



# CORPORATE RESPONSIBILITY

## ANIMAL DERIVED MATERIALS POLICY

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### OUR POLICY

The ASOS Animal Welfare Policy applies to all products sold through any of ASOS' websites, including ASOS Brands, Brands, Outlet and Marketplace traders.

Suppliers must not use the following animal derived materials:

- any part of vulnerable, endangered, exotic or wild-caught species
- fur (including Mongolian lambs' fur) or rabbit hair (including angora)
- feather and down
- bone, horn, shell (including mother of pearl) and teeth
- mohair and cashmere
- silk

In addition, they must:

- Only source certain types of leather, wool, and other animal hair as a by-product of the meat industry and from suppliers with good animal husbandry.

Cosmetics:

- ASOS Make-Up is not tested on animals.
- In accordance with the EU animal testing ban that came into effect on 11<sup>th</sup> March 2013, brands selling cosmetic products in the EU through any of ASOS' websites must comply with the requirements of EU law.
- Some beauty brands sold through ASOS who also sell their products through other channels, may still be testing on animals if required by local market regulations. ASOS is committed to working with the industry to achieve a worldwide ban on animal testing.

ASOS is continuously seeking more sustainable alternatives to animal derived materials and conventional textile fibres and is supporting the development of innovative new materials to use in our products. Read more about our Sustainable Sourcing Programme [here](#).

READ OUR FULL ANIMAL WELFARE POLICY +



We publicly re-affirmed our commitment to being a fur-free retailer by becoming a member of the Fur Free Alliance in 2012.



## GUIDE TO IDENTIFYING FAUX FUR FROM REAL FUR

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Investigations by animal welfare organisations have highlighted that faux fur is being substituted with real fur by some manufacturers as it can be cheaper than synthetic materials. We've produced a guide to help retail teams, suppliers and customers identify faux (fake) fur from real fur. We also distribute this information sheet to our vintage clothing boutique sellers on ASOS Marketplace. We follow up with training to our internal teams so that they can conduct spot checks on products containing faux fur.

Action	Faux	Real
		
Examine backing	Uniform knitted or mesh backing, one layer of lining	Soft suede-like leather base, often two layers of lining
Pierce base with a pin	Easy to push a pin through base	Difficult to push a pin through base
Examine hair	Uniform in colour and length, synthetic feeling fibres	Varying length soft tapered hair which rolls easily between fingers

## SUPPORTING OUR RETAIL TEAMS AND SUPPLIERS

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We have put measures in place to educate our retail teams and suppliers on the Animal Derived Materials Policy, including:

- Distributing guidelines and factsheets explaining animal welfare in the fashion and beauty industry, and a step-by-step guide to sourcing higher animal welfare materials
- Training workshops for internal teams on the policy and guidelines; induction training for all new employees covers the Animal Welfare Policy

## RECOGNITION FROM ANIMAL WELFARE ORGANISATIONS

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ASOS has also been recognised a number of times in PETA's fashion awards, first launched in 2013, celebrating the most desirable cruelty-free clothing and accessories on the market. Last year we were awarded the title of most progressive online platform after setting out our intention to stop selling products containing mohair, cashmere, silk, feathers, bone, horn, shell and teeth on our websites by January 2019.

“ This compassionate move by such a high-profile name sets a new standard for animal-friendly retailers everywhere. ”

PETA FASHION AWARDS 2018

## FAQS

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To view our animal welfare FAQs please click [here](#)

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Years ASOS' Animal Welfare programme has been in place

70bn

Animals reared annually for food and fashion

2013

The year we stopped selling angora

2019

The year we stopped selling feathers bone, horn, shell, teeth mohair, cashmere & silk



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