

Soest, October 19, 2016

Animal statement

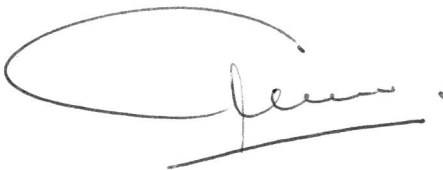
At Keune we are concerned for the welfare of animals and do not support animal testing. We, Keune Haircosmetics declare that:

- Our products never have been tested on animals.
- We never tested our ingredients on animals.
- We don't charge third companies to perform animal tests on ingredients.

Our products are formulated conform the Regulation (EC) No 1223/2009 of the European Parliament and of the Council of 30 November 2009 on Cosmetic Products. In here it is prohibited to perform animal testing in order to meet the requirements of this regulation. This applies to both the cosmetic product and the used ingredients.

Safety evaluation of our products is based on existing ingredient dossiers, dermatological tests, salon consumer tests, post marketing survey and experience with similar formulations in the market.

Sincerely Yours,
Keune Haircosmetics BV



George Keune
President

KEUNE HAIRCOSMETICS B.V.

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Today in over 70 countries, working with the same personal touch as our founder J.M. Keune in 1922.