

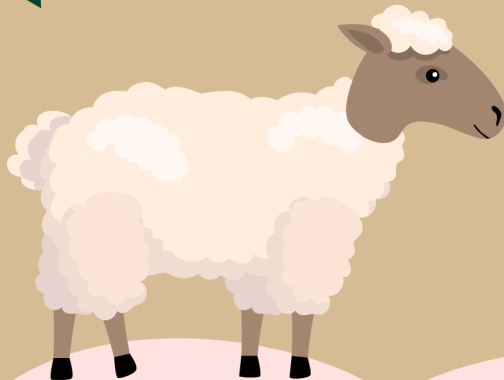


**HUMANE SOCIETY
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AUSTRALIA

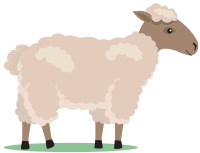
BETTER WOOL GUIDE

Find out which retailers and brands
are using more lamb-friendly wool



Compassionate consumers like you are demanding an end to painful farming practices. **MULESING** in the wool industry is one example.

Traditionally Australian Merino sheep were bred with wrinkly skin to produce more wool and it made them prone to flystrike. Mulesing is when skin from around the tail is sliced off, so a smooth scar forms which is unattractive to flies. This process is extremely painful for lambs, however.



**OVER
10 MILLION
LAMBS PER
YEAR**



It is estimated that over 10 million lambs are mulesed every year in Australia—that's the equivalent of about 19 lambs a minute.

Thankfully there is a much kinder solution!

Through good genetics, an increasing number of farmers are breeding wrinkle-free flystrike resistant sheep to produce non-mulesed wool.

The production of non-mulesed wool is a win-win solution that's profitable for farmers and great for sheep.

You can help **#EndMulesing** by using our **Better Wool Guide** to support brands and retailers with a position against mulesing and producers using the kinder solution.

Your purchasing choices will help bring an end to painful mulesing and flystrike because this growing list of commitments by brands and retailers is driven by you!





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hsi.org.au/betterwool

KEY











All the brands and retailers listed in the Better Wool Guide have a position on mulesing.









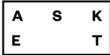








FIND OUT WHO IS BEST.





















	Better Wool Tier 1	<p>Includes retailers/brands that:</p> <ul style="list-style-type: none">• are already 100% non-mulesed with verification partly or exclusively through a robust certification scheme (such as the Responsible Wool Standard (RWS), ZQ Merino, NATIVA™, or equivalent)• or have a time-bound commitment to be fully non-mulesed with verification partly or exclusively through a robust certification scheme.
	Better Wool Tier 2	<p>Includes retailers/brands that are:</p> <ul style="list-style-type: none">• committed to phase out mulesed wool but with no timeline or certification scheme specified• or committed to phase out mulesed wool but relying on verification through a less robust certification scheme.

Note: Brands and retailers not included in our Better Wool Guide have not developed a policy on mulesing yet, or it is not displayed publicly. But if you know of any that you think should be listed, be sure to let us know!

DISCLAIMER The Better Wool Guide initiative encourages brands and retailers to stop sourcing wool from mulesed sheep, and encourages consumers to support the businesses who have taken a stand against mulesing. It is part of HSI Australia's efforts to improve the lives of sheep in the wool industry. Whilst care has been taken in the preparation of the contents displayed in this Guide, it is general information only. Brands that are not listed have not communicated a position on mulesing that we are aware of. HSI Australia does not assume or accept any responsibility and shall not be liable for the accuracy or appropriate application of the information displayed. HSI Australia aims to keep this information timely and accurate and if errors are brought to our attention, we will endeavour to correct them in a timely manner.

















