

# AAV magazine

A PUBLICATION OF THE AMERICAN ANTI-VIVISECTION SOCIETY

2010 | Number 2



## Consumer Power for Animals

**COVER STORY**  
**PRODUCT TESTING:  
BEGINNING TO AN END?**

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2010 Number 2

# Consumer Power for Animals

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Founded in 1883, the American Anti-Vivisection Society's (AAVS) mission is to unequivocally oppose and work to end experimentation on animals and to oppose all other forms of cruelty to animals. AAVS is a nonprofit education organization using legal, effective advocacy to achieve meaningful, lasting change.

**Executive Editor**

Sue A. Leary

**Managing Editor**

Crystal Schaeffer

**Copy Editor**

Patrick Cobbs

**Assistant Editor**

Nicole Perry

**Graphic Design**

Austin Schlack

**Staff Contributors**

Christopher Derer

Vicki Katrinak

**Art Direction and Design**

Brubaker Design

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Office of Publication:  
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Jenkintown, PA 19046-1611  
phone: 215-887-0816  
e-mail: editor@theavmagazine.org

[www.aavs.org](http://www.aavs.org)

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## First Word

IT'S FUNNY, LOOKING BACK. I remember my friend Jayne at a meeting of our local animal rights group—must have been around 1982. Of course she cared deeply about animals, but also striking was that she was consistently friendly and upbeat and always looked her best. She let everyone know that after the meeting they could “shop” for Beauty Without Cruelty cosmetics—straight from the trunk of her car.

How times have changed. Now iconic American retail stores like Walmart and Target sell products that proudly display “Not Tested on Animals” on their labels. This amazing transformation didn't happen by accident. Many people helped move product testing away from using animals.

For example, while Jayne and I were at that meeting, a research team not far away in Philadelphia was perfecting a test system based on a chicken egg that could substitute for rabbits in the Draize rabbit eye irritancy test. Their research was funded in large part by AAVS. I've heard that the test they developed, the CAM method, is still in use, although, maddeningly, so is the Draize rabbit eye test.

It's been quite a journey, and we tell the story in these pages. The future of product testing is not certain, but at AAVS, we are confident that new technology will help deliver what we need to end all animal testing.

Every person who bought a few items from Jayne, and every customer who buys genuinely cruelty-free products today, sends a message that animals matter. So go ahead and shop! But make sure your products are from companies approved by the Leaping Bunny Program. If you don't have Leaping Bunny's most recent *Compassionate Shopping Guide*, go online at [www.aavs.org/CompassionateShopping](http://www.aavs.org/CompassionateShopping) to print out a copy, or call the AAVS office at 1-800-SAY-AAVS to ask for one. We'll be happy to send you a copy of the *Guide* for your wallet or purse. Look inside this magazine to learn more and pick up some tips, and know how good it can feel to care.



Sue A. Leary, President  
American Anti-Vivisection Society



Does your favorite company  
**test on animals?**  
**FIND OUT**

[www.aavs.org/CompassionateShopping](http://www.aavs.org/CompassionateShopping)



## Update On Great Apes

As *AV Magazine* readers may know, in recent years, considerable attention has been given to chimpanzees who languish in research facilities across the country. Starting over a decade ago with passage of the CHIMP Act, which called for the retirement of some federally-owned chimpanzees, these efforts continue with the proposed Great Ape Protection Act (GAPA). The Act would end invasive research on great apes (meaning chimpanzees; but bonobos, gorillas, orangutans, and gibbons are also included under the bill's definition).

In the midst of this policy debate, the National Institutes of Health (NIH) has made a controversial decision to move over 200 chimpanzees back into research. The chimps have been living for nearly a decade unperturbed in New Mexico. Many of them are elderly, and may not survive the move to a Texas primate laboratory, which has been cited multiple times for failing to provide primates with adequate housing and environmental enrichment. Once there, they will again be subjects in biomedical research, and may be housed in isolation and used in invasive experiments.

AAVS and other animal protection organizations are calling for a full reversal of this decision and swift passage of GAPA to secure the safety of these chimpanzees.

A timely demonstration of increased Congressional support for GAPA will send a message that these 200 chimps, as well as other great apes, should not again be subject to invasive research. The bill defines "invasive research" as any experiment that may cause "death, bodily injury, pain, distress, fear, injury, or trauma," including psychological experiments of social deprivation and



isolation. In addition, the law would end the transport and breeding of great apes for the purpose of invasive research, and permanently ban the federal funding of chimpanzee breeding programs. GAPA would also require the appropriate relocation of federally-owned chimpanzees, including those mentioned above, to permanent retirement facilities.

The current GAPA was introduced in March 2009, and the House version (H.R. 1326) was referred to the House Committee on Energy and Commerce earlier this year. In August, a Senate version of GAPA (S. 3694) was introduced and it is currently in committee.

**AAVS urges members to help move the Great Ape Protection Act forward by sending letters to your legislators at [www.aavs.org/GreatApe](http://www.aavs.org/GreatApe).**

**Please ask Secretary of Health and Human Services Kathleen Sebelius to stop the return of the 200 New Mexico chimps to research and to instead retire them so they may live the rest of their lives in peace at a sanctuary. To send a correspondence, visit [www.aavs.org/NMchimps](http://www.aavs.org/NMchimps).**

# Congress Acts to Crush Cruel Videos

ON APRIL 20, 2010, THE U.S. SUPREME COURT voted 8-1 that a 1999 law banning depictions of animal cruelty is unconstitutional. The law made it a crime to traffic in any images in which animals are “intentionally maimed, mutilated, tortured, wounded, or killed,” and was originally intended to ban shocking “crush videos,” that cater to a depraved sexual fetish. According to a report by the House of Representatives, these videos often depict “women inflicting...torture [on animals] with their bare feet or while wearing high heeled shoes. The cries and squeals of the animals, obviously in great pain, can also be heard in the videos.”

