

Consumer Beware!

Was your "cruelty-free" product tested on animals?

If you think the products you are using are not tested on animals, it's time to check again! Many U.S. companies that were formerly cruelty-free are now investing in animal tests so that they can market their products overseas to countries such as China, where animal testing is required.



This includes many companies that were pioneers in the quest to phase out animal tests, such as Avon, Revlon, Estee Lauder, and Mary Kay.

Meanwhile, large companies like L'Oreal, Maybelline, Johnson & Johnson, and Procter & Gamble have consistently refused to stop testing on animals.

This backward stance by these companies comes at a time when the European Union has taken bold steps to permanently ban the use of animals in cosmetics testing. This historic move in Europe will spare millions of animals from the pain of product testing, and stands in stark contrast to the situation in the U.S. It's time for that to change!

WHAT IS PRODUCT TESTING?

In cosmetic and household product testing, chemicals are applied to animals' shaved, raw skin, or dripped into their eyes and left there for hours resulting in swelling, rashes, sores, ulceration or even blindness. Animals most commonly used for product tests include rabbits, mice, rats, and guinea pigs, but others are used too.

These poor animals are placed in restraining devices, so they cannot lick their wounds to relieve the pain from burning chemicals. They are not sedated or given painkillers for procedures that can last for

hours or days. Those who survive are used in additional painful tests ... until they are finally killed.

Animal tests for personal care and household products are not required by law. Neither the U.S. Food and Drug Administration nor the U.S. Consumer Product Safety Commission requires animal testing for cosmetics or household products. Companies are free to utilize a range of non-animal methods that are faster and less expensive than animal tests, and yield results that are superior to animal tests.



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ANIMAL TESTING IS OBSOLETE!

Most of the currently used animal tests were developed in the 1940s or earlier. These tests are not standardized, were never officially validated and are generally poor predictors of the human response.

We live in an age of exploding technology. We do not need to test products on animals. Information can be obtained from human cell cultures, specially manufactured protein membranes, and computational modeling, to name just a few of the many high-tech methods currently available.

Over 1,300 U.S. companies are manufacturing safe and effective products that are completely free of animal tests.

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WHAT CONSUMERS CAN DO

The most effective thing we can all do is to be informed consumers and make sure our dollars don't go to support animal testing.

Shop Cruelty Free! The Coalition for Consumer Information on Cosmetics maintains a database of companies that follow the Coalition's stringent requirements. All products are labeled with the CCIC's "Leaping Bunny" logo. <http://leapingbunny.org/shopping.php>

Contact the company. If your favorite products are still being tested on animals, contact the company and let them know you're disappointed and won't be buying their products anymore. Tell them you won't buy until they adopt a non-animal testing policy.

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PLEASE USE YOUR VOICE. ANIMALS CAN'T SPEAK OUT, BUT YOU CAN!



Check our website at www.idausa.org/crueltyfree for updated information on what you can do.

IN DEFENSE OF ANIMALS

3010 Kerner Blvd, San Rafael, California 94901
(415) 448-0048

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