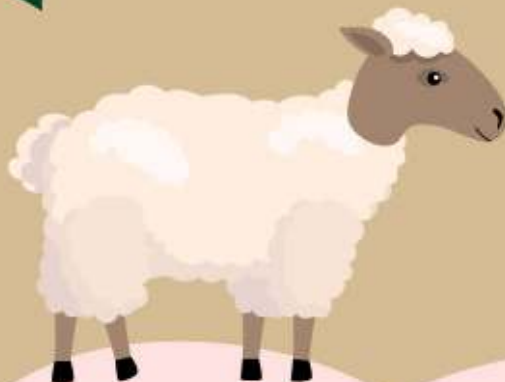




**HUMANE SOCIETY  
INTERNATIONAL**  
AUSTRALIA

# BETTER WOOL GUIDE

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



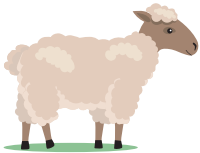
APRIL 2022 EDITION

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

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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.**

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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](https://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.**

















	<b>Better Wool 1st Place</b>	Includes retailers/brands that: <ul style="list-style-type: none"><li>• are already 100% non-mulesed with verification partly or exclusively through a robust certification scheme (such as the Responsible Wool Standard (RWS), NewMerino, ZQ Merino, or equivalent)</li><li>• or have a time-bound commitment to be fully non-mulesed with verification partly or exclusively through a robust certification scheme.</li></ul>
	<b>Better Wool 2nd Place</b>	Includes retailers/brands that are: <ul style="list-style-type: none"><li>• committed to phase out mulesed wool but with no timeline or certification scheme specified</li><li>• or committed to phase out mulesed wool but relying on verification through a less robust certification scheme.</li></ul>
	<b>Better Wool 3rd Place</b>	Includes retailers/brands that have a position against mulesing displayed publicly, but without any details specified.
<b>To learn more about each company's position on mulesing, you can click their logos.</b>		





















**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 on this webpage, 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. There are links displayed to external pages run by third parties, but since we have no influence over the content of these pages, we cannot guarantee their accuracy. The content of third party pages is always the responsibility of the respective businesses. 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		RATING
<b>A.BCH</b>	A.BCH	
<b>Abercrombie &amp; Fitch</b>	Abercrombie & Fitch	
	Adidas	
<b>AFOUND</b>	AFOUND	
alchemist	Alchemist	
	ALDI	
<i>allbirds</i>	Allbirds	
AnotherTomorrow	Another Tomorrow	
	Altra	
<b>ARKET</b>	ARKET	





















COMPANY		RATING
	Asket	
	ASOS	
	Athleta	
	Baabuk	
	Banana Republic	
	Bassike	
	Big W	
	Bluey Merino	
	Bracks	
	Bulwark Protection	











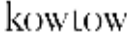









COMPANY	RATING	
	Burberry London	
Calvin Klein	Calvin Klein	
Chloé	Chloé	
	Coles	
	Columbia Sportswear	
COS	COS	
COUNTRY ROAD	Country Road	
	David Jones	
	David Lawrence	
	Devold of Norway	




















COMPANY		RATING
	Dickies	
	Eastpak	
	Eddie Bauer	
	Eileen Fisher	
	Esprit	
	Filippa K	
	Fjallraven	
	Forever New	
	Fred Bracks	
	Gant	















COMPANY		RATING
	GAP	
	Giesswein	
	Gorman	
	Great Southern Yarn	
	G-Star Raw	
	H&M	
	H&M Home	
	Helly Hansen	
	Henry and Grace	
	Heritage Brands	







































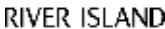



COMPANY		RATING
	HIIT	
	Hokka One One	
	Horace Small	
	HUGO BOSS	
	Icebreaker	
	Ikea	
	Jack Wolfskin	
	JAG	
	JanSport	
	John Smedley	














COMPANY		RATING
	Johnstons of Elgin	
	Kathmandu	
	K Mart	
	Kipling	
	Knowledge Cotton Apparel	
	Kowtow	
	Lacoste	
	Levi's	
	Love Merino	
	LuluLemon	

















COMPANY		RATING
	LVMH	
	Macpac	
	Madewell	
	Mammut	
	MANGO	
	Marcs	
	Marks & Spencer	
	Merino Country	
	Merino Kids	
	Mimco	

COMPANY		RATING
<b>mini rodini</b>	Mini Rodini	
<i>Miss Selfridge</i>	Miss Selfridge	
MONKL	Monki	
	Mons Royale	
	Mountain Equipment Company (MEC)	
	Muji	
	Myer	
NANCY GANZ	Nancy Ganz	
	Napapijri	
NEW LOOK	New Look	










COMPANY		RATING
	Next	
	Nike	
	Norrøna	
	Odd Molly	
	Old Navy	
	On Running	
	Ortovox	
	Paramount	
	Patagonia	
	People Tree	



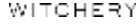









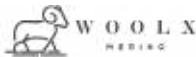



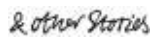

COMPANY		RATING
	Pierre Cardin	
	Pink	
	Politix	
	Puma	
	Ralph Lauren	
	Rapha	
	Red Kap	
	REI Co-op	
	River Island	
	SABA	

COMPANY		RATING
<b>SANDRO</b>	Sandro	
<b>sanük</b>	Sanuk	
sass & bide	Sass & Bide	
 Smartwool <small>So Soft. Feel Good.</small>	Smartwool	
 Smitten <small>MADE IN THE USA</small>	Smitten Merino	
<b>SPORTSCRAFT</b>	Sportscraft	
<b>STELLA MCCARTNEY</b>	Stella McCartney	
 <b>Superdry</b>	Superdry	
 <b>Target.</b>	Target	

COMPANY		RATING
	Teva Australia	
	THE ICONIC	
	The North Face	
<p>Theory</p>	Theory	
	Timberland	
	Tommy Hilfiger	
<p>TOPMAN</p>	TOPMAN	
<p>TOPSHOP</p>	TOPSHOP	
<p>TRENER Y</p>	Trenery	
 Trent Nathan	Trent Nathan	



COMPANY		RATING
	UGG Australia	
	UNIQLO	
	Vai-Ko	
	Van Heusen	
	VANS	
	Varner	
	Vaude	
	Victoria's Secret	
	Vivienne Westwood	
	Weekday	

COMPANY	RATING	
	White Gum Wool	
	Witchery	
	Wolk-Antwerp	
	Wolfgang Scout	
	Wool and the Gang	
	Woolerina	
	WoolX Merino	
	Zara	
	& Other Stories	



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