products purposes, and where that test is required by a regulator is permitted. In this case, evidence that the testing is required by the regulator (reference to regulations specifying the animal test and/or a specific request) is needed. The Company is expected to use all reasonable means to challenge, with the support of Cruelty Free International where appropriate, this requirement.</p> <p><i>Post-market testing is defined below.</i></p> <p><i>Testing for household products purposes is defined below.</i></p>
<b>iii) Animal testing for household and cleaning products purposes</b>	<p>Animal testing within your supply chain for the purposes of assessing the safety of a household and cleaning product, or a raw material or ingredient for use in a household and cleaning product.</p>
<b>iv) Audit</b>	<p>A mandatory assessment of compliance with the Leaping Bunny certification criteria by an independent audit.</p> <p><i>Refer to Section 6 for more information</i></p>
<b>v) Company</b>	<p>Legal entity (limited liability company/ sole trader/ partnership/ other entity recognised by the law) that has been awarded Leaping Bunny certification.</p>

Terminology	Definition
<b>vi) Conduct, commission, being party to</b>	<p><b>Conduct:</b> A company directly carries out animal testing</p> <p><b>Commission:</b> A request by a company that another company or third party conducts animal testing on its behalf</p> <p><b>Being party to:</b> Paying for animal testing data. This includes paying for the results of animal testing conducted by a third party in order to obtain regulatory approval.</p>
<b>vii) Declarations</b>	<p>Sample declarations are provided by Cruelty Free International to indicate the information required from product manufacturers and raw material manufacturers. These documents (or equivalent documents) may form part of the SMS of the certified company. Declarations (or equivalent) must be no older than 12 months at any time. They must be obtained from all product and raw material manufacturers to indicate compliance with the company's fixed cut-off date for any of the products, raw materials or ingredients supplied for use in the certified company's products. Agents and distributors may only sign these if they hold the primary information which is accessible to audit.</p> <p><i>Refer to Section 6 for more information</i></p>
<b>viii) Fixed cut-off date (FCOD)</b>	<p>A date after which the certified company must not accept animal testing of any of its products, raw materials or ingredients. This date is fixed and cannot be changed.</p> <p><i>Refer to Section 6 for more information</i></p>
<b>ix) Household and cleaning product</b>	<p>A product which is commonly used in the domestic context and the non-availability of which would not lead to any health detriment. As an indication of the types of product that we would expect to fall under this category, the Household and cleaning products certification approves the following:</p> <ul style="list-style-type: none"> <li>• Disinfectant</li> <li>• Washing up liquid</li> <li>• Bleach</li> <li>• Air freshener</li> <li>• Dishwasher products</li> <li>• Washing powder</li> <li>• Floor &amp; furniture polish</li> <li>• Laundry tablet</li> <li>• Cleanser &amp; cleaner</li> <li>• Liquid detergent</li> <li>• Toilet products</li> <li>• Fabric conditioner</li> </ul> <p>..and any other product of a similar nature</p>

<b>Terminology</b>	<b>Definition</b>
<b>x) Ingredient</b>	A chemical substance or compound defined by its EC number or CAS number. <i>Refer to Section 6 for more information</i>
<b>xi) Manufacturer</b>	Any company which makes products, raw materials or ingredients within the supply chain of the certified company.
<b>xii) Non-compliance</b>	Being in breach of any aspect of the Leaping Bunny criteria. <i>Refer to Section 6 for more information</i>
<b>xiii) Post-market testing</b>	When the product, raw material or ingredient is already being sold (marketed) as, or for use in, a household product in the region for which animal testing is now being requested.
<b>xiv) Pre-market testing</b>	When the product, raw material or ingredient is being sold (marketed) as, or for use in, a household product for the first time in the region for which animal testing is being requested.
<b>xv) Raw material</b>	A single substance or mixture of substances provided to the product manufacturer that constitutes part of the household or cleaning product. Identified by a supplier-specific trade name or number and not an EC number or CAS number. Usually includes one or more active ingredients along with solvents, stabilisers and preservatives.
<b>xvi) Responsible person</b>	The company seeking approval or an external third party that has been nominated by the company to ensure it meets the Leaping Bunny certification criteria.

