"Cruel Cosmetic Testing Could Be Stopped Today If Consumers Demanded It!"

—Dr. John McArdle

The HSUS is launching an all-out offensive to bring an end to the terror and torture endured by millions of animals used in product-safety tests for cosmetics. In recent years, pressure from the animal-welfare community has prompted cosmetic companies to begin developing more humane methods of testing their products. Despite what appears to be progress, findings of a new HSUS study indicate that non-animal alternatives for testing cosmetics may never be implemented on an industry-wide basis unless consumers take action now!

"Not only are animal tests often unreliable and misleading," explains Dr. John McArdle, HSUS director of laboratory animal welfare, "but cosmetic companies aren't even required by law to conduct them!" Dr. McArdle recently completed a year-long study to assess cosmetic industry trends in animal testing. "We've been trying for years to convince this industry to stop these senseless tests. Unfortunately, The HSUS and the animal-welfare community can no longer fight this battle alone!

"The time has come to deploy our most powerful weapon. Only by using consumer power will we be able to force cosmetic companies to start implementing humane alternatives and spare the lives of literally millions of creatures. But," continues Dr. McAr-

Time is running out for the millions of creatures that will suffer agonizing deaths in product-safety tests this year.

Photo credits clockwise from upper left: NIH; HSUS; HSUS; USDA/Murray Lemmon.
dle, "in order to accomplish this, consumers must stop subsidizing this unconscionable waste of animal life!"

Today, virtually every "new" and "improved" product destined for the consumer market is put through a battery of animal tests to estimate safety for human use. In fact, you, the consumer, absorb the costs of conducting these harrowing tests on animals! But, consumers are not the only ones paying the price. Each year, in the United States, roughly fourteen million laboratory animals brutally die in the name of product safety!

Some, like rats, mice, and dogs, are force-fed massive quantities of industrial chemicals and household products which, in time, may eat through the linings of their stomachs. Others, primarily rabbits, have concentrated doses of hairsprays, mascaras, and pesticides dropped into their sensitive eyes until their vision is impaired. At this very moment, thousands of helpless animals in product-testing laboratories across the nation lie quivering in pain so that humans may enjoy the benefits of faster-acting drain cleaners and longer-lasting lipsticks.

In 1980, The HSUS joined forces with the Coalition to Stop Draize Rabbit Blinding Tests and, later, with the Coalition to Abolish the LD50. Representing more than 400 animal-welfare groups, these coalitions, headed by Henry Spira, brought pressure on the cosmetic industry, demanding that it initiate and finance research projects exploring non-animal alternatives to traditional toxicity tests. The result: programs to develop such alternatives were established both internally at cosmetic companies and at university research facilities. However, despite this display of commitment by the cosmetic industry, there has, to date, been no indication of a significant decline in the number of animals employed in painful toxicity tests industry-wide! And, while cosmetic companies continue to blind, poison, and gas animals in the name of product safety, the Food and Drug Administration (FDA), the agency charged with regulating the production of cosmetics, continues to accept these unrequired tests as verification of product safety! What's more, this testing goes on unabated in the face of the development of more humane alternatives—of some kind, if formally implemented, could dramatically reduce the number of animals used while providing more accurate information to safeguard human health! It's now up to consumers to demand that the cosmetic industry not only step up its search for reliable non-animal testing alternatives but also abandon its current exploitative practices at once!

As a result of our in-depth survey, The HSUS has compiled a list of companies that do not employ animals in their product-safety tests. This list appears on the enclosed "Humane Shopper's Guide." The HSUS also urges its supporters to utilize My Brother's Keeper, a distributor of cruelty-free cosmetic and personal care products.) By altering buying habits to support only that segment of the industry which has demonstrated that cruelty-free cosmetics can be produced profitably, we will force other companies to realize that animal testing is both archaic and altogether unnecessary.

Subjects of the Draize rabbit-blind ing test exhibit a wide variety of reactions to the harrowing experiment. These range from mild redness and swelling of the eye to complete rupture of the eyeball.

While cosmetic companies are not required by law to conduct brutal LD50 tests, they continue to do so to protect themselves in product-liability suits.

**Do Rabbits Actually Scream?**

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lthough animal tests are conducted for most of the estimated 1,000 chemicals introduced on the market annually, they by no means guarantee that these substances are safe for human use. Due to numerous biological differences between humans and other animals, it is difficult, if not impossible, to use animal data to determine the effects a given substance will have on humans. Despite the fact that many industry scientists have publicly acknowledged this, millions of creatures continue to be put through days or weeks of agony under the guise of product safety!

In view of more humane alternatives, the cosmetic industry abandon this deplorable waste of animal life. 

Do Scientists Actually Believe That Rabbits Scream? 

| A staggering 38,000 laboratory animals die each day in agonizing product-safety tests. |
| The time has come for consumers to demand that the cosmetic industry abandon this deplorable waste of animal life. |

**Cosmetics Aren't the Whole Story**

Manufacturers of most consumer goods—household products, drugs, soaps and detergents, specialty cleaners, and industrial and agricultural chemicals—are required by law to conduct product-safety tests using animals. Although such procedures are the traditional standards set by industry and government, non-animal testing methods continue to work equally as well. The cosmetic industry, however, is not required by law to substantiate the safety of products with animal-test results. Yet, cosmetic companies continue to conduct these harrowing tests, using the results as evidence against injured consumers in the event of lawsuits.
to promote the use of animals in product-safety tests?
The answer is simple: "We do not know of other methods that would satisfy knowledge of product safety both out and in courtroom in case of product-liability suits," explained one cosmetic company official who responded anonymously to the recent HSUS survey. Animal-test results can be used as a legal defense in the event someone using a product is injured and decides to sue. At a time when "new" and "improved" cosmetic goods are flooding the market, can we allow legal and financial motives to justify such large-scale suffering?

By funding research projects to develop more humane testing methods, hasn't the cosmetic industry reflected genuine concern about the use of animals in testing?

By establishing university research programs to develop non-animal toxicity tests, the cosmetic industry has created the impression that it has gone to great lengths to end widespread animal suffering in product-safety laboratories. Contrary to this, however, the multi-billion-dollar cosmetic industry's total financial contribution to alternative studies amounts to only about 2/100ths of one percent of annual sales! Cosmetic companies are far more capable of bringing their exploitative practices to an end!

There can no longer be any justification for the cosmetic industry to subject millions of animals to the terror and torture of unnecessary product-safety tests. Because we have momentum from our earlier campaigns, we must now continue to wage war until these senseless tests are eliminated once and for all!