



ASOS Animal Derived Materials Policy

Scope:	Own-brands and Partner Brands
Effective from:	May 2025
Last reviewed:	March 2025
Owner:	Chemical Compliance Team
Version:	V.15

Introduction

This policy forms part of our commitment to uphold the ASOS animal welfare principles for all animal derived fibres and materials we source. ASOS own-brand suppliers, partner brands, Marketplace sellers and their supply networks must comply with the Animal Derived Materials Policy (“**Policy**”).

Policy scope

All ASOS own-brand suppliers, partner brands, Marketplace sellers and their supply networks must comply with the Animal Derived Materials Policy (“**Policy**”).

Key principles

Animal derived materials must:

- Be a by-product¹ 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 Domains²:
 1. Good nutrition
 2. Good environment
 3. Good health
 4. Appropriate behaviour
 5. Positive mental experience
- **Not** come from vulnerable, endangered, exotic or wild caught species.
- Undergo fibre composition or fibre identification 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 Karakul³ lambskin pelts from aborted or newborn lambs
- SILK
- ANGORA & OTHER RABBIT HAIR
- BONE, HORN, CORAL, PEARL, SHELL (including MOTHER OF PEARL) & TEETH

Permitted animal derived materials

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

FEATHERS & DOWN, ALPACA, MOHAIR

- ASOS is a member of [Textile Exchange](#) and accepts certification to their recognised standards.
- Exceptions have been made for certain materials for a small number of 3rd party brands and ASOS own brands, that can demonstrate high animal welfare standards and traceability through Textile Exchange Standard certifications.
- Products containing these fibres must be certified to Textile Exchange standards⁶ to be permitted to be sold on ASOS platforms:
 - [Responsible Alpaca Standard](#)
 - [Responsible Down Standard](#)
 - We do not allow Down feathers from Swans, only from Duck and Geese.
 - Feather or down from greylag geese are banned due to the risk that they have been force-fed to produce foie gras.
 - See Global Clothing Testing Manual V5 for Down testing requirement
 - [Responsible Mohair Standard](#)

CASHMERE

- Own Brand: Only cashmere certified with the following standard, [The Good Cashmere Standard](#)⁷, is permitted in products to be sold on ASOS platforms.
- Approved 3rd party brands can use The Good Cashmere Standard⁸.
- Approved 3rd party brands can use Sustainable Fibre Alliance.⁸
- Recycled cashmere can be used if certified to GRS or RCS but cannot be blended with un-certified cashmere.

LEATHER & SKIN

- Species only from cow, buffalo, sheep, goat or pig, sourced as a by-product of the meat industry and from producers with good animal husbandry² 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. slink and karakul, while the animal is still alive.
- 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.
- All leather must meet the UK/EU law⁹ on deforestation regulations. You must be able to provide evidence, on request, that your products are sourced from regions free from recent deforestation or any involvement in forest degradation.
- Undergo fibre identification (ISO 17131:2020) testing to identify leather and distinguish it from other materials.

WOOL

- Sheep and lamb wool must be sourced from producers with good animal husbandry.
- Merino wool must not be sourced from farmers who practice mulesing⁵.
- ASOS encourages all suppliers to source wool from Responsible Wool Standard⁶ [\(RWS\) 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

- ¹. Animals should only be reared and slaughtered for the food industry. E.g. a cow should not be slaughtered specifically for its skin.
- ². <https://textileexchange.org/app/uploads/2023/10/Textile-Exchange-and-animal-welfare.pdf> The Five Domains model was created by Prof. Emeritus D.J. Mellor, is widely used in animal legislation, and recognised by many animal welfare stakeholder groups. This has been adopted as the foundation of higher animal welfare standards globally. Any animal materials in products supplied to ASOS must come from animals treated according to the recommendations on animal welfare set out by the World Organisation for Animal Health (OIE) in their Animal Health Codes and the UK's Farm Animal Welfare Committee (FAWC) in their Five Domains. These higher welfare standards are referenced throughout this policy under the term "good animal husbandry".
- ³. 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.

4. 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.
5. 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.
6. Textile Exchange's standards promote good animal welfare, traceability and responsible land management practices among producers.
 - [Responsible Alpaca Standard](#)
 - [Responsible Down Standard](#)
 - [Responsible Mohair standard](#)
 - [Responsible Wool Standard](#)
7. Good Cashmere Standard[®] (GCS) is an independent standard for cashmere, developed by the Aid by Trade Foundation (AbTF), that aims to improve the welfare of cashmere goats, the working conditions of the farmers.
 - [Good Cashmere Standard[®]](#)
8. [Sustainable Fibre Alliance](#)
9. [EU law on deforestation regulations](#)