Terminology	Definition
<p><b>xvii) Supplier monitoring system (SMS)</b></p>	<p>A system put in place by the company seeking Leaping Bunny certification, to ensure all levels of its supply chain have not conducted, commissioned or been party to animal testing of the company's products, raw materials or ingredients beyond the company's FCOD.</p> <p>The SMS must ensure that data relating to animal testing for products, raw materials and ingredients is no older than 12 months and is readily available for the Leaping Bunny certification audit.</p> <p><i>Refer to Section 6 for more information</i></p> <p><b>Exemption from implementing a SMS</b></p> <p>A company that manufactures products for which they grow all of their own ingredients, or that purchases all ingredients from growers or retailers of natural agricultural ingredients, may not require declarations for such ingredients. Please contact the Leaping Bunny team to discuss your situation if you are looking to use such ingredients. However, if the company uses substances such as essential oils, stabilisers, preservatives or other additives that are supplied by a manufacturer, they must indicate on the application form that they do use suppliers and collate the required information about animal testing.</p>
<p><b>xviii) Supply Chain</b></p>	<p>The manufacturers of a product, raw material and/or ingredient (as defined above) including any distributors, agents or suppliers thereof.</p>

## Section 6: Additional guidance

### i) Audit for Leaping Bunny certification compliance

An audit is the mandatory official examination and verification of your systems, processes and records that form your supplier monitoring system. It will also look at how you communicate your certification internally and externally. It is conducted by an independent, qualified auditor who will assess your compliance with the Leaping Bunny certification criteria, including the data to substantiate any potential animal testing and compliance with your fixed cut-off date.

An audit will usually take place within 12 months of a company becoming certified and then every three years following this. As Leaping Bunny certification is international we are able to arrange an audit wherever your business is headquartered. The audit itself may take place at your offices, remotely via email, telephone, online video conferencing or a combination of any of these. It is unusual for auditors to visit your manufacturers; however, they may request information that has been held by manufacturers or a responsible person on your behalf.

Additional guidance will be provided to companies in advance of your audit date.

### ii) China

Cruelty Free International will provide specific additional guidance to companies who are considering entering the Chinese market. Regulations concerning access to the Chinese market for cruelty free companies are constantly evolving. Please contact the Leaping Bunny team for the most up to date guidelines before applying for certification.

### iii) Fixed cut-off date (FCOD)

A Leaping Bunny certified company commits not to conduct, commission or be party to any animal tests for finished products after a specific fixed cut-off date (FCOD).

The company also commits not to purchase any products, raw materials or ingredients for its own brand certified household or cleaning products from any manufacturer that has conducted, commissioned or been party to animal testing of these products, raw materials or ingredients after the company's FCOD.

To ensure compliance with the FCOD a company must put in place a supplier monitoring system (SMS) to ensure that animal testing does not take place in the supply chain after this FCOD.

#### iv) Manufacturing products for a third party

##### Complimentary products for leisure and hospitality

A Leaping Bunny certified company providing products for a hotel or membership venue such as a golf club, spa or gym, that are to be provided as complimentary products, may include the Leaping Bunny logo on the products if ALL the following conditions are met:

- i) Leaping Bunny certification criteria are met for all products displaying the logo; and
- ii) Products are labelled on the back of the packaging as 'Made by [certified company name], a Leaping Bunny certified company'; and
- iii) The specific wording above (ii) is displayed in close proximity to the Leaping Bunny logo wherever it is used; and
- iv) The Leaping Bunny logo is not used by the hotel or membership venue etc. without prior written permission from Cruelty Free International; and
- v) The hotel or membership venue etc. will not make any statements that imply they are Leaping Bunny certified.

**If a Leaping Bunny certified company is manufacturing products for a third party that is selling those products under its own brand name, the third party must apply for its own certification to be able to use the Leaping Bunny logo.**

##### Leaping Bunny own brand products using a third party licensed logo

A Leaping Bunny certified company may use the Leaping Bunny logo on its own brand products that also carry a third party logo, e.g. a limited edition, celebrity endorsed range. However, the Leaping Bunny logo must not be used **by the third party** without prior written permission from Cruelty Free International, nor must they make any statements that imply they are Leaping Bunny certified.

#### v) Non-compliance with Leaping Bunny certification criteria

A company should have in place procedures to manage a breach of the Leaping Bunny certification criteria. In the case of non-compliance of raw materials and ingredients, steps to remedy the breach could include:

- Removing the raw material or ingredient that is non-compliant and/or replacing it with a compliant one; or
- Changing the manufacturer to ensure compliance; or
- Removing the product from the range.