However, after reviewing *U.S. v. Stevens*, in which Robert Stevens was convicted under the same law for selling dog fighting videos, the Supreme Court ruled that the law was too broad in scope, and violated First Amendment rights to free speech. The day after the Court’s decision, Representative Elton Gallegly (R-CA) introduced a bill (H.R. 5566) amending the original crush law.

“Violence is not a First Amendment issue,” said Representative Gallegly. “It is a law enforcement issue.”

The new crush legislation has a narrower focus than the original that is designed to sustain any court challenges, but will still protect animals from the cruelty involved in making these types of films. In July, H.R. 5566 overwhelmingly passed in the House by a 416-3 vote. The bill is now being reviewed in the Senate.

When the original crush law passed over 10 years ago, it succeeded in suppressing the videos. However, since the courts overturned Stevens’ conviction, there has been a resurgence of sickening recordings of cruelty to helpless animals, now aided by distribution on the internet.

Readers wanting to help halt this travesty should send letters to their U.S. Senators at [www.aavs.org/Crush](http://www.aavs.org/Crush).



## Bias in Animal Studies

A study published in the March 2010 issue of *PloS Biology*, a peer-reviewed open-access journal available online, maintains that there is bias for publishing animal studies with positive results, leading to an overstatement of treatment efficacy. While publication bias has been observed in other areas of science, including genetics, ecology, and evolution, little information has been available regarding animal studies.

To investigate this matter, researchers analyzed reports obtained from a database housing systematic reviews of animal studies and their efficacy regarding treatment for stroke. The dataset was comprised of 525 studies, which involved the use of nearly 20,000 animals in 1,359 experiments. Researchers found that at least 16 percent of these studies have never been published, most likely due to negative results, and they suggest that this bias accounts for about one-third of the overestimates that a given treatment will work when brought to clinical trials.

Additionally, researchers calculated the number of unpub-

lished studies and estimated any given treatment’s true effect when adjusted for unpublished negative studies. After adding animal studies with negative results to the mix, the efficacy of treatment fell, on average, from 31.3 percent to 23.8 percent.

“If a result is negative, the investigator doesn’t want to go through the work of writing it up and publishing it, because they know it won’t get into a good journal and it won’t really enhance their career,” said S. Tom Carmichael, a stroke researcher at the University of California, Los Angeles. But when negative studies are not published, they cannot contribute to the overall knowledge of an investigated disease, and could lead to unnecessary animal experimentation. Further, the report’s authors called this practice “unethical.”

Additionally, publication bias has been recognized in clinical research studies. However, registration systems that house relevant clinical trial reviews and information are available to interested scientists. **AV**



Most of us have a nightly routine before we go to bed. We may brush our teeth, for example, and not give this task a second thought. We close our eyes, fall asleep, and dream, thinking nothing of the nightmare that any number of animals might have endured to enhance our lives.

# PRODUCT

*by Crystal Schaeffer*

**IT IS AN UNFORTUNATE REALITY:**

animals, including rabbits and guinea pigs, who are the same as our pets at home in nearly every way except for their circumstances, still suffer needlessly in the production of personal care and household products. Their use in testing the safety of products like toothpaste, dish soap, and floor cleaner is based in part on an outdated theory that animal responses in a lab will accurately predict what will happen when humans are exposed to the same substances. However, this is a flawed model because physiology varies among different animal species, including humans. Therefore, reactions may be quite different from one species to another. And importantly, purposefully exposing animals to substances that can potentially harm them, especially when information resources and non-animal testing methods exist, is not only wasteful science but ethically problematic.

**THE HISTORY**

Prior to the 1930s, little regulation existed for the sale of personal care products. Companies were not required to vouch for the safety or reliability of their manufactured goods, giving opportunity for instances of not only quackery, but also serious human injury and even death. For example, more than a dozen women were blinded after applying a permanent mascara called Lash Lure, which contained p-phenylenediamine, a derivative of coal tar, that caused terrible blisters on their faces, eyelids, and eyes. In one case, abscesses were so severe that a woman contracted an infection and died.<sup>1</sup> In another case, a hair dye called Inecto Rapid Notox created a painfully itchy, scaly scalp for 37 people who used it.<sup>2</sup>

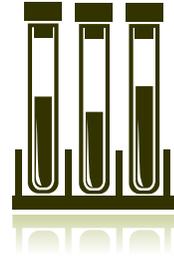
As similar cases emerged, the federal government moved to scrutinize the industry more readily, and in 1938, the Food, Drug, and Cosmetic (FD&C) Act became law,

giving the Food and Drug Administration (FDA) regulatory authority over the cosmetics industry, formally authorizing factory inspections, and requiring drugs to be shown safe before they are marketed.<sup>3</sup> Some years later, the FDA was instrumental in initiating the development of animal testing techniques, and in 1944, assigned agency researcher John Draize to craft a standardized method for testing the irritancy of substances. Named after its creator, the Draize test involves placing a substance in the eyes or on the skin of often unanaesthetized animals, usually rabbits, over a specific period of time (hours, days, or weeks). Lab workers assess the condition of the animals and assign a subjective numerical score to indicate the severity of manifesting injury, which can include inflammation, discharge, hemorrhage, and ulceration.<sup>4</sup> Animals are commonly killed at the end of the tests.

Over several decades, the use of Draize tests, as well as other animal-based tests, became widely accepted within the science, regulatory, and industry communities. However, the unnecessary cruelty of these tests was exposed in the 1980s, and outraged consumers began coordinated efforts to protest animal testing. Led by Henry Spira, a highly adept social activist, a campaign against cosmetic giant Revlon was developed to combat its use of the Draize. The campaign focused on consumer demand and a push for the development and use of alternative testing methods. As a result, Revlon agreed to donate a large sum of money to support non-animal safety research at Rockefeller University,<sup>5</sup> and a wave of alternatives development began to emerge.

**THE TESTING**

For the most part, cosmetic finished products and mild household cleaners are no longer tested on animals. However, their individual ingredients and/or formulations often are.



The LD50 test determined the dose at which at least

**50%**

OF TEST ANIMALS DIED.

