

Celebrating Animals | Confronting Cruelty



THE HUMANE SOCIETY
OF THE UNITED STATES

humanesociety.org

[Animal testing]

[About The HSUS]

- The nation's largest and most effective animal protection organization—backed by 11 million Americans.
- Established in 1954, we seek a humane and sustainable world for all animals—a world that will also benefit people.
- America's mainstream force against cruelty, exploitation and neglect, as well as the most trusted voice extolling the human-animal bond



[Our work]

- Animal rescue & disaster response
- Animal care centers
- Shelter training and resources
- Horse and burro protection
- Legislation
- Litigation
- Humane Society Veterinary Medical Association
- Advocacy through:
 - Public policy
 - Corporate reforms
- Major campaigns to confront national and global cruelties
 - Stop Puppy Mills
 - Cruelty, Neglect & Fighting
 - Wildlife Protection
 - Farm Animal Protection
 - Animals in Laboratories



[How are animals used in product testing?]



[Toxicity or “safety” tests]

To identify specific types of adverse effects, or “endpoints”:

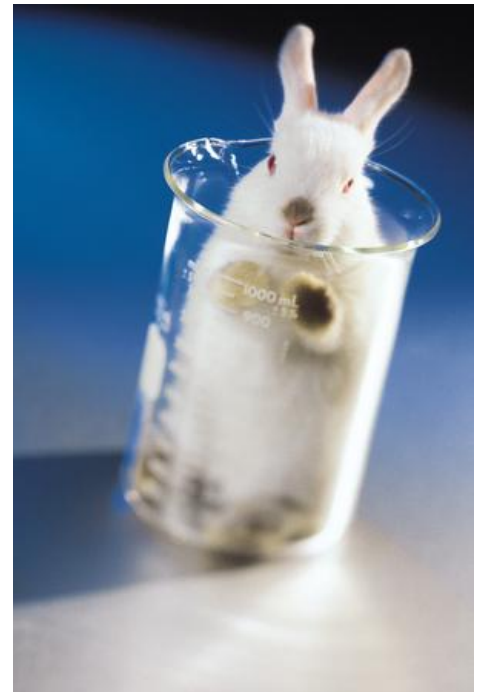
- Eye irritation/corrosion
- Skin irritation/corrosion
- Neurotoxicity
- Reproductive or developmental toxicity
- Carcinogenicity (cancer-causing toxicity)
- ...to name a few.



[General tests]

To identify effects from:

- A single exposure to a substance (“acute”)
- Multiple exposures (“repeat dose”)
- One month exposure (“subacute”)
- Three month exposure (“subchronic”)
- Two year exposure (“chronic”)



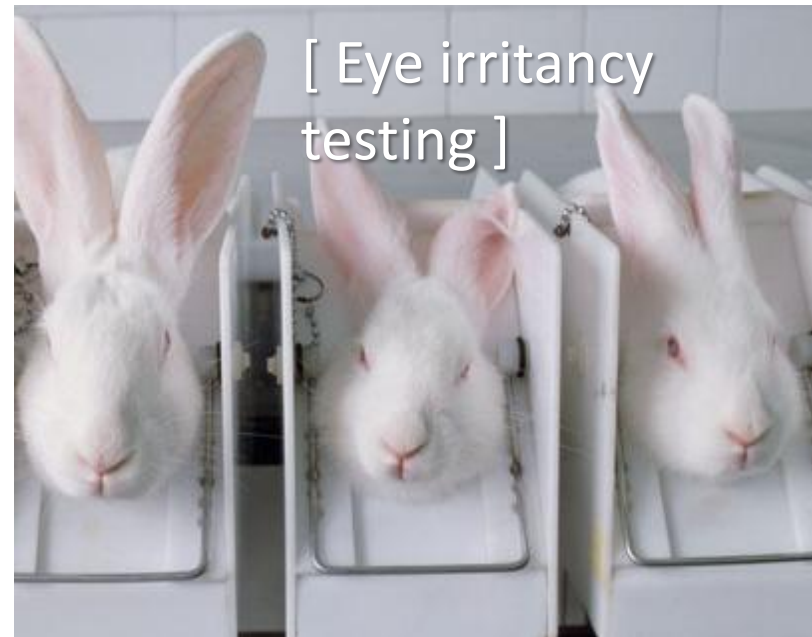
[LD 50 test developed in 1927]

