



# Certificate of Approval

Valid until 31<sup>st</sup> March 2024

This is to certify that

**New Directions Australia Pty Limited**

Has complied with the requirements of the  
**Cosmetic and Personal Care Products Licence  
& Household and Cleaning Licence**

**Michelle Thew, CEO**

Signed on behalf of Cruelty Free International

**Cruelty Free International Leaping Bunny Programme** The globally recognisable, gold-standard for cruelty free products

The Leaping Bunny logo is registered as a trademark internationally | This notice grants, to the company named above, licence to use the Leaping Bunny logo in accordance with Cruelty Free International's standard terms and conditions | International Partner: The Coalition for Consumer Information on Cosmetics (USA/ Canada HQ companies) | The Leaping Bunny programme is operated by Cruelty Free International, a company limited by guarantee and registered in England and Wales (no. 04115167) | 16a Crane Grove, London, N7 8NN, UK | Telephone +44 (0)20 7700 0252 | Website: [www.CrueltyFreeInternational.org](http://www.CrueltyFreeInternational.org) | Email: [info@CrueltyFreeInternational.org](mailto:info@CrueltyFreeInternational.org)