COMPANY		TIER
A.BCH	A.BCH	
Abercrombie & Fitch	Abercrombie & Fitch	
<i>Accessorize</i>	Accessorize	
	Adidas	
Afends.	Afends	
AFOUND	AFOUND	
alchemist	Alchemist	
	ALDI	
<i>allbirds</i>	Allbirds	
ALLSAINTS	All Saints	

















COMPANY	TIER	
	Altra	
AnotherTomorrow	Another Tomorrow	
ARKET	ARKET	
 ARMEDANGELS	Armedangels	
	Asics	
	Asket	
ASOS	ASOS	
 ATHLETA	Athleta	
 BAABUK	Baabuk	
 BANANA REPUBLIC	Banana Republic	





















COMPANY		TIER
	Bassike	
	Beaumont Organic	
	Benetton	
	Big W	
	Bluey Merino	
	BODEN	
	Boohoo	
	BoohooMAN	
	Bracks	
	Bulwark Protection	















COMPANY	TIER	
 <p>BURBERRY LONDON ENGLAND</p>	Burberry London	
Calvin Klein	Calvin Klein	
cELTIC & CO.	Celtic & Co.	
 <p>chasing windmills EXPLORE · DREAM · DISCOVER</p>	chasing windmills	
Chloé	Chloé	
NEZILIO WOLF FLOW CITIZEN	Citizen Wolf	
coast	Coast	
	Coles	
	Columbia Sportswear	
COS	COS	





















COMPANY	TIER	
	Country Road	
	David Jones	
	David Lawrence	
	Devold of Norway	
	Dickies	
	Eastpak	
	Ecologist	
	Eddie Bauer	
	Eileen Fisher	
	Esprit	















COMPANY	TIER
	Ethical Outback Wool 
EVERLANE	Everlane 
Filippa K	Filippa K 
	Findra Clothing 
	Fjallraven 
FOREVER NEW	Forever New 
	Fred Bracks 
GANT	Gant 
	GAP 
 GIESSWEIN	Giesswein 


COMPANY	TIER	
	Gorman	
	Great Southern Yarn	
G-STAR RAW	G-Star Raw	
	H&M	
	H&M Home	
	Helly Hansen	
henryandgrace	Henry and Grace	
HERITAGE BRANDS	Heritage Brands	
HEW	HEW	
	HIIT	





















COMPANY	TIER	
	<p>Hokka One One</p>	
	<p>Horace Small</p>	
	<p>HUGO BOSS</p>	
	<p>Icebreaker</p>	
	<p>Ikea</p>	
	<p>Jack & Jones</p>	
	<p>Jack Wolfskin</p>	
	<p>JAG</p>	
	<p>JanSport</p>	
	<p>JDY</p>	

COMPANY		TIER
<i>JIGSAW</i>	Jigsaw	
JJXX	JJXX	
JOHN SMEDLEY <small>THE WORLD'S FINEST KNITWEAR</small>	John Smedley	
 Johnstons <small>SINCE 1797</small> of Elgin	Johnstons of Elgin	
JOOP!	JOOP!	
KAREN MILLEN	Karen Millen	
	Kathmandu	
	Kipling	
	K Mart	
knit—ted	knit-ted	

















COMPANY	TIER	
 Knowledge Cotton Apparel	Knowledge Cotton Apparel	
	Koala	
	Kowitz	
	Lacoste	
	Levi Strauss & Co.	
	Lil' Atelier	
	LMTD	
	Love Merino	
	LuluLemon	
	LVMH	

















COMPANY	TIER	
	Macpac	
	Madewell	
Maggie Marilyn	Maggie Marilyn	
mama:licious	Mamalicious	
	Mammut	
Marc O'Polo®	Marc O'Polo	
MARCS	Marcs	
M&S <small>EST. 1884</small>	Marks & Spencer	
Matinique	Matinique	
	Merino Country	














COMPANY	TIER	
<p>MERINO KIDS® <i>the natural choice</i></p>	<p>Merino Kids</p>	
<p>MIMCO</p>	<p>Mimco</p>	
<p>minimalisma</p>	<p>Minimalisma</p>	
<p>mini rodini</p>	<p>Mini Rodini</p>	
<p>MISSPAP</p>	<p>MissPap</p>	
<p><i>Miss Selfridge</i></p>	<p>Miss Selfridge</p>	
<p>MODERN MERINO</p>	<p>Modern Merino</p>	
<p>MONKL</p>	<p>Monki</p>	
<p>MONSOON</p>	<p>MONSOON</p>	
<p>MONS ROYALE</p>	<p>Mons Royale</p>	
















COMPANY	TIER	
	Mountain Equipment Co-op (MEC)	
	Muji	
	Myer	
	Name It	
	Nancy Ganz	
	Napapijri	
	Nasty Gal	
	Nature baby	
	Neem London	
	New Look	