You must keep a record of any non-compliance issues and how they are rectified, as this information may be reviewed at audit. If a serious issue is discovered for which there is no immediate remedy, we advise you to contact us for advice.

## vi) Supplier monitoring system

A supplier monitoring system (SMS) must be put in place to ensure that no animal tested products, raw materials or ingredients enter the supply chain after the certified company's FCOD.

### Designing a SMS

Every business has its own unique supply chain and therefore every certified company will operate its SMS differently. Cruelty Free International does not therefore prescribe how a company should monitor its supply chain. A model process is described in *Appendix 2*.

Regardless of how the SMS is structured, a company must be sure that their FCOD has not been breached. In order to achieve this, certification requires a declaration from the product manufacturer and the manufacturers of each raw material.

Data that you rely on to verify your FCOD must not be older than 12 months at the time it is supplied to you. A Leaping Bunny company must ensure its manufacturers are aware of this and ensure it has procedures in place to keep information up to date and available for audit.

### Collating information about animal testing in your supply chain

Cruelty Free International provide sample declarations that can be used to collate information from your manufacturers (copies are included in your application pack). A company may, however, use its own documentation and systems if the same level of detail is obtained, and the same questions are asked. This flexibility enables companies to gather the required information from suppliers and manufacturers as part of their usual business practice. Animal testing data can be gathered alongside other information routinely required by the company.

We recommend that you provide your manufacturers with a copy of the Leaping Bunny certification criteria and definitions to ensure that they understand the requirements. A summary is provided in the document 'Information for Supply Chains', provided when you confirm application.

If you are uncertain as to whether your SMS meets the criteria, please discuss your approach and systems with the Leaping Bunny team in advance of applying.

Please note that we are unable to accept (as evidence of Leaping Bunny compliance) documentation demonstrating adherence to other certifications e.g. ECOCERT, Vegan Society etc. since they do not meet the same criteria.

### Sourcing products from another Leaping Bunny certified company

If one of your product manufacturers holds Leaping Bunny certification for its own brand, you must obtain the same information from them as you would from any other manufacturer in your supply chain.

## vii) Reservation of rights

Cruelty Free International reserves the right to decline an application for certification from any applicant on the basis that:

- The applicant company does not meet Leaping Bunny certification criteria; or
- Association with the applicant company through certification may be damaging to the reputation of Cruelty Free International and/or the Leaping Bunny certification programme; or
- There is a conflict between the applicant, its values or associations and the organisational values and objectives of Cruelty Free International.

## Appendix 1

### i) Fees

Fees are based on a company's gross annual sales for own label ranges of household and cleaning products (as defined under the scheme).

Fees are payable after approval of an application and upon receipt of a signed licence agreement.

Licence agreements are renewed every April, when the annual fee becomes due, in line with the UK financial year.

Cruelty Free International does not profit from fees, which instead contribute towards the costs of running the programme including:

- Administration costs
- Support and advice throughout the application process
- Review upon submission of application
- Licensing the Leaping Bunny logo and assistance with use of logo
- Launching brand/s as Leaping Bunny certified on the Cruelty Free International website and on social media
- Support and advice before, during and after the audit process
- Audit fees
- Ongoing guidance and support on regulatory and technical matters
- Reviews of documentation as required to assist companies in ongoing compliance with the programme

Gross annual sales (own label household and cleaning products)	Annual fee (+VAT)
Up to £20,000	£65
Exceeding £20,000 and up to / including £50,000	£125
Exceeding £50,000 and up to / including £200,000	£245
Exceeding £200,000 and up to / including £500,000	£495
Exceeding £500,000 and up to / including £2 million	£1,495
Exceeding £2 million and up to / including £5 million	£2,995
Exceeding £5 million and up to / including £20 million	£6,995
Exceeding £20 million	£9,995

Cruelty Free International is keen to encourage a wide range of companies to apply. If you have any comments or queries about the fee structure and what it covers, please contact us for advice.

