

Chameleon Art Products Join PETA's Beauty Without Bunnies Program

Chameleon Art Products, the producers of the multi-award winning Chameleon Pens have officially had their products certified as cruelty-free.

Chameleon applied to PETA (People for the ethical treatment of animals) under their Beauty without bunnies programme. Upon submitting all the required information, as of the May 2019 Chameleon's production and operations were granted the title cruelty-free.

PETA's Beauty Without Bunnies program is the ultimate resource for conscientious shoppers, making the quest for cruelty-free products as easy as (vegan) pie. With their searchable online database, you can search by company name or product type to learn which products are cruelty-free.



Chameleon's Commercial Director Gordon Nardini added "We are delighted that we can now proudly display PETA's cruelty-free logo on our site. This is the first of many initiatives Chameleon are putting in place to ensure we minimise our environmental impact, whilst also giving back to the many communities that have helped our business grow."

Nick Watt Head of Marketing stated "Chameleon are proud to represent our passionate creative community, we have always had shared values around what Chameleon should embody and we are excited that the Beauty Without Bunnies logo can officially show that."

Chameleon Art Products will now display the beauty without bunnies logo on their site as well as featuring in PETA's searchable online database.

To find out more about PETA's Beauty Without Bunnies programme, follow the link below:

<https://www.peta.org/living/personal-care-fashion/beauty-without-bunnies/>

About Chameleon Art Products

Formed in 2013, Chameleon Art Products brings together the same visionary team recognized for bringing high-quality creative art products to the global market for over 20 years.

Priding ourselves on innovation, Chameleon bring you patented products you won't find anywhere else.

Based in the UK with representation in over 70 countries across the globe Chameleon launched their first product at the end of 2014.

After 3 years of development, the first offering brings a revolution in coloring; the Chameleon Pens. This unique and easily controlled system changes the tone of the ink in each marker from a hint of a tint to its pure color; creating highlights, shading, seamless gradations and blending effects.

Previewed at the Craft & Hobby Association (CHA) Mega Show 2014, Chameleon Pens were winners in the "HOT 20 Product Awards for product innovation & 2 years later winning the much sought after Red Dot Award for Innovation.

Chameleon have continued to develop this system launching Chameleon Color Tops in 2017, creating an unrivalled system allowing you to not only produce seamless tonal blends but stunning color to color blends.

The combination of Chameleon's innovative art products and with our core ethos of supporting our customers as they grow has achieved global popularity resulting in hundreds of thousands of social followers and viral campaigns worldwide. In 2019 Chameleon took the next steps in changing color by launching their new innovative Chameleon Fineliner.

The Chameleon Fineliner is a game changer in the Stationery market. With Chameleon Fineliners you can write, draw, doodle and color like no other. An Amazing everyday pen with the ability to instantly blend 2, 3, 4 or more colors together by simply hopping the top!

Previewed at the Stationery Show London in 2019, The Chameleon Fineliner won the Supplier Stationery Award for the Art & Crafts category.

About PETA

The People for the Ethical Treatment of Animals (PETA) Foundation is a UK-based charity dedicated to establishing and protecting the rights of all animals.

Like humans, animals are capable of suffering and have interests in leading their own lives; therefore, they are not ours to use – for experimentation, food, clothing, entertainment or any other reason. PETA and our affiliates around the world educate policymakers and the public about cruelty to animals and promote an understanding of the right of all animals to be treated with respect.

PETA works through public education, research, legislation, special events, celebrity involvement and protest campaigns. PETA believes in non-violence and does not advocate or support actions in which anyone, human or non-human, is harmed. PETA is a charitable organisation that works to educate the public about the horrors of cruelty to animals through peaceful means.

Depending on context, the People for the Ethical Treatment of Animals Foundation may be referred to as the "PETA Foundation", "PETA UK", or "PETA." References to any campaign activities that occurred prior to October 2009 refer to activities undertaken by PETA Europe.

<https://www.peta.org/>