- In 1985, Pharmaceutical Manufacturers' Association publicly opposes
- EPA and FDA accept modified test using 6-10 animals
- No longer a worldwide standard
- Acute toxicity testing methods continue; immense pain, convulsions, seizures, loss of motor skills, eventual death
- Animals still used in chronic toxicity testing, lasting between 28 to 90 days



[Eye Irritancy: Draize Test]

- Immobilized in stocks
- Concentrated test substance dropped into eye
- Assess damage and injury—swelling, redness, ulcerations, bleeding, blindness
- Remain in stocks up to 14 days
- Subjective appraisal of eye damage
- Rabbit's eye differs:
 - produces fewer tears
 - cornea thinner, easily damaged
- Not consistently reproducible, can't reliably predict human risks



[Skin Tests]

- To assess skin irritation, corrosion, sensitization, and absorption
- Shave and abrade skin (remove layers)
- Place chemical or mixture on skin
- Severe pain, can result in ulcers, bleeding, bloody scabs, and discoloration



[LD 50 test for Dysport® wrinkle treatment]

- Scores of mice injected with a powerful toxin
- Nausea and a wave of muscle paralysis, leading to severe distress as they slowly suffocate to death over the course of the three to four day procedure



[Consumers speak out!]

**How many rabbits
does Revlon blind
for beauty's sake?**



WHAT IS THE ORIGIN
OF THE RABBIT?

IN THE NAME OF SAFETY
STOP THE HARM!

THE SCIENCE A RABBIT
CAN BECOME A RABBIT
FOR A QUARTER OF A CENTURY

THE SCIENCE A RABBIT
CAN BECOME A RABBIT
FOR A QUARTER OF A CENTURY

New York Times, 1980



**Don't kill me
for your
skin's sake!**

© www.vivawoman.net



Take the Bun Blog Pledge!

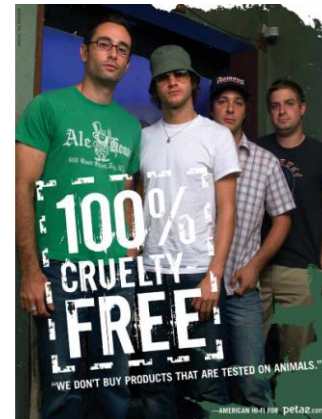


so I'm saying YES! to Compassion

AGAINST ANIMAL TESTING?

