




Speech By  
**Jessica Pugh**

**MEMBER FOR MOUNT OMMANEY**

---

Record of Proceedings, 5 February 2020

**AGRICULTURE AND OTHER LEGISLATION AMEMDMNT BILL**

 **Ms PUGH** (Mount Ommaney—ALP) (4.40 pm): I am a member of the State Development, Natural Resources and Agricultural Industry Development Committee. We have a lot on our plate. Members may have noted from the speaking list that this committee is a male dominated one. It is not often that being the only female on the committee places me at such a distinct advantage on the subject matter, but today is such a day. To prepare for my speech I have undertaken 20-odd years of market research—a deep dive, if you will, into the beauty sector. With this extensive experience I deem myself—the member for Buderim is free to disagree with me—the most qualified member on the committee on the issue of cosmetics animal testing.

As a passionate consumer of beauty products, I have observed firsthand the changes in consumer sentiment that have driven the changes we see before the House today. Twenty years ago, as a teenager I vividly remember the cruelty-free campaigns led by the Body Shop, promoting the fact that they did not test on animals as a core part of their marketing strategy. It was the first time that I and many other consumers recall noticing this being brought to the forefront as part of a product's branding. It certainly highlighted to me as a young consumer the importance of choosing products that were created without harming animals. That is a key part of the legislation today.

I also want to note that I really appreciated the way the Body Shop was able to go about getting across the message of cruelty-free cosmetics without resorting to sexualising women. I recall that at the same time, in the early to mid-1990s, PETA used quite sexualised advertising featuring nude women to promote cruelty-free products. For me, this really missed the mark. I felt they were promoting animal welfare but using shock tactics that were degrading to women. I think this is a real shame. I think in the long term it probably did more harm than good for the cause of animal welfare.

I believe that the Body Shop was a frontrunner in advocating to get rid of animal testing in beauty products while also normalising the many different kinds of beauty that exist in society today and acknowledging that it is not just supermodels who like to buy and wear make-up. It is a multibillion dollar industry right around the world. That is why this legislation is so important. The Body Shop played a key role in changing attitudes worldwide. It pushed other beauty brands to consider their stance on animal testing and challenged consumers to protect animals while also protecting their skin. Now, 20-odd years later, thousands of brands worldwide are cruelty-free certified, and more are getting on board every day.

Consumers have never been more aware of their consumption habits. We can tell from the growing popularity of cruelty-free brands like the Body Shop, Arbonne and Ren, to name a few, that being cruelty-free or vegan can have significant economic benefits as well, as consumers increasingly look for cruelty-free products. I will give a local example of this evolution.

I found and fell in love with a local Brisbane based beauty brand, Issada, who sold animal hair kabuki brushes when they first opened over 10 years ago, when I was at uni. In the intervening time they have listened to market demand and noticed that consumers are asking for cruelty-free brushes. They have now created a vegan range of brushes, which I am proud to own. On a larger scale, Mecca

Cosmetica is an Australian founded company that began in Melbourne 20 years ago as a boutique skincare and make-up retailer and has grown into a billion dollar company with storefronts internationally. It offers on-trend products to an increasingly educated market of women—and men, the member for Buderim will be interested to know. I am proud to say that my dad, Davey P, was an early adopter of men's skin care, recognising the importance of nourishing the largest organ of the body.

In the 20 years since Mecca was founded in Melbourne, a number of trends have been visible. Using powerful botanical ingredients to achieve results rather than harsh chemicals, some of which are not dissimilar to what you might find in—

**Mr HART:** Mr Deputy Speaker, I rise to a point of order. With regard to relevance, while this might be very interesting to the member, it is not part of the legislation.

**Ms PUGH:** I think you will find that it is. It is about the animal-testing provisions.

**Mr FURNER:** On the point of order, it is quite relevant to the bill with regard to animal testing.

**Mr DEPUTY SPEAKER (Mr Weir):** There is a section in the bill that refers to that. Obviously it is of interest to the member. It is not a major part of the bill but it is in the bill.

**Ms PUGH:** I did not anticipate my speech being so controversial! As I was saying, many products have moved towards not being loaded with heavy artificial fragrances—I will get to why that is important in a minute; I can tell that the member for Burleigh is very interested—and ensuring that the ingredients are ethically sourced, even if those contain animal by-products like sheep placenta. This product could be obtained one of two ways: from live sheep births or from killing the sheep to take the placenta. Obviously one is much more cruel than the other.

When I was little my mum told me that lipstick used to contain whale blubber and face powder once contained lead. It is sometimes said that beauty is pain, and indeed sometimes it is downright dangerous. Still, none of that has stopped men and women throughout history from trying all kinds of weird and wonderful things in the name of being more attractive. For our furry friends, our desire to be more beautiful can have a dark side. According to the website of the Humane Society, which advocates internationally to end animal testing, animal testing is not just rubbing a little bit of lippie on a bunny rabbit. Their website states—

Typically, animal tests for cosmetics include skin and eye irritation tests where chemicals are rubbed onto the shaved skin or dripped into the eyes of rabbits; repeated oral force-feeding studies lasting weeks or months to look for signs of general illness or specific health hazards, such as cancer or birth defects; and even widely condemned "lethal dose" tests, in which animals are forced to swallow massive amounts of a test chemical to determine the dose that causes death. These tests can cause considerable pain and distress including blindness, swollen eyes, sore bleeding skin, internal bleeding and organ damage, birth defects, convulsions and death.

This is what we are legislating today to stop. For many working women and men, wearing make-up and using beauty products is part of getting ready in the morning. It can be time consuming and expensive but also a little bit of a treat. It can be an act of self-care to spend five minutes in your busy day carefully caring for your skin. In doing this, we need to ensure we are also caring for our little critters, who are not particularly keen to have burning goo rubbed in their eyes so we can even our skin tone and reduce the visible signs of ageing. This bill reflects the clear market trends not to torture our furry friends in our quest for beauty or exemplary personal hygiene. This bill will ensure that animal welfare is no longer just a market preference but is enshrined in legislation.

Secondly, I would like to touch on the provision relating to animals in hot cars. As we have heard, the RSPCA Queensland—I am very passionate about them; their headquarters are just a stone's throw from my electorate of Mount Ommaney—reports that animals being left in vehicles is a significant animal welfare issue. The hotline receives about a thousand calls every year. That is roughly two a day. We know that animals can quickly begin to suffer heat stroke. We have heard that in just six minutes animals can pass away. Unfortunately, a dog's normal cooling mechanism of panting does not work in a hot car. It is ineffective when the car itself is hot. It is incredibly dangerous and dogs can pass away in just six minutes.

The amendments in the bill make it clear that a person in charge of an animal may be guilty of breaching his or her duty of care to the animal if he or she inappropriately transports it. A person who confines or transports an animal in a vehicle in which it was unlikely to be able to regulate its body temperature may be breaching their duty of care to the animal even if, for example, the animal was rescued before the animal suffered heat stress or pain.

We often have the situation where people come across an animal when it is tied up in a car and they are just not sure what to do. If anyone does come across an animal that is tied up in a car—it is usually a dog and they can often be seen—the right thing to do is not to delay. They should call the RSPCA if they are near Mount Ommaney because it is just down the road. They can also call the local police and take advice from the experts about the next steps. Most importantly, do not leave the dog

unattended. Make sure that help comes because, as we know, they can die in just six minutes and it is very important that we ensure that animals get assistance. Every minute is crucial. There is a lot covered in this bill, but those two provisions that I have spoken about are issues that I am very passionate about. I commend the bill to the House.