



MEDIA RELEASE FROM THE 2015 LUSH PRIZE

24th April 2015

£250,000 Lush Prize to reward animal-free science

The largest annual global prize fund in the non-animal testing sector opens this week, with £250,000 available to scientists and campaigners.

Nominations for the 2015 Lush Prize will open on 24 April, World Day for Animals in Laboratories. This fourth year of the Prize will mark one million pounds having been given to support initiatives to end the use of animals in toxicology (chemical testing) research.

A joint project between cosmetics company Lush and research group Ethical Consumer, the prize is designed to drive forward the complete replacement of animals in experiments.

The five main categories of prize cover science, training, young researchers, public awareness and lobbying and are create a bridge between all the networks required to create humane and relevant scientific alternatives to using animals. A sixth category, the Black Box Prize, is available to any scientist or team responsible for a key breakthrough in human toxicity pathways research. In this instance the full £250,000 would be awarded to that individual category.

Thirty seven scientists and organisations in 19 countries have so far benefited from £750,000 Lush Prize funding for 'outstanding contributions' to replace animal testing. Winners in 2014 reflected the global nature of the prize, representing 11 countries, including the first winners from Africa and South America.

Lush Prize spokesperson Craig Redmond said: "Animal testing is increasingly recognised as being unreliable and unscientific. In addition, a new report from the Oxford Centre for Animal Ethics has described these experiments as 'morally unthinkable'. The Lush Prize brings together scientists, campaigners and lobbyists to encourage progress in more humane and more relevant scientific activities to end animal tests. We are excited to again be rewarding fantastic work around the world."

Nominations for the Prize can be made online at www.lushprize.org and close on 24 July. A panel of expert judges from around the world meet in September and winners are awarded their prizes at a conference and dinner in London in November.

ENDS

PRESS ENQUIRIES

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NOTES TO EDITORS

The **Lush Prize** is a partnership between Lush and Ethical Consumer to support animal-free toxicology and is designed to reward groups or individuals working in the field of cruelty-free scientific research, awareness-raising and lobbying to help bring an end to animal testing. The £250,000 annual prize fund is the biggest prize in the non-animal testing sector, and the **ONLY** one to focus solely on the replacement of animal tests. It seeks to focus pressure on safety testing for consumer products in a way that complements projects already addressing the animal testing of medicines.

The Prize categories (<http://www.lushprize.org/awards/>) -

Public Awareness: public awareness-raising of on-going testing

Science: for the development of replacement non-animal tests

Training: training researchers in non-animal tests

Lobbying: policy interventions to promote the use of replacements

Young Researcher: to researchers under 35 years old specialising in replacements research

Black Box: for a key breakthrough in human toxicity pathways research

About Ethical Consumer: Ethical Consumer Research Association is a not-for-profit research and consultancy co-operative specialising in independent research into social, animal welfare and environmental issues. www.ethicalconsumer.org

About Lush: Lush is a campaigning manufacturer and retailer of fresh handmade cosmetics with shops in 49 countries. The Lush Prize is one element in a broader campaign called 'Fighting Animal Testing'. Since establishing 20 years ago, Lush Cosmetics has been driven by innovation and its ethics. Lush operates a strict policy against animal testing and operates a thoroughly comprehensive Ethical Buying department and supports Fair Trade and Community Trade initiatives. Lush leads the cosmetics industry in combating over-packaging by running public awareness campaigns and developing products that can be sold 'naked' to the consumer without any packaging.

Details of last year's prize winners can be seen at: <http://www.lushprize.org/2014-prize/>

Every year, it is estimated that more than 115 million animals are used in testing laboratories around the world.