

# ASOS Animal Derived Material Policy

## FOR OUR SUPPLY NETWORK

ASOS' corporate responsibility programme, Fashion with Integrity, epitomises our approach to business. It means managing all aspects of our business transparently, so our customers can enjoy fashion knowing they're buying from a responsible company that's actively working to minimise the negative effects of the fashion industry on people, animals and the environment.

## INTRODUCTION

ASOS firmly believes it is not acceptable for animals to suffer in the name of fashion or beauty.

ASOS' animal derived materials approach is governed by the Be More Circular pillar of our Fashion with integrity programme and our commitment to use 100% more sustainable or recycled materials. Where possible, we are switching to and supporting the development of more ethical and sustainable materials. When selecting which natural or synthetic materials to use we consider a range of criteria, including environmental, quality, social and animal welfare.

We are committed to advancing animal welfare standards and improving transparency in the supply chains where we do source animal derived materials from. We are working together with industry experts, our supply network and other brands to achieve progress in these areas.

## POLICY SCOPE

All ASOS OB Brands Suppliers, Third Party Brands (including Outlet), Marketplace sellers and their supply networks must comply with the Animal Derived Materials Policy ("**Policy**").

## KEY PRINCIPLES

Animal derived materials must:

- Be a by-product<sup>1</sup> of the meat industry and **must not** come from animals slaughtered specifically to produce fashion or beauty products.
- Come from animals reared, transported and slaughtered under industry best practice standards, based on the [Five Freedoms](#)<sup>2</sup>:
  1. Freedom from hunger and thirst
  2. Freedom from discomfort
  3. Freedom from pain, injury and disease
  4. Freedom to express normal behaviour
  5. Freedom from fear and distress
- **Not** come from vulnerable, endangered, exotic or wild caught species.
- Undergo fibre composition testing to ensure prohibited materials are not being used.
- Undergo supplier and ASOS due diligence checks to ensure they comply with this Policy.
- Be clearly labelled with material type on the product care label & description.

## PROHIBITED ANIMAL DERIVED MATERIALS

The following animal materials must **not** be used in products sold through any of ASOS' websites,

- **VULNERABLE AND ENDANGERED SPECIES** - Species appearing on either the International Union for the Conservation of Nature ([IUCN](#)) or the Convention of International Trade in Endangered Species ([CITES](#)) lists.
- **FUR** - Real fur including Mongolian lambs fur and Karakul<sup>3</sup> lambskin pelts from aborted or new born lambs
- **ANGORA & OTHER RABBIT HAIR**
- **SILK**
- **BONE, HORN, SHELL (including MOTHER OF PEARL) & TEETH**

The following animal materials must not be used, excluding where exceptions have been made for certain materials for a small number of 3<sup>rd</sup> party brands that can demonstrate high animal welfare standards and traceability through Textile Exchange Standard and Good Cashmere Standard certifications.

- **FEATHERS & DOWN**
- **MOHAIR**
- **ALPACA HAIR**
- **CASHMERE**

## PERMITTED ANIMAL DERIVED MATERIALS

The following animal materials **can** be used in products sold through any of ASOS' websites, with some exceptions:

### LEATHER & SKIN

- Only cow, buffalo, sheep, goat or pig leather or skin, sourced as a by-product of the meat industry and from producers with good animal husbandry<sup>2</sup> should be used.
  - Leather or skin with hair or wool on are accepted from the above species only, including shearling/sheepskin.
  - Leather or skin must not be obtained from aborted animals i.e. skin and karakul, while the animal is still alive.
  - Leather or skin must not be obtained from juvenile<sup>4</sup> animals i.e. calves or lambs.
  - Leather or skin must not be obtained from animals kept in confinement systems i.e. in veal or sow crates.
  - Leather or skin must not be obtained from wild-caught animals, exotic animals, or vulnerable and endangered species.
- ASOS is a member of the Leather Working Group and is working towards sourcing all skins from LWG rated tanneries. The LWG audit assesses environmental performance and contains a measure on transparency which is an area for continuous improvement.

## **WOOL**

- Sheep and lamb wool must be sourced from producers with good animal husbandry.
- Merino wool must not be sourced from farmers who practice mulesing<sup>5</sup>.
- ASOS encourages all suppliers to source wool from Responsible Wool Standard<sup>6</sup> [\(RWS\) certified farmers and mills](#).

## **OTHER ANIMAL HAIR**

- Only cow, buffalo, yak, horse, and goat from producers with good animal husbandry can be used in products.
- Hair must not be obtained from vulnerable or endangered species.
- Hair must not be harvested by live plucking.
- Animal hair must not be used in make up or shaving brushes.
- Synthetic alternatives must be clearly labelled as synthetic.

## **ADDITIONAL POLICY POINTS**

### **ANIMAL TESTING**

- No product sold on ASOS.com should be tested on animals.
- In accordance with the EU animal testing ban that came into effect on 11th March 2013, brands selling cosmetic products in the EU through any of ASOS' websites must comply with the requirements of EU law.
- ASOS supports a worldwide ban on animal testing, however recognises some beauty brands selling through ASOS' websites, who also sell their products through other channels, may still be testing on animals if required by local market regulations.

### **ANIMAL IMAGERY**

- Animal imagery or materials featured on products sold through any of ASOS' websites or used for marketing, production and communication purposes must be sensitive to animal welfare issues, such as the depiction of animals in captivity, and must comply with ASOS' Animal Derived Material Policy.
- Animals and animal derived materials which are prohibited in this Policy must not be used for marketing, production and communication purposes.

## **SUPPLY NETWORK RESPONSIBILITIES**

ASOS requires all suppliers and Brands to:

- Share this Policy with their sourcing teams and their supply network.
- Request 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 from the material supplier, and share this information with ASOS.
- Test materials for fibre composition and submit third-party lab test report to the ASOS Technical team prior to product shipment (Own brand only).
- Clearly label the type of animal derived material on the product care label and description.
- Include the term faux on the product care label and description of products containing synthetic animal materials.
- Visually check all products to ensure they comply with this policy prior to

shipment

- Be aware that ASOS conducts visual product spot checks and third-party lab testing on any materials thought to be prohibited. Products contravening this Policy will be removed from sale immediately and returned to the supplier at the supplier's cost.
- Review ASOS Animal Derived Materials Policy guidelines for further guidance on Policy implementation and steps they can take to improve animal welfare in their supply network.
- Discuss any concerns with ASOS Technical or Compliance teams.

### **Further explanations**

<sup>1</sup> Animals should only be reared and slaughtered for the food industry. E.g. a cow should not be slaughtered specifically for its skin.

<sup>2</sup> The five freedoms were developed by the UK's Farm Animal Welfare Committee and have been adopted as the foundation of higher animal welfare standards globally. These higher welfare standards are referenced throughout this policy under the term "good animal husbandry".

<sup>3</sup> Karakul lambskin fur has several names. The fur from foetal lambs is called karakulcha, cha or broadtail. Fur from newborn lambs is known as karacul, caracul, qaraqul, astrakhan, swakara, swartkoppersie krimmer, nakara, blackhead Persian or Persian pelts.

<sup>4</sup> ASOS defines a calf as an animal under [8 months old](#) and a lamb as an animal under 2 years old as per the EU's definition of calf and lamb meat.

<sup>5</sup> Mulesing involves cutting away flesh from a sheep's rump, often without anaesthetic, in an attempt to produce a smooth wool-free area that is less attractive to flies.

<sup>6</sup> Textile Exchange's [Responsible Wool Standard](#) promotes good animal welfare, traceability and responsible land management practices among wool producers.