In an irritancy test, animals are evaluated for up to

**14 days**

and **REDNESS, BLEEDING, ULCERS, AND EVEN BLINDNESS** can occur.

**54 million**

animals may be used in the EU for testing chemicals under REACH.

# TESTING

BEGINNING TO AN END?



**Animal testing** is based on a theory that animal responses in a lab will accurately predict what will happen when humans are exposed to the same substances. However, this is a **flawed model** because physiology varies among different animal species, including humans.

Nonetheless, whether lipstick or floor cleaner, the testing methods remain virtually the same (especially in countries with emerging economies) and they are just as invasive, painful, and cruel.

Below is a list of some of the tests most commonly used today by the cosmetic ingredient and household product industries. For more information, visit [www.aavs.org/TestingTypes](http://www.aavs.org/TestingTypes).

#### **Eye Irritancy and Corrosivity**

The Draize eye test uses restrained rabbits who have a substance placed in one eye, with the other eye serving as a control. Animals are evaluated after one hour and then at 24-hour intervals for up to 14 days, and redness, bleeding, ulcers, and even blindness can occur.

#### **Skin Irritancy and Corrosivity**

The Draize skin test assesses the potential of a substance to cause irreversible damage to the skin, itching, swelling, and inflammation, and is typically performed on rabbits. It involves placing a chemical on a shaved patch of skin and using another shaved patch as a control. Alternatives have been validated to replace the majority of these tests.

#### **Toxicity**

For years the primary choice to measure acute toxicity was the Lethal Dose 50 (LD50), which determined the dose at which at least 50 percent of test animals died. However, especially for cosmetic and household products, the LD50 has been replaced by several new, but still lethal, options. Among them, the acute toxic class method and the up-and-down procedure, both of which involve a smaller number of animals but can cause excruciating pain, convulsions, loss of motor function, and/or uncontrollable seizures. In the fixed dose method, death is not used as an endpoint and signs of suffering will usually terminate the test. In repeated dose toxicity testing, chronic toxic effects are analyzed, with a focus on organ systems, and doses that do not cause an observed effect are measured. Toxicity tests typically use rats and mice, as well as rabbits.

#### **Skin Sensitization**

The most common skin sensitization test used now is the Local Lymph Node Assay, which involves the application of test chemicals

on the surface of the ears of mice, and is considered a validated alternative to traditional methods using guinea pigs because it reduces the number of animals used and limits pain and distress. However, mice are still killed when testing is complete.

#### **Dermal Penetration**

This analyzes the movement of a chemical through the skin and into the bloodstream. Rats are most often used, and killed to determine the amount of test substance absorbed.

#### **Ecotoxicity**

These tests are utilized to determine the negative effects of chemicals entering the environment. Acute toxicity is determined using fish in the 96-hour LC50 (lethal concentration 50), which measures the chemical concentration that will kill 50 percent of animals in a 96 hour period. Chronic toxicity tests last seven to more than 200 days, and fish are evaluated for growth, hatching and spawning success, and mortality.

#### **Carcinogenicity & Mutagenicity**

In carcinogenicity testing, a chemical is administered orally, topically, or inhaled during a two-year duration, and animal health is monitored throughout the study, but most information is obtained after the animals are killed and their tissues and organs are examined for evidence of cancer. To test for mutagenicity, a substance is administered to animals, who are later killed, and their bone marrow is evaluated to determine the presence of mutation, which can cause cancer. Rats and mice are typically used in these tests.

Although their historical acceptance has been widespread, no existing animal-based toxicity tests have undergone rigorous validation procedures that might justify the extreme suffering they cause for millions of animals. However, we know that there are problems with applying the test results to people. For example, rabbits, who are often used in irritancy tests, have thinner skin than humans and their eyes do not readily tear like humans. Because of issues like these, animal data cannot routinely demonstrate the important research principles of reliability, relevance, and reproducibility.<sup>6</sup>

Furthermore, while the FDA, which has played a substantial role in developing animal

tests, does require manufacturers to be able to demonstrate that their cosmetic products and ingredients are safe, it does not require animal tests to do this.<sup>7</sup> The agency states on its website that scientists should first consider the use of non-animal alternatives, and if animal testing is utilized, research methods should derive “the maximum amount of useful scientific information from the minimum number of animals and employ the most humane methods available...”<sup>8</sup> Additionally, as a member of the Inter-Agency Coordinating Committee for the Validation of Alternative Methods (ICCVAM), FDA also advises that “consideration should be given to the use of scientifically valid alternative methods to whole-animal testing.”<sup>9</sup>

## CHANGE TO COME

In an effort to further the alternatives field, in 1981, the Johns Hopkins Center for Alternatives to Animal Testing was established with a mission to develop the scientific knowledge necessary to create non-animal methods of assessing the safety of cosmetic and household products. Several years later, government supported agencies, ECVAM (European Centre for the Validation of Alternative Methods) in the EU and ICCVAM in the U.S. were created specifically to validate non-animal alternatives that would eventually be formally accepted to replace correlating animal tests. The first in the EU was EPISKIN® and the first in the U.S. was Corrositex®, both replacements for Draize skin irritancy tests.<sup>10</sup> (For more information on alternatives, see “Reducing Animal Testing,” page 16.)

Consumer demand for cruelty-free products grew in parallel to alternatives development, and resulted in a new niche market in the personal care industry, while also motivating countless companies to end their animal testing. Unfortunately, with this trend came much confusion as to what exactly “cruelty-free” means. To help consumers make informed cruelty-free choices, a group of prominent animal advocacy organizations, including AAVS, launched the Coalition for Consumer Information on Cosmetics (CCIC) in 1996. Its aim is to certify personal care and household product companies that conduct no animal testing at any stage of product development as cruelty-free, and provides consumers the highest level of assurance regarding their

compassionate shopping choices. (For more information on CCIC, please see “The Leaping Bunny Program,” page 8.)