**THE
BODY
SHOP
BOYCOTT!**

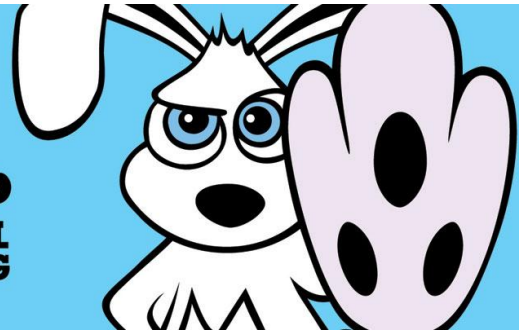
THEY'RE NOT WORTH IT



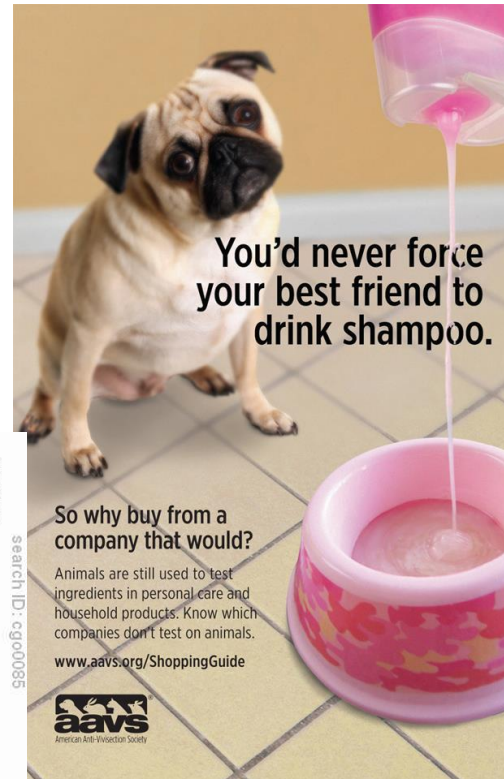
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**STOP
ANIMAL
TESTING**



**You'd never force
your best friend to
drink shampoo.**



**So why buy from a
company that would?**

Animals are still used to test
ingredients in personal care and
household products. Know which
companies don't test on animals.

www.aavs.org/ShoppingGuide



Search ID: cgo00085

[Public outrage --> laws]

- 1998: U.K. stops licensing animal testing for cosmetic products and ingredients; Austria, Belgium, The Netherlands, and Germany follow
- 2000: California made it unlawful for a manufacturer or contract testing facility to use animals when an appropriate non-animal alternative test method has been validated
- 2004: E.U. sets a series of deadlines for bans on animal testing and sale of cosmetics containing animal-tested ingredients.
- 2007 and 2008: New Jersey and New York pass laws similar to California's
- 2007: Israel bans use of animals for testing cosmetic and cleaning products
- 2009: E.U. stops all animal testing of cosmetics



[Alternatives to animal testing]

Step 1: Define “Alternative”

- Replace, reduce, or refine

Step 2: Develop

- New cell and tissue tests, computer models and other sophisticated methods replace existing animal tests
- Humane, more cost-effective, rapid, and reliable

Step 3: Validate

- Results reliably predict outcomes in people?
- U.S. far slower than E.U.

Step 4: Accept

- Government authorities accept it?
- Influences whether private companies use it



[Examples of alternatives]

- *In vitro* (test tube) test methods and models based on human cell and tissue cultures (EPISKIN and EpiDerm)
- Computerized patient-drug databases and virtual drug trials
- Computer models and simulations
- Stem cell and genetic testing methods
- Non-invasive imaging (MRIs and CT Scans)
- Microdosing (humans given very low quantities of a drug to test the effects on the body on the cellular level, without affecting the whole body system)



[Why do some still test on animals?]

- Some companies use only ingredients with proven safety data
- Others use new formulations with unknown side effects, may test on animals
- U.S. requires product testing...
- ...but no law says *animals* must be used
- Use existing alternatives and develop new alternatives for those endpoints in which animals are still being used!



[AltTox.org]

Nearly 50 different alternative methods and testing strategies have been developed, validated and/or accepted by international regulatory authorities.



[Sitemap](#) [Contact Us](#)

- About AltTox
- AltTox Forum
- Toxicity Testing Resource Center



What is AltTox?

AltTox.org is a website dedicated to advancing non-animal methods of toxicity testing through online discussion and information exchange.

[Learn more](#) [Get involved](#) [E-newsletter](#)

AltTox Forum

The AltTox forum is a message board intended to encourage information exchange, commentary and discussion of science and policy issues related to non-animal methods of toxicity testing. Here are the three most recent topics posted:

- [Re: NICEATM and ICCVAM to Update Five-Year Plan: Request for Comments](#)
- [We're hiring!](#)
- [IFER ANNOUNCES FUNDING AVAILABLE](#)

Toxicity Testing Resource Center



Well Plate

The Toxicity Testing Resource Center is the informational section of AltTox.org. It provides a comprehensive source of information on toxicity testing, non-animal alternatives, relevant stakeholders, government oversight, validation and regulatory acceptance of testing methods, and challenges to and opportunities for progress.

