



Cruelty Free - Leaping Bunny

Wm Morrison Supermarkets PLC

Morrisons believes that beauty should be cruelty free. We are proud to be Leaping Bunny approved. A global programme, Leaping Bunny requires cruelty free standards over and above legal requirements. All of our own brand cosmetic and personal care products are approved under the Cruelty Free International Leaping Bunny programme, the internationally recognisable gold standard for cruelty free products.

We adhere to a fixed cut-off date policy and proactively monitor our suppliers to ensure that our products continue to adhere to the Leaping Bunny criteria. Our supplier monitoring system is also independently audited.

For more information about Cruelty Free International, Leaping Bunny and Leaping Bunny criteria, please visit www.crueltyfreeinternational.org



Cruelty Free
INTERNATIONAL