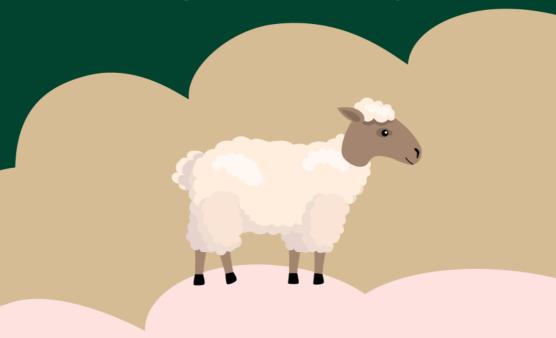


# BETTER WOOLGUIDE

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!





#### **KEY**

### All the brands and retailers listed in the Better Wool Guide have a position on mulesing. FIND OUT WHO IS BEST.

1st	Better Wool Tier 1	Includes retailers/brands that:  • 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.
2-0	Better Wool Tier 2	<ul> <li>Includes retailers/brands that are:</li> <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>

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	1st
Abercrombie & Fitch	Abercrombie & Fitch	1st
Accessorize	Accessorize	1st
adidas	Adidas	1st
Afends.	Afends	1st
AFOUND	AFOUND	1st
alchemist	Alchemist	1st
##ALDI	ALDI	1st
allbirds	Allbirds	1st
ALLSAINTS	All Saints	1st

COMPANY		TIER
ALTELA	Altra	1st
AnotherTomorrow	Another Tomorrow	1st
ARKET	ARKET	151
ARMEDANGELS	Armedangels	1st
<i>@asics</i>	Asics	2 <sub>nd</sub>
A S K E T	Asket	1st
asos	ASOS	1st
<b>SATHLETA</b>	Athleta	2 <sup>nd</sup>
<b>G</b> BAABUK	Baabuk	1st
#R BANANA REPUBLIC	Banana Republic	1st

COMPANY		TIER
bassike	Bassike	2nd
B E A U M O N T ORGANIC	Beaumont Organic	1st
UNITED COLORS OF BENETTON.	Benetton	2 <sub>nd</sub>
BIGW	Big W	1st
BLUEY MERINO	Bluey Merino	1st
BODEN	BODEN	2 <sub>nd</sub>
boohoo	Boohoo	1st
boohooM/N	BoohooMAN	1st
BRACKS	Bracks	1st
Bulwark PROTECTION	Bulwark Protection	1st

COMPANY		TIER
BURBERRY LONDON ENGLAND	Burberry London	1st
Calvin Klein	Calvin Klein	1st
C€LTIC & CO.	Celtic & Co.	2nd
chasing windmills	chasing windmills	1st
Chloé	Chloé	1st
A JOW CITIZEN	Citizen Wolf	1st
coast	Coast	1st
coles	Coles	2 <sub>nd</sub>
<b>♦</b> Columbia	Columbia Sportswear	1st
COS	cos	1st

COMPANY		TIER
COUNTRY ROAD	Country Road	1st
PANES	David Jones	1st
DAVID	David Lawrence	1st
DEVOLD'	Devold of Norway	1st
Dickies	Dickies	1st
EASTPAK	Eastpak	1st
ecologyst	Ecologyst	1st
Eddic Bauer	Eddie Bauer	1st
EILEEN FISHER	Eileen Fisher	1st
ESPRIT	Esprit	1st

COMPANY		TIER
Ethical Outback Pers Werin Ant By Coming Entercy	Ethical Outback Wool	1st
EVERLANE	Everlane	1st
Filippa K	Filippa K	1st
FINDRA  O O O	Findra Clothing	1st
FIALL	Fjallraven	1st
FOREVER NEW	Forever New	1st
FRED BRACKS	Fred Bracks	1st
GANT	Gant	1st
GAP	GAP	2 <sub>nd</sub>
GIESSWEIN	Giesswein	1st

COMPANY		TIER
gorman	Gorman	1st
GREAT SOUTHERN Y A R N	Great Southern Yarn	1st
G-STAR RAW	G-Star Raw	1st
H:M	H&M	1st
₩M HOME	H&M Home	1st
HH	Helly Hansen	1st
henryandgrace	Henry and Grace	1st
HERITAGE BRANDS	Heritage Brands	1st
HEW	HEW	1st
HIIT	HIIT	1st

COMPANY		TIER
<b>HOKA</b> ONE	Hokka One One	1st
HORACE	Horace Small	1st
BOSS	HUGO BOSS	1st
icebreaker	Icebreaker	1st
TREA	Ikea	1st
JACK&JONES	Jack & Jones	1st
Jack 💞 Wolfskin	Jack Wolfskin	1st
JΔG.	JAG	2 <sub>nd</sub>
PARSFORE	JanSport	1st
JDY	JDY	151

COMPANY		TIER
JIGSAW	Jigsaw	1st
JJXX	JJXX	1st
JOHN SMEDLEY THE WORLD'S FINEST KNITWEAR	John Smedley	1st
Johnstons of Elgin	Johnstons of Elgin	1st
JOOP!	JOOP!	1st
KAREN MILLEN	Karen Millen	1st
Kathmandu'	Kathmandu	1st
kipling <del>za</del>	Kipling	1st
murk	K Mart	1st
knit-ted	knit-ted	1st

COMPANY		TIER
Knowledge Cotton Apparel	Knowledge Cotton Apparel	1st
koʻala	Koala	1st
kowtow	Kowtow	1st
LACOSTE	Lacoste	1st
Levi's	Levi Strauss & Co.	1st
Lil'Atelier	Lil'Atelier	1st
LMTD.	LMTD	1st
<sup>QQ</sup> Love <b>Merino</b>	Love Merino	1st
• lululemon	LuluLemon	2 <sub>nd</sub>
LVMH	LVMH	1st

