



# ANIMAL WELFARE POLICY

Implementation date: 3 May 2024  
'Accountable' owner: Head of ESG  
'Responsible' owner: Product Sustainability Manager



## Version Control

Version	Author name	Version changes	Date	Next review date
V1.0	Stuart Wharton	Introduction of public animal welfare policy	October 2022	June 2023
V2.0	Francesca White	Revisions to scope to exclude non animal derived materials	May 2024	May 2025

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## 1. Policy Statement

This Policy establishes a set of principles and rules adopted by The Very Group Limited ('TVG') in relation to Animal Welfare. We believe it is not acceptable for animals to suffer in the name of consumer goods. No animals should be slaughtered or harmed specifically to produce products sold through any of The Very Group websites.

The primary objectives of this Policy are to:

- Outline our position on the use of animal derived materials
- Define the rules and framework to ensure our products are from ethical sources

## 2. Key requirements

The Very Group requires animal material suppliers to adopt industry best practice on rearing, transportation, and slaughter standards, applying the internationally recognised Five Freedoms which recommend animals should be afforded:

1. Freedom from Hunger and Thirst, by ready access to fresh water and a diet to maintain full health and vigour.
2. Freedom from Discomfort, by providing an appropriate environment.
3. Freedom from Pain, Injury or Disease, by prevention or rapid diagnosis and treatment.
4. Freedom to Express Normal Behaviour, by providing sufficient space, proper facilities and appropriate company of the animal's own kind.
5. Freedom from Fear and Distress, by ensuring conditions and treatment, which avoid mental suffering.

## 3. What does this mean to the Very Group?

This policy applies to all colleagues, own brand suppliers and branded product suppliers associated with The Very Group

### 3.1 Animal Welfare Policy

To ensure compliance:

1. TVG require both own brand and branded product suppliers to provide information on the name of the species of animal used in our products (both common and scientific name) and the country of origin of where the animal was reared.
2. Animal products and synthetic materials made to look like animal products must be clearly labelled as faux on the product description and care label to avoid confusion.
3. TVG have zero tolerance on animal testing and in accordance with the EU animal testing ban that came into effect on 11th March 2013, brands selling cosmetic products in the EU/GB/NI through any of our websites must comply with the requirements of the law.
4. Materials derived from vulnerable or endangered species appearing on either the international union for the conservation of nature (IUCN) or the convention of international trade in endangered species (CITES) lists must not be used in products sold through any of our websites.

5. Specific material requirements include:

Material	Policy
<i>Animal Hair</i>	<p>Angora and other rabbit hair <b>must not</b> be used in products sold through any of our websites</p> <p>Mohair <b>must not</b> be used in products sold through any of our websites unless certified by Responsible Mohair Standard (RWS)</p> <p>Alpaca and Cashmere must only be sourced from certified producers. For example, Responsible Alpaca Standard (RAS) Responsible Mohair Standard (RMS), The Good Cashmere Standard or equivalent.</p>
<i>Fur</i>	<p>The Very Group <b>does not</b> accept real fur</p>
<i>Wool</i>	<p>Sheep and lamb wool <b>must</b> be sourced from producers with good animal husbandry</p> <p>Wool <b>must not</b> be sourced from farmers who practice <b>mulesing</b></p> <p>The Very Group encourages all suppliers to source wool from certified producers. For example, Responsible Wool Standard (RWS) or similar</p>
<i>Feathers &amp; Down</i>	<p><b>Must only</b> be purchased from licensed organisations with certification.</p> <p>As a minimum standard, we expect all our feather and down suppliers to comply with an industry recognised standard such as Responsible Down Standard (RDS) or similar.</p> <p>We will <b>not</b> use feathers from birds used in the production of Foie Gras.</p> <p>We will only use down or feathers of animals that are from a recognised food industry, therefore the below <b>cannot</b> be used (this list is not exhaustive):  <b>Peacock, marabou, parrot, ostrich, emu</b></p>