

# Animal Welfare Policy

Reviewed annually, updated March 2018

At Superdry, we believe that any animal derived materials used in our products should come from sources that respect animal welfare and the conserve biodiversity.

We recognize the responsibility we share with the fashion industry to guarantee animal welfare in the supply chain.

Our aspiration is to further strengthen our relationship with suppliers to mutually learn from experiences and jointly work on solutions to ensure considerate treatment of animals in the fashion supply chain.

To adhere to this policy, suppliers of Superdry products must ensure that, as a minimum:-

1. Animal derived materials used in our products only come from animals that have been treated in accordance with the internationally recognised Five Freedoms of animal welfare. Banned processes and products listed below must not be used in Superdry products.
2. Information on the name of the species of animal used in our products (common and Latin name) and the country of origin of where the animal was reared is provided to the relevant teams.
3. Animal products and synthetic materials made to look like animal products are clearly labelled to avoid confusion.

We pride ourselves on maintaining high standards of integrity and honesty in carrying out our business activities. We expect the support of our colleagues, suppliers and associates in pursuing these goals.

## Banned Materials and Processes

The following materials and processes do not comply with our business principles for animal welfare and therefore must not be used in Superdry products.

**Cosmetics Animal Testing:** The use of non-human animals to test any cosmetics or ingredients.

**Genuine Animal Fur:** This includes both farmed fur and fur which may be a by-product of the meat industry.

**Materials Derived from Vulnerable or Endangered Species:** This includes species listed on CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora)<sup>1</sup> or IUCN (International Union for Conservation of Nature)<sup>2</sup> lists of vulnerable or endangered species.

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<sup>1</sup> <http://www.cites.org/>

<sup>2</sup> <http://www.iucn.org/>

**Leather or skin products** obtained from:

- live skinning;
- live boiling;
- exotic and wild caught animals; and
- Karakul or any other leather or skin materials that are the products of unnatural abortions.

All leather must be a by-product of the meat industry.

**Goat hair harvested through live plucking.**

**Down from live-plucked birds, from birds that are not a by-product of the meat industry, and from any forced fed birds.** All suppliers of down product are required to demonstrate scope certification at production site level in line with the Responsible Down Standard (RDS); and supply transaction certificates to verify 100% of down bought for Superdry production is RDS Certified. Further information is provided in the Superdry Down Standard which is agreed with all Down suppliers prior to sampling.

**Angora wool.**

**Merino wool from sheep where mulesing is practised.**

**What happens if this policy is breached?**

Random checks and testing are in place to ensure that any claimed products are not substituted during production stages with any products listed above.