Another brick in the road to a hopeful end of product testing is the 7th Amendment to the Cosmetic Directive (76/768/EEC), EU legislation that prohibits the sale of finished cosmetic products and ingredients tested on animals, except for products requiring certain selected types of tests. (For more information, see “Product Testing: The Struggle in Europe,” page 20.) This prohibition applies to all cosmetic companies selling in the EU, no matter where their country of origin, making the 7th Amendment a truly global initiative that benefits animals and helps to end cosmetic animal testing.

However, within the past decade, government led efforts to test chemicals sold in high volumes may threaten some of this progress. REACH (Registration, Evaluation, Authorisation, and Restriction of Chemicals) in the EU, and the proposed Safe Chemicals Act in the U.S., are comprehensive efforts to evaluate the safety and environmental impacts of chemicals through a massive battery of new testing. While most of these substances are not ingredients for personal care and household products, some may be, and there is concern that these efforts could negatively impact CCIC-certified and other truly cruelty-free companies that have not tested on animals for several years. It is difficult to predict the number of animals who may be used in these evaluation tests, although estimates for REACH have been as high as 54 million.<sup>11</sup>

## CONCLUSION

Product testing first emerged following a history of fraud and poor safety standards that left consumers misled if not seriously harmed. In an effort to protect the public, use of animals in testing quickly became the status quo, leading to tremendous animal suffering. However, after unmasking the cruelty involved in product testing, outraged consumers demanded change and soon cruelty-free shopping became a quickly growing trend,



along with the growth of alternatives development. Today, global regulatory and legislative action have furthered these efforts to eliminate the use of animals in product testing, while consumer safety remains intact.

Fortunately, there is ample opportunity to purchase cruelty-free products like cosmetics, cleaners, and toothpaste. So now, our compassionate nightly routine allows us to sleep with peace of mind, knowing that we have played a role in giving peace to animals. **AV**

*Crystal Schaeffer, MA Ed., MA IPCR, is the Outreach Director for AAVS.*

<sup>1</sup> United States Food and Drug Administration. (June 18, 2009). *History of the FDA: Regulating Cosmetics, Devices, and Veterinary Medicine After 1938*. Retrieved April 9, 2008, from <http://www.fda.gov/oc/history/historyoffda/section4.html>.

<sup>2</sup> Institute for Laboratory Animal Research (2004). *Safety Testing. Science, Medicine, and Animals*. Pg. 21. Retrieved April 9, 2008, from <http://newton.nap.edu/books/0309088941/html/21.html>.

<sup>3</sup> United States Food and Drug Administration. (June 18, 2009). *History of FDA: The 1938 Food, Drug, and Cosmetic Act*. Retrieved April 9, 2008, from <http://www.fda.gov/oc/history/historyoffda/section2.html>.

<sup>4</sup> Curren, Rodger D., & Harbell, John W. (1998). In vitro alternatives for ocular irritation. *Environmental Health Perspectives*, 109, 486-7.

<sup>5</sup> Feder, Barnaby J. (September 15, 1988). Henry Spira, 71, Animal Rights Crusader. *New York Times*.

<sup>6</sup> McArdle, John, Ph.D. (Summer 2002). Mantras, Politics, and Regulatory Inertia: the Search for Alternatives to Animal Testing. *AV Magazine*. Pgs. 2-5.

<sup>7</sup> United States Food and Drug Administration. (April, 5, 2006). *Cosmetics. Animal Testing*. Retrieved June 1, 2010, from <http://www.fda.gov/Cosmetics/ProductandIngredientSafety/ProductTesting/ucm072268.htm>.

<sup>8</sup> *Ibid.*

<sup>9</sup> *Ibid.*

<sup>10</sup> AltTox.org. (May 4, 2010). Table of Validated and Accepted Alternative Methods. Retrieved on June 18, 2010, from <http://www.alttox.org/ttrc/validation-ra/validated-ra-methods.html>.

<sup>11</sup> Hartung, Thomas, & Rovida, Costanza. (August, 2009). Chemical regulators have overreached. *Nature*, 460, 1080-1.



The  
**LEAPING  
BUNNY**  
Program



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GIVING COMPASSIONATE CONSUMERS INFORMATION THEY CAN TRUST

by Vicki Katrinak

Animal rights campaigners exposed the use of animals in personal care and household product testing in the late 1970s. Consumers were outraged by images of rabbits being restrained while test substances were placed in their eyes, and reports of other horrific animal test methods involving thousands of animals came to light.

Companies responded by taking steps to eliminate product testing, funding non-animal alternative test methods, and also by promoting their changes with new animal testing claims. By the 1990s, although “cruelty-free” shopping had become popular, it was also confusing, sometimes misleading, and ultimately frustrating. Making matters worse, many companies began designing their own bunny logos and abiding by their own definition of “cruelty-free” or “animal friendly.” Several of the largest animal protection organizations in the United States decided that the only way consumers would be able to trust cruelty-free claims is if a third party certification program verified companies’ assertions of no new animal testing. From this idea, the Coalition for Consumer Information on Cosmetics (CCIC) was born and officially launched on November 19, 1996. CCIC administers a cruelty-free certification program, called the Leaping Bunny Program, for companies manufacturing cosmetic, personal care, and household products in the United States and Canada. The Coalition now consists of the following organizations: American Anti-Vivisection Society (Chair); American Humane Association; Beauty Without Cruelty USA; Animal Alliance of Canada; Doris Day Animal League; The Humane Society of Canada; The Humane Society of the United States; Massachusetts Society for Prevention of Cruelty to Animals’ Center for Laboratory Animal Welfare; and the New England Anti-Vivisection Society.

Member organizations work together to promote one consistent no animal testing standard and encourage consumers to use the Leaping Bunny *Compassionate Shopping Guide*, a list of companies certified cruelty-free. CCIC also endorses the Leaping Bunny Logo, an internationally recognized trademark licensed to companies that meet this high standard.

