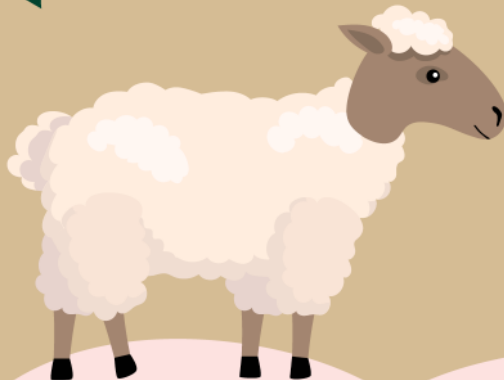




**HUMANE SOCIETY
INTERNATIONAL**
AUSTRALIA

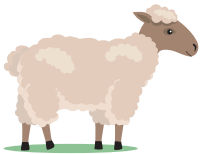
BETTER WOOL GUIDE

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!





**HUMANE SOCIETY
INTERNATIONAL**
AUSTRALIA

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	
	Accessorize	
	Adidas	
Afends.	Afends	
AFOUND	AFOUND	
alchemist	Alchemist	
	ALDI	
allbirds	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
	Burberry London	
Calvin Klein	Calvin Klein	
CELTIC & CO.	Celtic & Co.	
	chasing windmills	
Chloé	Chloé	
NEZILIO WOLF	Citizen Wolf	
coast	Coast	
coles	Coles	
	Columbia Sportswear	
COS	COS	





COMPANY		TIER
COUNTRY ROAD	Country Road	
DAVID JONES	David Jones	
	David Lawrence	
	Devold of Norway	
	Dickies	
	Eastpak	
	Ecologist	
	Eddie Bauer	
EILEEN FISHER	Eileen Fisher	
ESPRIT	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	
	H&M	
	H&M Home	
	Helly Hansen	
	Henry and Grace	
	Heritage Brands	
	HEW	
	HIIT	





















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

COMPANY		TIER
<i>J I G S A W</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	
	Kowtow	
	Lacoste	
	Levi Strauss & Co.	
	Lil'Atelier	
	LMTD	
	Love Merino	
	LuluLemon	
	LVMH	





















COMPANY		TIER
	Macpac	
	Madewell	
	Maggie Marilyn	
	Mamalicious	
	Mammut	
	Marc O'Polo	
	Marcs	
	Marks & Spencer	
	Matinique	
	Merino Country	













COMPANY		TIER
	Merino Kids	
	Mimco	
	Minimalisma	
	Mini Rodini	
	MissPap	
	Miss Selfridge	
	Modern Merino	
	Monki	
	MONSOON	
	Mons Royale	





















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 Essentials	
	Only & Sons	
	On Running	
	Ortovox	
	Ottie	
	Pamboo	
	Paramount	

COMPANY		TIER
	Patagonia	
	People Tree	
	Pieces	
	Pierre Cardin	
	Pink	
	plump & co	
	Politix	
	Pretty Little Thing	
	Puma	
	Ralph Lauren	












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

COMPANY		TIER
	Seasalt Cornwall	
	Selected	
	Sézane	
	Sheep Inc.	
	Smartwool	
	Smitten Merino	
	Spell	
	Sportscraft	
	Stella McCartney	
	Superdry	

COMPANY		TIER
	Surya	
	Target	
	Teva Australia	
	THE ICONIC	
	The North Face	
Theory	Theory	
	Timberland	
	Tommy Hilfiger	
TOPMAN	TOPMAN	
TOPSHOP	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
	Vero Moda	
	Vila	
 VICTORIA'S SECRET	Victoria's Secret	
	Vivienne Westwood	
	Warehouse	
	Weekday	
	Wee Woollies	
	White Gum Wool	
	Williams Sonoma Inc.	
	Witchery	

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

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



**HUMANE SOCIETY
INTERNATIONAL**

AUSTRALIA



hsi.org.au

Follow HSI Australia on

