

TECHNICAL REGULATION

RATING ANIMAL FREE FASHION *AND* ANIMAL FREE LABEL



animalfree.info

1_INTRODUCTION

Animal Free Fashion is an initiative launched in 2015 by LAV, the Italian animal rights association (www.lav.it), with the aim of promoting responsible fashion and, therefore, free of animal materials (Animal Derived Materials - ADMs). It is aimed at companies in the clothing and footwear sectors, but also in furniture and any other commercial sector where ADMs are used.

Animal Free Fashion consists of:

- ✓ **Animal Free Fashion rating**, which qualifies companies based on their ADMs-policy
- ✓ **Animal Free logo**, which identifies products without animal components
- ✓ website **www.animalfree.info**

2_DEFINITIONS

- A. **"Material of animal origin" (ADM):** besides 'fur', 'feather', 'leather', 'silk', 'wool' this term refers to any natural or chemical substance (artificial or synthetic) obtained from substances of animal origin such as (but not limited to): fibers obtained from Casein, Chitosan (Crabyon), etc. or slaughterhouse waste such as bones, horns, etc.
- B. **"Fur":** animal skin with hair attached to it; it refers to any animal species and any kind of product that contains skin with attached animal hair, regardless of the amount or method of production and manufacturing.
Includes:
1. All specially bred species (mink, fox, raccoon dog, sable, chinchilla, etc.).
 2. Rabbit (all breeds and regardless of whether it is bred for fur or food production).
 3. Karakul lamb (also called Swakara; Broadtail, Astrakhan or other denominations).
 4. Shearling;
 5. Sheepskin.
 6. All species captured in the wild for the production of fur, regardless of whether the killings take place as part of the containment, eradication, or "sustainable" management of wild animals (coyotes, lynx, wild mink, wild fox, etc.).
- C. **"Feathers":** this term also includes "down" and their synonyms; it refers to the plumage at any stage of development and every kind of product that contains feather, regardless of the species, quantity or method of production and manufacturing.
Includes:
1. Duck.
 2. Goose.
 3. Any other bird or waterfowl.
- D. **"Leather":** this term also includes definition of "hide", "skin" and their synonyms; it refers to the skin of any animal species and every kind of product that contains animal skin (without the hair attached to it), regardless of the quantity or method of production and manufacturing.
Includes:
1. All species bred for meat production or other derivatives, such as: cattle (dairy cows, calves, steers, buffaloes, etc.), sheep, goat; horse; pig; etc.

2. "Exotic" animals, such as: snakes, crocodiles, lizards, stingrays, sharks, ostriches, etc.
 3. Wild animals, all species captured in the wild regardless of the purpose of use and regardless of whether the killings take place as part of the containment, eradication, or "sustainable" management plan: kangaroo, deer, etc.
- E. **“Silk”**: refers to animal protein fiber derived from insects (lepidoptera or spiders), molluscs (byssus) or other animal species and to any kind of product that contains silk, regardless of the quantity or method of obtaining and processing.
- F. **“Wool and other yarns”**: refers to the natural textile fiber obtained from animal hair (without skin) of any animal species, and to any kind of product that contains wool, regardless of the quantity or method of obtaining and processing..
Includes:
1. Sheep.
 2. Goat, Cashmere, Mohair.
 3. Angora.
 4. Alpaca, Lama, Vicuna, Guanaco, Camel.
 5. Any other species.
- G. **“Animal Free Product”**: single product or product line that does not contain any ADMs, and for which no substances or derivatives of animal origin (including dyes, additives, etc.) have been used, and identified with the Animal Free logo.

3 _LOGO ANIMAL FREE

- A. The Animal Free logo is a figurative trademark composed of the words "Animal Free" that accompany a stylized figure of a zoomorphic animal, representative of the different animal species exploited in the clothing industry. It is a trademark owned by LAV, protected with international registration (WIPO, n.1251058).



Animal Free®

a LAV label

- B. The Animal Free logo:
1. has the function of identifying products completely ADMs-free;
 2. it is granted for use to any company joined Animal Free Fashion, regardless of its position in the Rating, free of charge and in compliance with the guidelines of the Visual Identity Manual;
 3. must be used in association with only products completely free of animal components, such as: label, tag, imprinted on the product, advertising material (press subjects, flyers, brochures, etc.), window stickers or other uses at shops, fairs, events and also as an online icon (always in association with the product to which it refers).

4_RATING ANIMAL FREE

- A. The 'Animal Free Fashion' ethical rating (hereafter "Rating") is the first Rating that enhances the commitment of companies to replace ADMs and based on a phasing-out process divided into four consequent steps (see Tab. 1): each step identifies a macro-category of ADMs (see point 2 Definitions) and each of the four steps is assigned a rating in a growing order (with a higher impact level, which however communicates the commitment of the company to no longer use animal fur, represented by the initials "V", until zero impact where the company can declare itself Animal Free, VVV +).

The fewer types of ADMs a company uses, the better the evaluation.

Policy ADM-free	FUR	DOWN&FEATHERS	LIVESTOCK	EXOTIC	WILD	SILK	WOOL	CASHMERE	MOHAIR	ANGORA	ALPACA, LAMA, VICUNA, GUANACO, CAMEL	EVERY OTHER YARN
			LEATHER			YARN						
Rating	V	VV	VVV			VVV+						

Tab. 1 - Rating Animal Free Fashion and phasing-out process

- B. The steps of the phasing-out process and therefore the corresponding rating levels are consequential. The company is assigned the rating value corresponding to the category of ADM that the company has undertaken not to use.
- C. The first step that a company takes to be included in the Rating is the elimination of the ADM "Fur".
- D. To reach a given Rating level, the company must have excluded from its production all animal materials corresponding to the given ADM category.
- E. If the company does not use ADMs belonging to multiple categories, the Rating value attributed is that of the first category completed (example: if the company in addition to not using more fur, it no longer uses even exotic animal skin, mohair and angora wool, the Rating value attributed is level V).
- F. The rating evaluation refers to the company and cannot be used for the individual product or product lines.
- G. The rating evaluation is considered completed at the same time as the step has been formalized, without further communication from LAV.
- H. The company participating in the Animal Free Fashion Rating is aware that LAV will be able to carry out analytical assessments on products specifically purchased from ordinary distribution channels, in order to check the actual absence of ADMs declared by the company.

- I. The companies not included in the Rating are companies that have never formalized any ADMs replacement policy as part of the Animal Free Fashion initiative.

5_MEMBERSHIP PROCEDURE

- A. The company interested in officially joining Animal Free Fashion, signs and sends to LAV the Statement corresponding to one of the four rating levels provided (V, VV, VVV, VVV+).
- B. The company undertakes to obtain from its suppliers and/or producers a reliable certification that all the products do not contain ADM (with reference to the rating level which the company intends to reach), regardless of the quantity, and that no materials of animal origin were used in the production phases of the products concerned.
- C. LAV evaluates the company's request and grants the use of the compliance wording and the Animal Free logo.
- D. LAV does not provide for any restrictions in the use of the wording certifying the commitments of the company and rather considers its dissemination a goal to be pursued even outside of the company's sales outlets, including through possible joint initiatives.
- E. Membership in Animal Free Fashion does not imply any payment or other kind of economic burden, therefore neither the company nor LAV will be entitled to demand any compensation.

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Technical Regulation –
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