## THE GOLD STANDARD

The Leaping Bunny Program was developed with the knowledge that much of the testing for cosmetics, personal care, and household products actually occurs on the ingredient level or by contract manufacturers that supply to product companies. To ensure that companies are truly committing to manufacturing products without the use of animal testing, the Leaping Bunny Program requires them to collect declarations from all manufacturers and ingredient suppliers stating that their products, as well as the ingredients that compose them, are not subject to any new animal testing. When a company begins the certification process it must select a fixed cut-off date after which none of its products or component ingredients have been tested on animals, marking the end of animal testing for participating companies. As the companies change suppliers, product lines, and formulations, their fixed cut-off dates must remain the same.

In addition, companies that wish to receive Leaping Bunny certification must be open to audits of their supplier monitoring systems. These are conducted by an independent auditor who travels to the business locations and checks for compliance with the Leaping Bunny standard. A company must show evidence that its manufacturers and/or suppliers are adhering to its no animal testing commitment. However, if it refuses the audit or fails to fix any areas of noncompliance, the company is immediately removed from the Leaping Bunny Program. In fact, the Leaping Bunny Program recently delisted two companies for refusing to schedule an audit.

These important details are what make the Leaping Bunny Program the “gold standard” in cruelty-free monitoring. It is not surprising, therefore, that the Leaping Bunny Logo is repeatedly rated as a meaningful label by consumer, environmental, and lifestyle magazines. (See “What’s Cruelty-Free,” page 12, for more information about product labeling.)



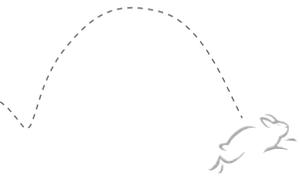
## FAQ on the Leaping Bunny Program

### ARE ALL LEAPING BUNNY COMPANIES VEGAN (I.E., MANUFACTURED WITHOUT ANIMAL BYPRODUCTS?)

**THE LEAPING BUNNY LIST** does not provide information about the composition of ingredients. Because ingredient information is available—and required by law—we know that conscientious consumers can read labels to discover whether products are vegan or not. For this reason, **Leaping Bunny chooses to focus its resources on validating information that is not readily available to consumers**, such as animal testing claims. Many Leaping Bunny companies are committed to manufacturing natural and vegan products; however, the Leaping Bunny Program can only certify the animal testing component related to these products.

### WHY ARE COMPANIES SUCH AS THE BODY SHOP (OWNED BY L'OREAL) BURT'S BEES (OWNED BY CLOROX), AND TOM'S OF MAINE (OWNED BY COLGATE-PALMOLIVE) STILL ON THE LEAPING BUNNY LIST?

**ALTHOUGH** these companies were recently purchased by other corporations, which are not Leaping Bunny approved, **they operate as independent entities**, making their own business decisions. It is our understanding that they will continue to meet the requirements for the Leaping Bunny Program, and so will remain on our list of cruelty-free companies. However, we know many ethical consumers may be concerned about giving their financial support to a parent corporation that has not committed to ending animal testing. To help consumers make fully informed purchasing decisions, we mark these companies on our list as subsidiaries of parent companies that do not comply with the Leaping Bunny Program.



## FAQ on the Leaping Bunny Program

### WHAT'S THE DIFFERENCE BETWEEN THE LEAPING BUNNY COMPASSIONATE SHOPPING GUIDE AND OTHER CRUELTY-FREE LISTS?

**THE LEAPING BUNNY** list and logo are internationally recognized and have repeatedly been rated the most meaningful cruelty-free certification for cosmetics, personal care, and household products. Unlike other lists, it is backed by a coalition of animal protection groups. To ensure that no animal testing is taking place, Leaping Bunny **requires companies to obtain verifiable assurances from their ingredient suppliers and/or manufacturers**; companies must recommit every year and be open to independent compliance audits. These extra steps make the Leaping Bunny Program the most stringent cruelty-free certification program there is.

### WHY DOES THIS PRODUCT SAY, "NOT TESTED ON ANIMALS," BUT IT IS NOT ON THE LEAPING BUNNY LIST?

**OFTENTIMES**, products claim to be "cruelty-free" or "not tested on animals," but these claims may only refer to the finished product, and not the process of product development or production. And as you may be aware, the majority of animal testing occurs at the ingredient level, before a final product is produced. Similarly, some companies may state, "We do not test on animals," when in fact they merely contract other companies to do the testing. These kinds of claims are often confusing and misleading for consumers. **The Leaping Bunny list negates such confusion.**

## WORKING TOGETHER

The animal protection organizations that comprise CCIC boast over 10 million members and supporters, which makes the Leaping Bunny Program significant for companies and consumers alike. While the American Anti-Vivisection Society (AAVS) is the current Chair of CCIC, all the member organizations work together to promote the program and encourage more involvement from consumers and companies. For example, member organizations have all joined an effort to encourage shoppers to Take the Leap to Cruelty-Free Products by only purchasing cosmetic, personal care, and household products from companies that have been certified through the Leaping Bunny Program. This important pledge campaign will not only remind consumers about their critical role in ending the use of animals for testing these products, but will also show companies that receiving cruelty-free certification is an ethical commitment that makes good business sense.

In addition, CCIC has a sister organization in the European Union, the European Coalition to End Animal Experiments (ECEAE). Like CCIC, ECEAE uses the Leaping Bunny Logo and enforces stringent standards for companies wishing to receive cruelty-free certification. International companies can feel confident that consumers will understand and appreciate their compassionate commitment when they see the Leaping Bunny Logo. This coordinated international effort to provide consumers with animal testing information that they can trust is just another example of what makes the Leaping Bunny Program unique.

## GROWING BY LEAPS AND BOUNDS

Since AAVS accepted the role as Chair of CCIC in 2007, the Leaping Bunny Program has achieved an exciting amount of success and interest. Perhaps driven by a consumer desire to purchase both personal care and household products that are natural, organic, or better for the environment, the Leaping Bunny Program has seen a shift in the way companies do business and how they wish to market themselves to consumers. Fortunately, many companies that care about creating natural or environmentally friendly products also want to protect animals from needless testing. In 2007, CCIC signed on 22 new companies, and 38 companies joined in 2008. Last year, 57 new companies were added to the Leaping Bunny *Compassionate Shopping Guide*, and so far in 2010, more than 22 have joined. Together that amounts to an over 80 percent increase in the number of certified companies since the beginning of 2007, and the list now features over 300 companies.

