



## **Animal Welfare Policy**

January 2024

At Joanie, we are committed to doing better: creating the best products we can while keeping our sustainable and ethical standards at the heart of every decision we make. We are continually improving the materials we use for our products based on customer feedback and new information around sustainability, with the overall quality of our garments always at the forefront of our minds.

We aim to work with suppliers who adopt best practices by industry, based upon the internationally recognized World Organisation for Animal Health (WOAH)'s [Five Freedoms](#). The Five Freedoms focus on the absence of negative states – freedom from hunger and thirst; freedom from fear and distress; freedom from discomfort; freedom from pain, injury, and disease; and freedom to express normal behaviour as well as the more up-to-date Five Domains model which emphasises the provision of positive states relating to sufficient and species-specific nutrition; environment; health; behaviour; and mental state) and form the guiding principles of our Animal Welfare Policy.

We require that all our suppliers adhere to the following requirements for the allowed materials used in our products, and for those who provide materials of animal origin, they must meet the standards for ethically sourced materials.

### **LEATHER**

The [LEATHER WORKING GROUP](#) (LWG) is an organisation that measures the environmental and social impact of leather production, awarding certifications to suppliers that meet the highest standards of sustainability. At Joanie, we exclusively use LWG gold certified leathers and suedes, which means that the tanneries and suppliers that produce our leather meet the highest level of LWG certification. All the leather and suede we use is created as a by-product of the food industry and is completely traceable back to a specific tannery.

The LEATHER WORKING GROUP as an organisation is working towards the following:

- Increased supply chain traceability & transparency
- Increased knowledge & access to data
- Improved resource efficiency in leather production
- Reduced waste generation and emissions to the environment
- Improved chemical management and increased use of non-hazardous chemicals.
- Increased deforestation and animal welfare due diligence
- Improved working conditions and fair treatment of workers

### **EXOTIC SKINS FREE**

Joanie does not and will not use any real exotic animal skins, including, but not limited to, snake, alligator, crocodile and lizard, fish and marine mammals.



## **WOOL**

Joanie does not currently retail or source any wool in our products. If we choose to do so in the future, we support the use of wool sourced from humanely raised and well-treated sheep. We are researching and investigating sourcing wool certified to the Textile Exchange's Responsible Wool Standard (RWS) or wool that meets an equivalent standard for animal welfare. We will not produce goods that contain mohair until we can identify a source that meets our animal welfare standards.

## **CASHMERE**

Joanie does not currently retail or source any Cashmere in our products. If we choose to do so in the future, it would have to meet the requirements of the Good Cashmere Standard (GCS) or an equivalent standard for animal welfare.

## **ANGORA FREE**

Joanie do not and will not produce goods that contain angora or rabbit hair.

## **FUR FREE**

Joanie prohibits the use of fur in any of our products. We define fur, in accordance with the [Fur Free Retailer](#) definition, as: "any animal skin or part thereof with hair or fur fibres attached thereto, either in its raw or processed state or the pelt of any animal killed for the animal's fur." 'Animal' includes, but is not limited to, mink, fox, rabbit, karakul lamb and raccoon dog. 'Fur' shall not include:

- 1) such skins as are, or are to be, converted into leather or which in processing have, or shall have, the hair, fleece or fur fibres completely removed,
- 2) materials clipped, shorn or combed from animals, fleece, sheepskin or shearling,
- 3) leather or hair attached to skin that is typically used as leather, e.g., cowhide with hair attached,
- 4) synthetic materials intended to look like fur.

Any hair, fleece, or shearling used must be a by-product of the food industry, as outlined in our leather requirements. We also ensure that any faux fur comes from non-animal sources through our fibre content testing program.

## **DOWN & FEATHERS**

Joanie does not currently retail or source any down or feathers for our products. If we choose to do so in the future, all down will have to be Textile Exchange's Responsible Down Standard (RDS) certified or meet an equivalent standard for animal welfare.

## **ENDANGERED SPECIES**

Joanie prohibits the use of any protected, threatened, or endangered species, including, but not limited to, species appearing in:

- Convention on International Trade in Endangered Species (CITES)
- International Union for Conservation of Nature (IUCN) red list as Critically Endangered, Endangered or Vulnerable and
- Endangered Species Act (ESA).