[Victory for animals in Botox® tests]



- LD 50 test: suffering and death by asphyxiation
- HSUS and Calvert Investments shareholder resolutions, members pressure
- June 27, 2011: Allergan announced development & approval of new procedure that avoids using animals
- Will reduce use of animals in Botox® testing by 95% within 3 years

[Americans agree!]

PCRM

PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

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NEWS RELEASE

December 28, 2011

Survey: Most Americans Support Ban on Cosmetics Testing on Animals

Results Show Rising Demand for Cruelty-Free Personal-Care Products

WASHINGTON—Sixty-one percent of Americans believe that companies should not be allowed to test makeup, shaving cream, and other cosmetics and personal care products on animals. And 72 percent say that testing cosmetics on animals is unethical, according to an independent survey commissioned by the nonprofit Physicians Committee for Responsible Medicine (PCRM).

Some high-profile American companies, including Clinique, Almay, and Aveda, have stopped testing their products on animals, but others continue to subject tens of thousands of rabbits, guinea pigs, mice, and rats each year to painful tests, including crude procedures in which irritating substances are placed in the eyes of the animals. Nonanimal testing methods are widely available, and the European Union banned animal tests for cosmetics and personal products in 2009.



Media Contact:

Dania DePas

202-527-7382

ddepas@pcrm.org



Nancy Beck, Ph.D.

[Report: “More than a makeup trend”]

www.pcrm.org/media/news/americans-support-ban-cosmetics-testing-animals

- 72 percent of respondents agreed that testing cosmetics on animals is unethical.
- 78 percent agreed that the development of alternatives to animal testing for cosmetics testing is important.
- 61 percent said cosmetics and personal care product companies should not be allowed to test products on animals.
- 58 percent said they would purchase cruelty-free personal care products.

[Common myths about animal testing]



[Myth: “If a product says ‘Cruelty-Free’ or has a bunny on it, that means it hasn’t been tested on animals.”]

This is simply not true as the devil is often in the details. Designation as “cruelty-free” or “not tested on animals,” or even the image of a bunny on a label may only refer to the finished product, when in fact, most animal testing occurs at the ingredient level. Furthermore, while a company may claim, “We do not test on animals,” it could still contract other companies to do the testing. The only way to be 100% certain a company is cruelty-free is to buy products from companies that have been certified by the Leaping Bunny Program, which requires that no new animal testing be used in any phase of product development by the company, its laboratories, or ingredient suppliers.

[Myth: “The law requires animal testing to be conducted on personal care and cosmetics products.”]

100% false. Neither the U.S. Food and Drug Administration (FDA) nor the U.S. Consumer Product Safety Commission require animal testing for cosmetics or household products. There are sufficient existing safety data as well as *in vitro* alternatives to make animal testing for these products obsolete. While it is true that virtually every ingredient, even water, has been tested on animals in the past, we can help prevent future animal testing.

[Myth: “If a product isn’t tested on animals, it might not be safe for humans.”]

Not so! There are many reliable alternatives to using animals available, including cell and tissue cultures and sophisticated computer and mathematical models. Companies can also formulate products using ingredients already determined to be safe. Cruelty-free companies can use a combination of methods to ensure safety, such as employing *in vitro* tests and/or conducting clinical studies on humans.

[Myth: “It’s hard to find products that really are cruelty free.”]

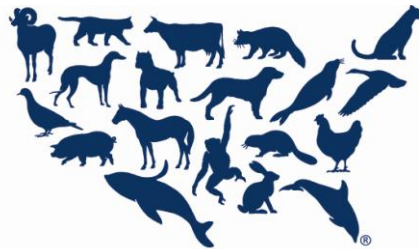
Quite the contrary! More and more companies are joining the Leaping Bunny Program each month. We now boast over 300 companies including well-known brands such as Burt’s Bees, Mary Kay, Method, Tom’s Maine and Urban Decay. Remember to use our pocket-sized *Compassionate Shopping Guide* as a resource or download the free Leaping Bunny iPhone app from iTunes to have your shopping guide right on your iPhone or iPod touch!