COMPANY		TIER
next	Next	
	Nike	
	NN07 No Nationality	
nobody's child	Nobody's Child	
	Noisy May	
	Norrøna	
	O'Neill	
OASIS	Oasis	
	Object	
odd molly	Odd Molly	


















COMPANY		TIER
	Önling	
	Old Navy	
ONLY	Only	
œ	Only Essentials	
ONLY & SONS <small>EST. 1948</small>	Only & Sons	
	On Running	
	Ortovox	
	Ottie	
	Pamboo	
PARAMOUNT	Paramount	

COMPANY	TIER	
	Patagonia	
<p>PEOPLE TREE Truly Conscious Clothing</p>	People Tree	
<p>PIECES</p>	Pieces	
	Pierre Cardin	
	Pink	
	plump & co	
<p>POLITIX</p>	Politix	
<p>PRETTYLITTLETHING</p>	Pretty Little Thing	
	Puma	
	Ralph Lauren	












COMPANY	TIER	
	Rapha	
	Red Kap	
Reformation	Reformation	
	REI Co-op	
RIVER ISLAND	River Island	
<i>Rosy Green Wool</i>	Rosy Green Wool	
SABA	SABA	
SANDRO	Sandro	
sanük	Sanuk	
sass & bide	Sass & Bide	

COMPANY	TIER	
 <p>SEASALT CORNWALL</p>	Seasalt Cornwall	
<p>SELECTED FEMME / HOMME</p>	Selected	
	Sézane	
<p>Sheep Inc.</p>	Sheep Inc.	
<p>Smartwool</p>  <p>Go far. Feel good.</p>	Smartwool	
	Smitten Merino	
<p>SPELL</p>	Spell	
<p>SPORTSCRAFT</p>	Sportscraft	
<p>STELLA/McCARTNEY</p>	Stella McCartney	
	Superdry	

COMPANY	TIER	
	Surya	
	Target	
	Teva Australia	
	THE ICONIC	
	The North Face	
<p>Theory</p>	Theory	
	Timberland	
	Tommy Hilfiger	
<p>TOPMAN</p>	TOPMAN	
<p>TOPSHOP</p>	TOPSHOP	

COMPANY	TIER	
	Trenery	
 Trent Nathan	Trent Nathan	
	UGG Australia	
	UNIQLO	
Universal Store	Universal Store	
 VAI-KO	Vai-Ko	
VANHEUSEN	Van Heusen	
	VANS	
VARNER	Varner	
 VAUDE	Vaude	

COMPANY	TIER	
<p>VERO MODA</p>	<p>Vero Moda</p>	
<p>VILA CLOTHES</p>	<p>Vila</p>	
<p> VICTORIA'S SECRET</p>	<p>Victoria's Secret</p>	
<p> Vivienne Westwood</p>	<p>Vivienne Westwood</p>	
<p>WAREHOUSE</p>	<p>Warehouse</p>	
<p>WEEKDAY</p>	<p>Weekday</p>	
<p> wee woollies PURE WOOL</p>	<p>Wee Woollies</p>	
<p></p>	<p>White Gum Wool</p>	
<p>WILLIAMS-SONOMA, INC.</p>	<p>Williams Sonoma Inc.</p>	
<p>WITCHERY</p>	<p>Witchery</p>	

COMPANY	TIER	
<p>WOLFGANG SCOUT</p>	<p>Wolfgang Scout</p>	
<p>wolk</p>	<p>Wolk-Antwerp</p>	
<p>WOLBE</p>	<p>Wolves & Bears</p>	
<p>WOOL AND THE GANG</p>	<p>Wool and the Gang</p>	
<p>woolerina <small>SOFT AUSTRALIAN MERINO</small></p>	<p>Woolerina</p>	
<p>WOOLYKINS <small>organic wool clothing & nappies for little ones</small></p>	<p>Woollykins</p>	
<p>WoolOvers</p>	<p>WoolOvers</p>	
<p> WOOLX <small>MERINO</small></p>	<p>WoolX Merino</p>	
<p>Y.A.S</p>	<p>Y.A.S</p>	
<p>ZULU & ZEPHYR</p>	<p>Zulu & Zephyr</p>	

COMPANY		TIER
<i>& other Stories</i>	& Other Stories	



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