

## **MAYBELLINE ANIMAL TESTING POLICY**

The safety of our consumers is our highest priority at Maybelline, a division of L'Oréal USA, Inc. Our products and ingredients undergo extensive screening so that consumers may purchase and use our products with complete confidence.

All the brands of the L'Oréal Group are in full compliance with the requirements for safety in the more than 130 countries in which our products are sold, as well as with FDA regulations and the European Union Cosmetic Directive.

L'Oreal is a leader in developing alternative methods to animal testing with the ultimate goal of eliminating all animal testing completely. In 1989, L'Oreal voluntarily stopped using animal testing for the evaluation of its entire range of finished products. The company has invested \$800 million over the last 25 years to develop innovative, alternative methods to animal testing, particularly in the area of reconstructed tissue development. We are totally committed to a future without tests on animals.

To learn more about L'Oréal's work in the area of alternative methods to animal testing, please visit our Sustainability website at [www.sustainabledevelopment.loreal.com/innovation/in-close-up-alternative-methods.asp](http://www.sustainabledevelopment.loreal.com/innovation/in-close-up-alternative-methods.asp).