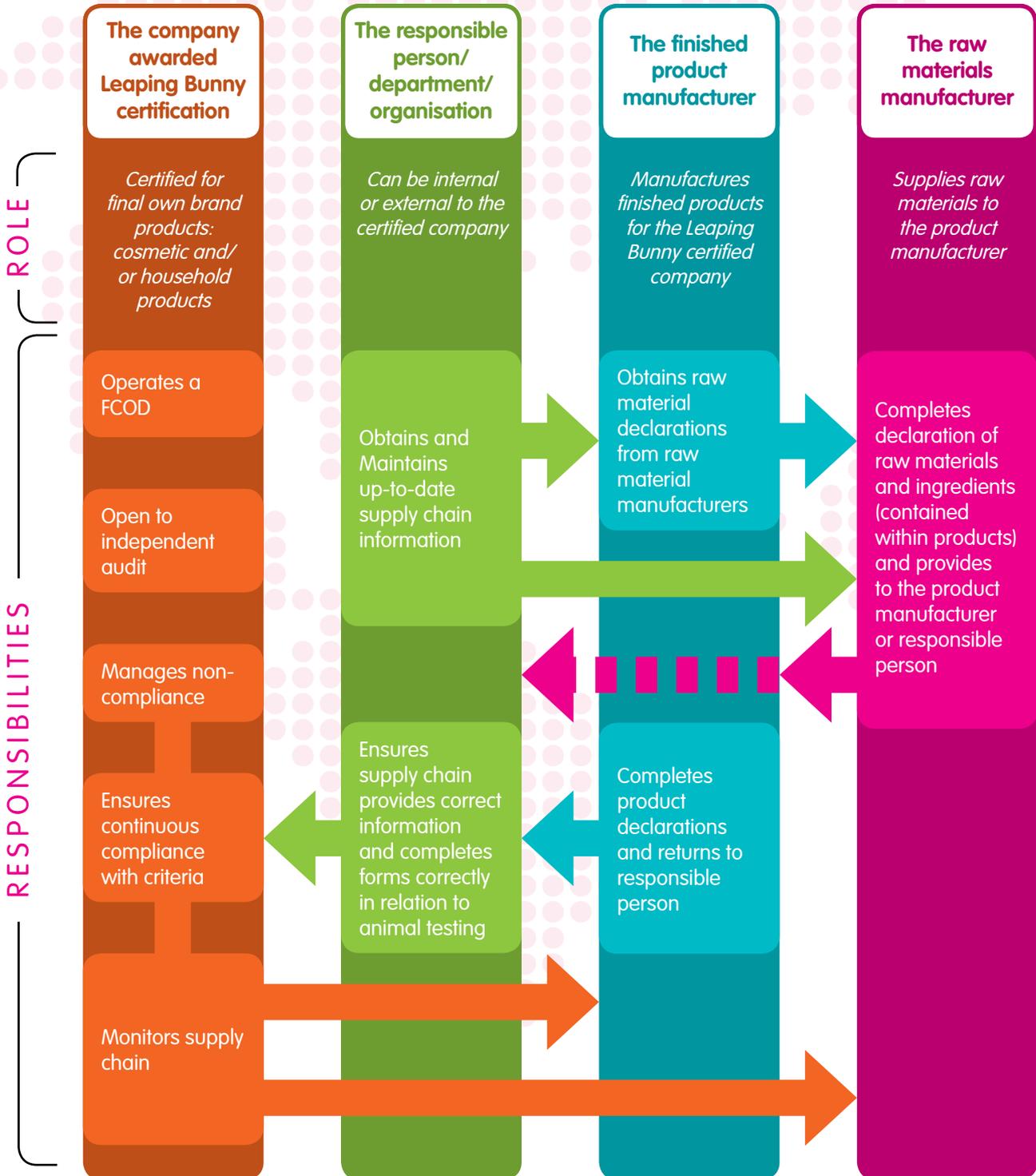
### ii) Licensing agreement and logo

A company will be offered a non-exclusive license agreement on successful completion of their application. The Leaping Bunny logo files and brand guidelines will be provided on completion of the agreement and receipt of the annual licence fee. Following this, the certification process is completed by means of an official combined public launch. The logo may then be used on certified products and in all marketing communications that relate to the company's certification.

## Appendix 2

### i) Supplier monitoring system *(refer to Section 6 for further information)*

This sample flow chart shows who is involved in the Leaping Bunny certification process, their role and responsibilities.



NOTE: The data that a certified company relies on to verify its fixed cut-off date must not be older than 12 months. All certified companies must renew declarations from manufacturers annually either by using our sample declarations forms or by an alternative method that uses the same language. For example, this might be by issuing a statement that your suppliers agree to in writing or by inserting standard text into your purchase orders.

## ii) Ingredient flow chart – checking for animal testing in your products

Product manufacturers must check with raw material suppliers that raw materials (RMs) and ingredients have not been animal tested since your fixed cut-off date *(refer to Section 6)*