[Coalition for Consumer Information on Cosmetics (CCIC)]

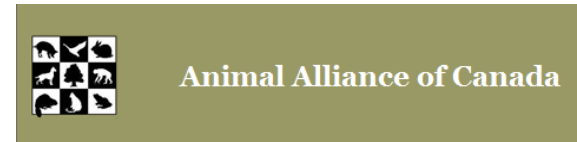
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Kindness and Care for Animals®

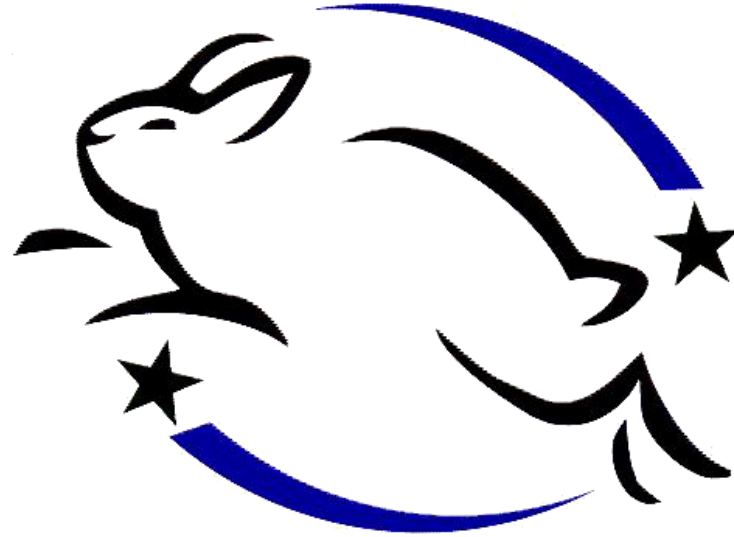
AN INDEPENDENT ORGANIZATION FOUNDED IN 1868



THE HUMANE SOCIETY
OF THE UNITED STATES



[LeapingBunny.org]



Requires that no new animal testing be used in any phase of product development by the company, its laboratories, or ingredient suppliers.



[November 2011: CCIC's 15th anniversary!]

Happy 15th Anniversary
Leaping Bunny!



PAUL MITCHELL



method
a cleaner clean



URBAN DECAY

- Almost 400 companies
- Nearly a quarter of a million shopping guides distributed/year
- Recent survey:
 - 60% more likely to buy a product not tested on animals
 - More than 3X as likely to trust independent 3rd party like the Leaping Bunny than company's own claims about its animal testing policy

[Spread the word!]

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Leaping Bunny
Non-Profit Organization

You'd never
your best friend
drink shai

Wall

Leaping Bunny · Everyone (Most Recent)

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Write something...

Leaping Bunny
Just came across this quote and though strongly worded, it is worth sharing...

"We have enslaved the rest of the animal creation, and have treated our distant cousins in fur and feathers so badly that beyond doubt, if they were able to formulate a religion, they would depict the Devil in human form."
-William Ralph Inge, Outspoken Essays, 1922

Like · Comment · Share · 10 hours ago ·

240 people like this.

View all 13 comments

65 shares

Olivia Brandle
furisgreen.com
the ENVIRONMENT
almost funny be
9 hours ago · Like

Nic Lindherm

About
www.leapingbunny.org

25,629
like this

915
talking about this

Leaping Bunny
@LeapingBunny US & Canada
The Leaping Bunny Program certifies companies as 'cruelty-free' that don't test on animals during any stage of product development.
<http://www.leapingbunny.org>

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LeapingBunny Leaping Bunny
Just came across this quote and though strongly worded, it is worth sharing... "We have enslaved the rest of the... fb.me/ISNHqE1k
10 hours ago

LeapingBunny Leaping Bunny
Check out Level Naturals, our newest Leaping Bunny certified company. They make super yum soaps, bath/shower...
fb.me/1htPgOYQV
11 Jan

LeapingBunny Leaping Bunny
1,134,693. That is the number of animals reported by the U.S. Dept. of Agriculture in their annual report that... fb.me/1uerbBRqy
10 Jan

Advanced Help iTunes

App Store > Lifestyle > Symbiotic Software LLC

Cruelty-Free

Description

Know which companies are cruelty-free!