With the growth of the Leaping Bunny Program, it is now becoming even easier to shop with compassion. In addition to the availability of certified products online or at local co-ops or Whole Foods Markets, mainstream department stores, pharmacies and grocery stores are taking on more cruelty-free products. For example, Earth Friendly Products cleaning supplies are now available at Wal-Mart. Likewise, Seventh Generation and Method are both available at Target. A quick search of Rite Aid's website found about 30 different Leaping Bunny household and personal care brands available. What's more, big-name, easy-to-find brands are getting added to the list as well. Burt's Bees made a commitment to be cruelty-free in 2008 and began displaying the Leaping Bunny Logo on its products, and Tom's of Maine, one of the original companies to join the Program, recently licensed the Leaping Bunny Logo. Now more than ever, using the Leaping Bunny *Compassionate Shopping Guide* has become much easier.

## MOVING FORWARD

The continued success of the Leaping Bunny Program depends on an informed and compassionate consumer base. Every purchase of products certified cruelty-free is an endorsement of that company's policies. As companies that have chosen to eliminate animal testing from their product lines gain in popularity and market share, competitive businesses will take notice. It is only through this type of consumer pressure on companies to behave ethically that the Leaping Bunny Program has been able to thrive. **AV**

*Vicki Katrinak is a Policy Analyst for AAVS, and serves as the Administrator for the Coalition for Consumer Information on Cosmetics.*

# What's behind the BUNNY

**FOR SOME, THE BUNNY IS A SYMBOL DENOTING CRUELTY-FREE PRODUCTS—BUT NOT ALL BUNNIES ARE CREATED EQUAL.**

Any company can put a bunny and the words "cruelty-free" on its packaging. However, because it is recognized internationally as the gold standard for cruelty-free certification, the Leaping Bunny Logo is different from other bunnies adorning labels of household and personal care products. But what makes the Leaping Bunny Logo special?

**To become certified, we require more than just a handshake:** Any company wishing to become Leaping Bunny certified must agree not to commission or conduct animal testing of any kind after a fixed cut-off date. In addition, the company must get all third party manufacturers and suppliers to individually agree not to engage in animal testing for its products. There is no simple, overarching pledge that automatically covers all parties involved for Leaping Bunny certification. This is to assure that every level of a product's manufacture is scrutinized.

**Leaping Bunny is a watchdog of beauty and household products:** Only the Leaping Bunny Program requires that all certified companies be open to independent, third party audits to assess and assure that their supplier and manufacturing processes are cruelty-free.

**Annual commitments are a big deal:** Each year, Leaping Bunny certified companies must renew their commitment to being cruelty-free, an important requisite for maintaining regular scrutiny of animal testing policies.

**This bunny is a globetrotter:** The Leaping Bunny Logo is the only cruelty-free logo to be recognized not only in the United States, but in Canada and throughout Europe.

**We're backed by the big wigs:** The Leaping Bunny Program is administered by the Coalition for Consumer Information on Cosmetics, which is comprised of the following groups: American Anti-Vivisection Society (Chair); American Humane Association; Animal Alliance of Canada; Beauty Without Cruelty USA; Doris Day Animal League; The Humane Society of Canada; The Humane Society of the United States; MSPCA Center for Laboratory Animal Welfare; and New England Anti-Vivisection Society. Our international partner is the European Coalition to End Animal Experiments.

**Leaping Bunny has got Facebook covered:** With over 10,000 fans and counting, the Leaping Bunny page has one of the largest followings of any organization working to end animal experimentation in the personal care and household products industry. Regularly updated, the page publishes both the latest industry updates and special, Facebook-only promotions.

**We have our very own iPhone® app:** The most reliable and comprehensive listing of cruelty-free companies and products is available as a free app download in the iTunes® store.

**We're the remote marketing department for over 300 companies:** Leaping Bunny works directly with companies to actively promote their products at no cost through LeapingBunny.org, e-mail campaigns, licensing of the Leaping Bunny Logo, and across social media channels.

## FAQ on the Leaping Bunny Program

### WHERE CAN I BUY PRODUCTS FROM LEAPING BUNNY-APPROVED COMPANIES?

**MANY** Leaping Bunny companies **distribute their products in select department stores, grocery stores, and health food/natural product stores.** For example, Method cleaning products are available at Target, and Earth Friendly Products' laundry detergent is available at Wal-Mart. Tom's of Maine and Burt's Bees products can be purchased at various Rite Aid, Walgreens, and CVS pharmacies. Many chain grocery stores carry Seventh Generation soaps and detergents. The Body Shop and L'Occitane have storefronts in many malls, and both Urban Decay and Hard Candy cosmetics can be purchased at Sephora. You may even buy cosmetics from Mary Kay and Arbonne representatives in the comfort of your own home. Dermalogica, and It's a 10 Haircare may be found at select hair salons. And a plethora of Leaping Bunny-approved products can be found at Whole Foods Market. In addition, many companies offer their complete catalogue online or by mail order. All of the companies listed in our online shopping guide have links to their websites, many of which have a store locator system so you can find a distributor near you.

The screenshot shows the Leaping Bunny website interface. At the top, there's a navigation bar with the logo and links for 'Home', 'The Logo', 'International', and 'Contact'. Below that is a banner image featuring a bunny and various products. The main content area is titled 'Industry' and contains a registration form for companies. The form includes a text area for a company description, a 'Register Your Company' button, and a 'Contact Us' button. To the right of the form is an 'Account Login' section with fields for 'Username' and 'Password', and an 'ENTER' button. Below the form, there's a 'Tell Me More' section with text about the program and a 'Shop Cruelty-Free' button with a bunny icon.

