



HSUS booths at natural foods industry trade shows nationwide continue to promote "The Beautiful Choice"™ to manufacturers and retailers.

CAMPAIGNS

Choosing to Care HSUS Boosts "The Beautiful Choice"™

For the first time this past holiday season, many people added to their gift lists cosmetics and other personal-care products not tested on animals. Thanks to The HSUS's newest campaign, "The Beautiful Choice,"™ launched in October to promote personal-care products not tested on animals, people now know that a wide array of these products can be found in many local stores across the nation. Working with more than twenty-five manufacturers that have joined the "Beautiful Choice" campaign, The HSUS is not only showing consumers that they can look good and feel good about themselves by using products not tested on animals, but is also helping those consumers find grocery, drug, department, and health and natural food stores that sell these products.

Manufacturers who join the "Beautiful Choice" campaign must sign a formal agreement with The HSUS as well as a pledge that states the company neither tests its products or ingredients on animals nor

asks an outside organization to do such testing. Once a manufacturer joins the campaign, the company may use The HSUS's special campaign logo, a rabbit surrounded by the words "Pledged to The Humane Society of the U.S.—Not Animal Tested," in its advertising and displays and on its products. Although not endorsing any particular product in the campaign, The HSUS is telling consumers to look for this logo to help them identify the wide variety of products made by "Beautiful Choice" manufacturers.

The October issue of *Glamour* featured The HSUS's campaign logo in its "Glamour Guide." The November issue of *Cosmopolitan* carried a full-page advertisement featuring our campaign spokeswoman, actress AnaAlicia. This advertisement has appeared in several other publications, too. A campaign public-service announcement starring AnaAlicia has been distributed to the nation's top fifty television stations and to radio stations across the country.

Last fall, more than a million people learned about "The Beautiful Choice"™ through an HSUS *Close-Up Report*. Included with the report was a directory listing the manufacturers that have joined the campaign, the kinds of products made by each, the types of stores in which the products can be found, and a telephone number or address for obtaining further information. The HSUS encourages everyone to use the directory when shopping for personal-care products and to order additional copies to distribute to family and friends. A handy reply card is included with the directory for this purpose. The HSUS also has a toll-free number, 1-800-372-0800, for membership information and/or information about the "Beautiful Choice" campaign.

During The HSUS's annual conference, held at the Holiday Inn/Golden Gateway in San Francisco, California, fourteen manufacturers in the "Beautiful Choice" campaign displayed or sold their products to conferees as part of the "Beautiful Choice" cosmetics and personal-care fair held on October 27. More than 250 people visited the fair. Jack Van Zandt, president of AVANZA Corp./Nature Cosmetics Inc., generously donated his company's proceeds from the fair to The HSUS. The success of the fair confirmed The HSUS's belief that people will buy non-animal-tested products when they know where to find them.

The manufacturers' representatives who attended the fair were among The HSUS's guests at the annual conference banquet, held Saturday evening. There, AnaAlicia accepted a Boehm porcelain figurine in recognition of her efforts to promote "The Beautiful Choice."™ Two lucky conferees each received a large basket packed with sample products donated by several campaign manufacturers, and banquet guests found complimentary personal-care products from AVANZA/Nature Cosmetics at their place settings.

"The Beautiful Choice"™ has already generated a spirited response from consumers, retailers, and other manufacturers eager to learn more about this important effort. With the help of major distributors, such as Tree of Life, Cornucopia, and the Elk River Trading Company, special re-

tailer kits containing a campaign poster, shelf-talkers, channel strips, display fliers, and a list of participating manufacturers have been distributed free of charge to more than 2,500 retailers nationwide. Retailers are using these materials to direct consumers to products made by the manufacturers participating in the campaign. Other stores, such as Nature Food Centres/Vitamin Quota, with approximately eighty-five stores on the East Coast, have developed their own special displays featuring the "Beautiful Choice" logo.

Manufacturers are also using the "Beautiful Choice" logo. Blackmores and Genesis/Beauty Without Cruelty each are using the logo in their print advertisements. Orjene Natural Cosmetics has published the logo on fliers distributed to retailers during the natural foods industry's regional trade shows. Reviva has reprinted the campaign poster and has written about the campaign in its publication, *Environmen-*

tal News, which is sent to its constituents.

Manufacturers have been promoting the campaign in other ways, too. Genesis/Beauty Without Cruelty recently offered to donate \$1 to The HSUS for each product proof of purchase received from consumers. AVANZA/Nature Cosmetics has been donating five percent of any purchase made by telephone to The HSUS. Nature Food Centres/Vitamin Quota, which sells its own brand of personal-care products called NFC, arranged for twenty-five cents to be donated to The HSUS every time a product made by NFC, Kiss My Face, Nature Cosmetics, Jason Natural Cosmetics, and Tom's of Maine was sold in its stores during September and October.

HSUS representatives have traveled to natural foods industry trade shows in Philadelphia, Boston, and Los Angeles, where personal-care products also are marketed, to promote the campaign to manufacturers and retailers. We set up an

attractive booth at each show and distributed descriptive campaign materials. At several shows, an HSUS representative has moderated a panel discussion for retailers about promoting the purchase of personal-care products not tested on animals. Many manufacturers joined the campaign after meeting with HSUS staff at these shows, and retailers have benefited from the opportunity to talk with us while picking up campaign materials for their stores.

We foresee the "Beautiful Choice" campaign evolving and expanding for several years. Our goal is to convince consumers to make "The Beautiful Choice"™ to protect animals.

Manufacturers, retailers, or consumers who would like more information about the "Beautiful Choice" campaign should write to "The Beautiful Choice,"™ The HSUS, 2100 L Street, NW, Washington, DC 20037.—*Deborah L. Reed, manager, special projects.*



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