

Look good, do good

Leaping Bunny helps you protect animals when buying makeup, household products

Beauty is only skin deep. But some of the stuff people have put on their faces in the name of beauty may make your skin crawl.

Vanity did not originate with today's selfie generation. The ancient Egyptians and Romans, people of the Middle Ages and the Renaissance, and pretty much every culture right up to today have enhanced their looks with a variety of substances, some icky and some deadly. Soot, lead, mercury, blood and even arsenic have found their way into cosmetics designed to make the eyes smokier, the skin more pale or blush, lips redder or eyelashes longer and thicker. Even today people smear the red guts of a South American beetle on their faces to look good.



KEVIN O'NEILL

InSites

The very compassionate people at **LeapingBunny.org** want you to look good, they just don't want you to squish any beetles while doing it. The organization certifies cosmetics and other household products as being cruelty free, meaning no animals were used in testing, or as a part of, any of the ingredients in a product.

Leaping Bunny provides a service to concerned consumers who don't want animals harmed for the sake of vanity. The website and app provide lists of companies and their products that are considered cruelty free, as well as locations (both brick-and-mortar and online) where you can shop for them.

Companies that want to be Leaping Bunny-certified must agree to abide by the organization's detailed standards and recommit to them every year. Some companies pay a fee to display the Leaping Bunny logo on their goods so consumers can easily spot cruelty-free products.

The website has a Myths and Facts section to clear up misconceptions

about what products are actually cruelty free, what the laws on animal testing are and whether there is a need for it. For cosmetics and household products, there is no need to test ingredients on animals.

The site also has links to related websites, publications and articles. There's a section with information on how you can take action to help protect animals from being used in testing. If you want to support Leaping Bunny financially you can donate from the site or purchase branded merchandise from the online store.

The website is professionally built with logical navigation, unified typography and good-quality imagery and video. However, it's not visually engaging. It's a serious subject, but with a name like Leaping Bunny, I expected the site to be more creative.

KEVIN O'NEILL is a staff artist for The Times-Tribune. Share your favorite websites and apps with him at koneill@times-shamrock.com.