# What's Cruelty-Free?

The Truth About Labeling *By Vicki Katrinak*

As a diabetic, who follows a gluten-free and vegan diet, I have always felt comfortable carefully scouring food product labels in search of additional information and ingredients to steer clear of. I consider myself an avid label reader, and yet I still have trouble deciphering marketing ploys from useful information. Companies count on consumer confusion over product labels, and in some cases are purposely deceptive in order to make sales to compassionate shoppers.

Many caring consumers carefully scan cosmetics, personal care, and household products for claims about animal testing. These claims take different forms, such as “cruelty-free,” “not tested on animals,” or the addition of some sort of bunny icon. However, it is always important to read these labels with a critical eye. Oftentimes,

what you see is not what you get. That is why it is so important to arm yourself with the information you need to make purchasing decisions that are consistent with your desire for a cruelty-free life.

## DECEPTION IN THE MARKETPLACE

As concern about the use of animals in product testing reached a peak, companies scrambled to assure consumers that they did not employ unnecessary tests on rabbits, rats, mice, or guinea pigs. Suddenly, all sorts of cruelty-free claims appeared on product packaging along with a variety of bunny logos. Although the intention was to send a message about compassionate manufacturing practices, the result was confusion. In many cases it was virtually impossible to know what a company was trying to convey.

In a 2008 article drawing from the Mintel Global New Products Database Cosmetic Research, *HAPPI Magazine* reported that more and more companies are launching ethical cosmetic and skincare lines. The article reveals “cruelty-free is the most widely made ethical claim in new U.S. beauty products.”<sup>1</sup>

Unfortunately, the types of claims companies are making are not always clear or verifiable. The United States Food and Drug Administration (FDA) even declares on its website that companies can make claims about animal testing indiscriminately, stating that the “unrestricted use of these phrases by cosmetic companies is possible because there are no legal definitions for these terms.”<sup>2</sup> Companies’ unregulated use of cruelty-free statements on their labels and websites makes it all the more important for consumers to learn what different claims may really mean for animals.

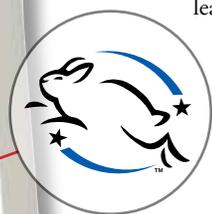
One common claim a company may make is that it does not test on animals. Unfortunately, this claim may only relate to



the company itself and not to the ingredient suppliers or contract manufacturers that a company hires to test or create products on its behalf. It is not uncommon for companies to hire third parties to test their personal care and household products using animals. And while a company’s claim that it does not test on animals may technically be true, in cases like this, it is obviously misleading.

Another assertion that a company may make on its website or correspondence with inquiring consumers is that it does not test on animals, unless required by law. This exception is one of the most often cited reasons that companies use to justify animal testing certain products or ingredients. Fortunately, companies that have made a commitment to only producing cruelty-free products have found ways to avoid dealing with animal testing requirements. There is no requirement either by the FDA, which regulates cosmetics, or the Consumer Product Safety Commission (CPSC), which regulates household products, that these products be tested on animals.<sup>3,4</sup> Instead, these agencies require companies to be able to show that their products are safe.

A company’s decision on how it intends



By using the Leaping Bunny *Compassionate Shopping Guide* or looking for the Leaping Bunny Logo, a consumer knows that the company has made a commitment to eliminate all new animal testing from its product line, including the component ingredients.

to substantiate safety is what determines its commitment to producing cruelty-free products. Thousands of ingredients have long been on the market, having already passed the test of time, and can be used in new combinations without triggering the need for new testing. In addition, companies can petition the agencies to accept safety test data that has been obtained through non-animal alternative methods. When a company asserts that it is required to test a new product or ingredient on animals, it is up to educated consumers to determine if the ends justify the means. While a new formulation may produce a better product for, say, combating the signs of aging, is it really necessary, if animal testing is involved?

Another claim often used to deflect consumer inquiries is that the “final product is not tested on animals.” However, most product testing on animals actually occurs at the ingredient level, not at the finished product stage. A company may honestly proclaim that a finished product is not tested on animals but many of the component ingredients may have undergone one-time or repeated animal tests. Often, a company may not even be aware of what types of testing are occurring on individual ingredients, as the tests are being conducted by the ingredient suppliers directly. Certainly, it may be better for companies to declare their testing claims specifically about finished products, but the only way to assure that your purchases are not contributing to animal testing is to avoid products that subject ingredients, and formulations, as well as finished products to this type of safety testing.

## WHO CAN YOU TRUST?

With all of the different claims that are made to persuade consumers that a company cares about animals, it is hard to know whom to trust. The need for honest information is what makes the Coalition for Consumer

Information on Cosmetics’ (CCIC) Leaping Bunny Program so important. As an independent third party certification program, the Leaping Bunny Program has no commercial interest in providing consumers with information. Quite simply, the program was designed to give consumers confidence when they shop. By using the Leaping Bunny *Compassionate Shopping Guide* or looking for the Leaping Bunny Logo, a consumer knows that the company has made a commitment to eliminate all new animal testing from its product line, including the component ingredients. All companies, large and small, are able to receive certification and be listed in the shopping guide at no cost. However, there is a one-time fee associated with licensing the Leaping Bunny Logo.

Because the Leaping Bunny Program adheres to strict standards and requires documentation of a company’s no animal testing policy from ingredient suppliers and manufacturers, it is not surprising that it has received high marks from multiple magazines rating the reliability of different logos and certification programs. The Leaping Bunny Logo was evaluated in several magazines encouraging shoppers to look for meaningful logos. Consumer Reports’ *ShopSmart Magazine* reported on the validity of the Leaping Bunny Logo in both its May 2008 and April 2010 issues.<sup>5,6</sup> Additionally, the Logo received accolades in *Mother Jones*,<sup>7</sup> Martha Stewart’s *Body + Soul*,<sup>8</sup> and *Fitness*,<sup>9</sup> among others.

