

**Greens for Animal Protection:
Statement from Tamsin Omond & Amelia Womack**

You don't get to be head of global campaigns for Lush Cosmetics without a strong record in animal rights advocacy and campaigning. Whilst at Lush I developed, organised, and delivered Lush's first ever global campaign. That campaign was "Fighting Animal Testing". You may have seen the logo and slogan on their bags ever since. I won't go into the complexity and reach of understanding that was required to run a campaign in over 1000 shops across 50 markets all with different legislation and attitudes on animal rights. Suffice to say it was a huge endeavour and the unprecedented success of it is one of the proudest campaigning moments of my life.

I'll be delighted to talk about what was involved with you at Conference, but what I will say more briefly here is that we launched the campaign with a performance that remains one of the single most viewed animal rights protests/performances ever. It's not easy viewing (and comes with a content warning), but the impact of the performance has been huge (with now over 3.1 million views of it on youtube - https://youtu.be/f4K9iSyj_lk).

The high impact of the performance meant that myself and the performer were invited onto BBC Breakfast (over 1million viewers) to talk about the cosmetics directive and the Fighting Animal Testing campaign. Here's a video of a portion of that interview - https://drive.google.com/file/d/1yWdzBJ8_DYHWfAk1I_qyt08YuWYP1LP1/view?usp=drivesdk Lush's campaign built on the deep and strong foundations of so much animal rights activism and campaigning around cosmetics testing. We gathered over 500,000 petition signatures and the following year the cosmetics directive was finally passed in full. I am a vegan (of course...) but it is the success of my campaigning to enact legislative systems that protect millions of animals, forever, where my commitment to and care for animals is most clearly seen.