COMPANY		TIER
<b>i</b> macpac di m	Масрас	1st
Madewell	Madewell	1st
Maggie Marilyn	Maggie Marilyn	1st
mama:licious	Mamalicious	1st
MAMMUT	Mammut	1st
Marc O'Polo	Marc O'Polo	151
MARCS	Marcs	1st
M&S 657,1884	Marks & Spencer	1st
Matíníque	Matinique	1st
MERINO	Merino Country	2 <sup>nd</sup>

COMPANY		TIER
MERINO KIDS <sup>®</sup> **He intend observ	Merino Kids	1st
wiwco	Mimco	1st
MİNİmalısma	Minimalisma	1st
mini rodini	Mini Rodini	1st
MISSPAP	MissPap	1st
Miss Selfridge	Miss Selfridge	1st
% MODERN MERINO	Modern Merino	1st
MONKL	Monki	1st
MONSOON	MONSOON	1st
MONS ROYALE	Mons Royale	1st

COMPANY		TIER
MOUNTAIN EQUIPMENT CO-OP	Mountain Equipment Co-op (MEC)	151
MUJI 無印度品	Muji	2nd
MYER	Myer	151
nameıt	Name It	1st
NANCY GANZ	Nancy Ganz	1st
NAPARURI	Napapijri	1st
NASTY GAL	Nasty Gal	1st
NATURE baby	Nature baby	151
Neem <sup>†</sup>	Neem London	1st
NEW LOOK	New Look	1st

COMPANY		TIER
next	Next	1st
MIKE	Nike	1st
NNO7 NO NATIONALITY	NN07 No Nationality	1st
nobody's child	Nobody's Child	1st
NOISY MAY	Noisy May	1st
norrøna	Norrona	1st
O'NEILL	O'Neill	1st
OASIS	Oasis	1st
.OBJECT octectoralism	Object	1st
odd molly	Odd Molly	1st

COMPANY		TIER
önling	Önling	1st
OLD NAVY	Old Navy	2nd
ONLY	Only	1st
œ	Only Essentials	1st
ONLY & SONS	Only & Sons	1st
g	On Running	1st
R ORTOVOX	Ortovox	1st
<b>O</b> ttie	Ottie	1st
pomboo	Pamboo	1st
PARAMOUNT	Paramount	1st

COMPANY		TIER
patagonia	Patagonia	1st
PEOPLE TREE  Truly Conscious Clothing	People Tree	1st
PIECES	Pieces	1st
pierre cardin	Pierre Cardin	1st
PINK	Pink	1st
plump & co. (	plump & co	1st
POLITIX	Politix	1st
PRETTYLITTLETHING	Pretty Little Thing	1st
PUMA	Puma	1st
RALPH LAUREN	Ralph Lauren	1st

COMPANY		TIER
Rapha.	Rapha	1st
RED KAP	Red Kap	111
Reformation	Reformation	150
<b>₩</b> REJ	REI Co-op	151
RIVER ISLAND	River Island	151
Rosy Green Wool	Rosy Green Wool	151
SABA	SABA	2nd
SANDRO	Sandro	151
sanük	Sanuk	151
sass & bide	Sass & Bide	151

COMPANY		TIER
SEASALT CORNWALL	Seasalt Cornwall	1st
SELECTED FEMME / HOMME	Selected	1st
Sézane	Sézane	1st
Sheep Inc.	Sheep Inc.	1st
Smartwool.	Smartwool	1st
Smitten	Smitten Merino	151
SPELL	Spell	1st
SPORTSCRAFT	Sportscraft	2 <sub>nd</sub>
STELLAMOCARTNEY	Stella McCartney	1st
Superdry.	Superdry	1st

COMPANY		TIER
SURY A	Surya	1st
Target.	Target	1st
<b>∜7e√a</b>	Teva Australia	1st
THE ICONIC	THE ICONIC	1st
NOTHE	The North Face	1st
Theory	Theory	2nd
Timberland 🏶	Timberland	1st
T O M M Y	Tommy Hilfiger	1st
TOPMAN	TOPMAN	1st
TOPSHOP	TOPSHOP	1st

COMPANY		TIER
TRENERY	Trenery	1st
(K) Trent Nathan	Trent Nathan	1st
UGG	UGG Australia	1st
UNI	UNIQLO	2nd
Universal Store	Universal Store	1st
VAI-KO	Vai-Ko	1st }
VANHEUSEN	Van Heusen	1st }
VANS	VANS	1st
VARNER	Varner	1st
▲®▲ VAUD€	Vaude	1st

COMPANY		TIER
VERO MODA	Vero Moda	151
VILA	Vila	151
VICTORIA'S SECRET	Victoria's Secret	1st
Vivienne Westwood	Vivienne Westwood	1st
WAREHOUSE	Warehouse	1st
WEEKDAY	Weekday	151
wee woollies	Wee Woollies	1st
White Gum Wool	White Gum Wool	1st
WILLIAMS-SONOMA, INC.	Williams Sonoma Inc.	1st
WITCHERY	Witchery	1st

COMPANY		TIER
WOLFGANG SCOUT	Wolfgang Scout	1st
wolk	Wolk-Antwerp	1st
WOLBE	Wolves & Bears	1st
WOOL AND THE GANG	Wool and the Gang	2nd
woolerina	Woolerina	2 <sub>nd</sub>
WOOLIYKINS organic resol clothing & rupping for little area	Woollykins	1st
WoolOvers	WoolOvers	1st
W O O L X	WoolX Merino	2 <sub>nd</sub>
YAS	Y.A.S	1st
ZULU & ZEPHYR	Zulu & Zephyr	1st

COMPANY		TIER
& other Stoties	& Other Stories	1st





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