



The following is a list of companies that do not test on animals; these companies' products are available throughout India.

- Amar Toothpaste
- Anuraah Soap
- Aroma Therapy
- Avon
- Bath & Body Works
- Biotique International
- Bobbi Brown
- The Body Shop
- Bonne Bell
- Chambor Cosmetics**
- Chandrika Soap
- Clinique
- Fa Cosmetics
- Henkel India Ltd
- Himalaya
- Jain Cosmetics and Toiletries
- Jainson Pharmaceuticals Pvt Ltd
- Lush Cosmetics
- MAC Cosmetics
- Nature's Co
- Neem Toothpaste
- Nike Deodorants
- Oriflame India Pvt Ltd
- Revlon Cosmetics
- Schwarzkopf**
- Shahnaz Husain
- Snowwhite Soaps & Allied Products Pvt Ltd
- Surya Brasil
- Vicco Toothpaste



**PETA**

For additional information, please contact:  
PETA India, PO Box No 2, GPO, Pune 411 001  
Info@petaindia.org • 020-2605 8106 (fax)

9/06

# Be a Bunny's Best Friend:

## Buy Cruelty-Free

### Are you a caring consumer?

Is your favourite lip balm cruelty-free? What about your shampoo and toothpaste or that nail polish of your sister's that you just cannot keep your hands off of? Or that laundry detergent that your mom uses to get your whites white and your colours bright? Do you scan labels to look for the "not tested on animals" seal of approval before buying anything? It is easy and only takes a few minutes, but it can make a big difference for animals.

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**Did you know** that millions of animals are poisoned, blinded and killed every year in cruel experiments to test personal-care products? In fact, everything from your toothpaste to your soap may have been tested on animals. Every day, animals in laboratories all over India suffer in product tests, just for the sake of a new soap or lip gloss. But here is something you probably did not know: these tests are NOT necessary and can be very easily avoided!

#### **Something in Your Eye?**

Have you ever gotten shampoo in your eyes? Did it sting? Imagine how much worse it would have been if you couldn't rinse it out and someone was holding your eyes open and pouring more shampoo into them. This may have happened with the very shampoo you use if it was tested on animals.

In eye-irritancy tests, experimenters use albino rabbits because they have large, sensitive eyes. The rabbits' eyelids are held open with clips while workers drip chemicals into their eyes – usually without giving them any painkillers. In fact, some rabbits are so desperate to escape the pain that they break their backs in the struggle. After dripping the chemical in the rabbits' eyes, experimenters observe and record the damage it causes, which can include swelling, burning, blistering and blindness.

These tests are not only cruel but also inaccurate. Rabbits' eyes are very different from ours. For example, rabbits do not have tear ducts like we do – and because they cannot produce tears to clear away the stinging chemicals, the tests are even more painful.

Rabbits, guinea pigs and other animals are also used in skin tests in which their fur is shaved off and a chemical is rubbed onto their bare skin, where it remains for days. In horrifying "lethal dose" tests, experimenters force-feed rats, mice, rabbits, guinea pigs and other animals with everything from detergent to eye shadow until some of them die.

#### **Testing in India: Outsourcing Cruelty**

Overseas companies often conduct their animal testing in India and other countries where costs are lower. In fact, the five cosmetics companies that conduct the most tests on animals all have testing centres in India. This is certainly not our best claim to fame!

#### **A Better Way**

Today, more than 950 companies worldwide have stopped using these cruel, pointless tests (or never used them in the first place), so chances are, you may already be buying cruelty-free items without even knowing it! These companies have realised that alternatives to animal testing, such as computer simulations and cell culture tests (which use a collection of tiny cells, not a whole animal) are cheaper, faster and more accurate than animal tests – meaning, their products are likely safer to use too! Companies can also use ingredients or combinations of ingredients that have already been tested and shown to be safe as well as natural, non-harmful ingredients.



#### **You Can Help!**

Always check labels and only buy products made by companies that do not test on animals. You can also help by writing letters to companies that still use animal tests, such as Lakmé, Unilever, and Procter & Gamble. Let executives at these companies know you will be boycotting their products until they end these cruel and unnecessary tests.

Please also write to the Committee for the Purpose of Control and Supervision of Experiments on Animals (CPCSEA) urging them to ban the use of animals for testing any cosmetics products immediately:

Member Secretary, CPCSEA  
Animal Welfare Division  
Government of India  
Ministry of Environment and Forests  
8th Floor, Jeevan Prakash Building, 25  
Kasturba Gandhi Marg  
New Delhi 110 001