

## ABSTRACT

*This research analyze about the advocating process of no animal testing movement by Cruelty Free International, ECEAE, and The Body Shop in making animal testing regulation for cosmetics industry in European Union. This research use model Advokasi Segitiga Koordinasi. Method of this research is quantiutative. The result of this research is that the advocating of no animal testing movement conducted with supporting units, ground works, and front lines. After 20 years, this advocating success to reach their purposes. In 2013, European Union ratified regulation of animal testing ban in testing and marketing cosmetics through Regulation (EC) No 1223/2009.*

**Keywords :** *Advocation, Animal Testing, Cruelty Free International, ECEAE, The Body Shop, European Union.*