Use this handy shopping guide for iPhone and iPad to look up cosmetic, personal care, and household product companies while you're on the...
...More

Symbiotic Software LLC Web Site > Cruelty-Free Support >

What's New in Version 2.1

Updated company data.
Small bug fixes.

Screenshots iPhone iPad

Companies

Companies
D
Dr. Goodpet
Dr. Ken's (Floss & Go)
Duchess Marden
E
Earth Alive

Tom's of Maine

Tom's of Maine Website

Natural ingredients are the effective building blocks of our products, and we are guided by our Stewardship Model throughout the process of

Animal Care
Companion
Cosmetics
Color Cosm
Nail Care
Household P

[Take the pledge and get active!]



Pledge to be Cruelty-Free!

Did you know that thousands of products—from face wash to furniture polish—are tested on rabbits, cats, mice and other animals using crude and unnecessary procedures? These tests often cause pain, suffering and even death to the animals involved.

Take a stand against these inhumane animal tests by pledging to only purchase cosmetic, personal care, and household products from companies that meet the criteria of the Coalition for Consumer Information on Cosmetics*, the most rigorous cruelty-free standard. Companies that meet this internationally-recognized standard affirm that their products, ingredients, and formulations are not tested on animals.

** The Coalition for Consumer Information on Cosmetics is a group of eight animal protection groups—including The Humane Society of the United States—that promotes a single comprehensive standard for cruelty-free products. Some of the companies that meet the standard have taken the extra step of using the internationally recognized Leaping Bunny logo on their products.*

TAKE ACTION

As a compassionate consumer, I pledge to only purchase cosmetic, personal care, and/or household products from companies

Please fill in the following information to sign the pledge and add your name to The Coalition for Consumer Information on Cosmetics' list of compassionate consumers.

* Title:

First
* Name:

Last
* Name:

* Email:

* Street 1:

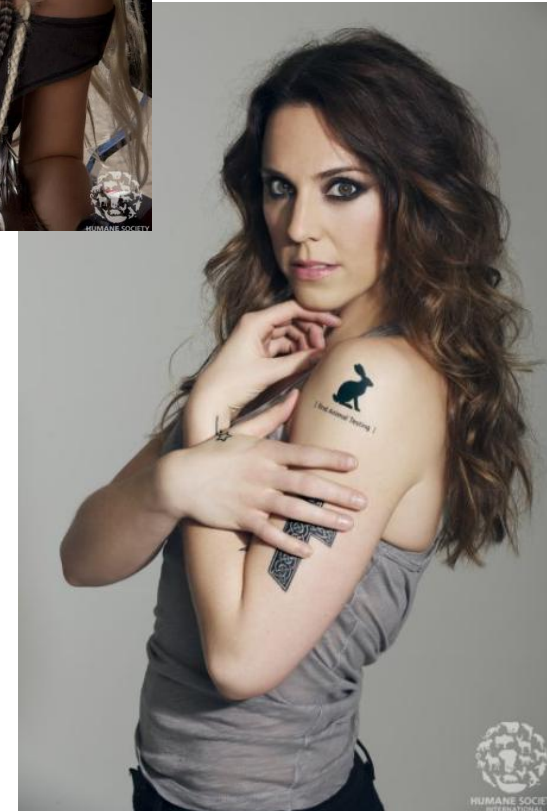
Street 2:

* City:

State /
* Province:

humanesociety.org/issues/cosmetic_testing

[Help make the E.U. a cruelty-free zone!]



[hsi.org/issues/cosmetic_product_testing](https://www.hsi.org/issues/cosmetic_product_testing)

[Thank you!]



Jill Fritz
Michigan State Director
michigan@humanesociety.org