## CONCLUSION

Until FDA and CPSC set clear guidelines on the use of terms like “cruelty-free” or “not tested on animals,” companies will continue to use such claims, regardless of accuracy, to market their products to compassionate consumers. Barring regulatory action to limit the free use of these terms, smart shoppers will need to seek out information on their



own. Fortunately, when it comes to claims of animal testing, people need only refer to the Leaping Bunny Program for information that they can truly trust. By looking for the Leaping Bunny Logo or using the Leaping Bunny *Compassionate Shopping Guide*, you will know that the cosmetic, personal care, and household products you buy are free of new animal testing. **AV**

*Vicki Katrinak is a Policy Analyst at AAVS and also serves as Administrator for the Coalition for Consumer Information on Cosmetics.*

<sup>1</sup> HAPPI Magazine. (May 30, 2008). *A Surge in Ethical Beauty Lines*. Retrieved on May 26, 2010, from [http://www.happi.com/news/2008/05/30/a\\_surge\\_in\\_ethical\\_beauty\\_lines](http://www.happi.com/news/2008/05/30/a_surge_in_ethical_beauty_lines).

<sup>2</sup> United States. Food and Drug Administration. (February 24, 2000). *Cruelty Free/ Not Tested on Animals*. Retrieved on May 27, 2010, from <http://www.fda.gov/Cosmetics/CosmeticLabelingLabelClaims/LabelClaimsandExpirationDating/ucm2005202.htm>.

<sup>3</sup> United States. Food and Drug Administration. (April 5, 2006). *Animal Testing*. Retrieved May 27, 2010, from <http://www.fda.gov/Cosmetics/ProductandIngredientSafety/ProductTesting/ucm072268.htm>.

<sup>4</sup> United States. Consumer Product Safety Commission. (August, 2002). *Requirements under the Federal Hazardous Substances Act: Labeling and Banning Requirements for Chemicals and Other Hazardous Substances*. Retrieved on May 27, 2010, from <http://www.cpsc.gov/BUSINFO/regsumfhsa.pdf>.

<sup>5</sup> Consumer Reports. (May, 2008). When it’s really worth spending extra on food. *ShopSmart Magazine*. pp. 47.

<sup>6</sup> Consumer Reports. (April, 2010). What’s in that cleaner? *ShopSmart Magazine*. pp. 30.

<sup>7</sup> Clarren, Rebecca. (November/December, 2009). Is Your Eco-Label Lying? *Mother Jones*. Retrieved on May 27, 2010, from <http://motherjones.com/environment/2009/11/your-eco-label-lying>.

<sup>8</sup> Barrett, Abbie. (2008, April). Beauty Basics: Label Lowdown. *Body+Soul*. pp. 50-51.

<sup>9</sup> Wyar, Leah. (July/August, 2009). Your Prettiest Summer Ever. *Fitness*. pp. 53.



In 1968, Tom and Kate Chappell left Philadelphia and moved to Kennebunk, Maine in search of a simpler existence. The Chappells tried to incorporate natural, unadulterated products into their lives, but they were unable to find personal care items that suited their needs. So, in 1970, armed with an animal- and environmentally-friendly philosophy and a \$5,000 loan from a friend, they launched Tom's of Maine. Five years later, Tom's created the first natural toothpaste to reach the market, and in so doing, the company began an effort that represents the very beginnings of a David vs. Goliath scenario in which the modest company challenged the FDA and its mandate to use animal tests for products containing fluoride, an over-the-counter drug.

As part of its regulatory authority, the FDA requires companies that manufacture drugs (whether prescription or over-the-

# Tom's of Maine: A Brush Above the Rest

Many *AV Magazine* readers are probably familiar with Tom's of Maine, a cruelty-free (and Leaping Bunny certified) natural products company that manufactures soap, deodorant, toothpaste, and more. However, you may not be aware of the company's humble beginnings and its role in the precedent-setting Food and Drug Administration (FDA) decision that allowed a non-animal method to test fluoride in toothpastes.

counter) to attest for their safety and effectiveness before it grants permission to place them on the market. Historically it has required animal tests to do this.<sup>1</sup> In 1995, the FDA established final rules for testing dental products containing fluoride, which included two *in vitro* tests to determine fluoride availability, as well as specifying the use of an animal caries (tooth decay) reduction test to measure the fluoride's ability to prevent cavities. This experiment involves the use of rats who are "super infected with cariogenic bacteria and, unlike clinical subjects, swallow the fluoride toothpaste."<sup>2</sup> Steel clamps are used to force the rats' jaws apart so that anti-cavity chemicals can be swabbed on their teeth, and after three weeks, the animals are killed and their teeth examined.

But while many companies have used this regulatory requirement to justify their continued use of animal testing, some companies, like Tom's of Maine, push the government to modify policy in order to continue to stand on their principles and bring consumers the products they desire, without the use of cruel and needless animal



tests. Committed to this ideal, Tom's worked with top scientists to develop a non-animal alternative that could replace the animal caries test and satisfy the FDA's requirements in determining the safety and effectiveness of fluoride toothpaste.

The result of their efforts is the intraoral appliance (IOA) model. This test uses pieces of tooth enamel mounted on dentures, which are exposed to dental products containing fluoride, while being worn by human volunteers. The enamel chips are then examined for demineralization, a break down of the enamel that can lead to cavities, or remineralization, which indicates that enamels are being protected.

The IOA model has received high praise, and many believe that IOA testing is "more sensitive, reliable, and accurate."<sup>3</sup> Additionally, as stated above, in animal caries testing, animals swallow the fluoride toothpaste, making it difficult to determine if enamel break down

is compounded by absorption of fluoride following ingestion. Conversely, the IOA device mimics normal human exposure and, therefore, is more compatible with real life situations. The model also provides a number of specimens that can be used in several different testing procedures, giving a comprehensive overview of the substance being tested.

With the development of the IOA model, along with other scientific resources, Tom's of Maine petitioned the FDA to accept data from non-animal alternatives that could attest to the safety and efficacy of its fluoride toothpaste. In response, in 1996, FDA granted Tom's petition to use intraoral appliance models in lieu of animal tests.<sup>4</sup>

Perhaps the most telling outcome of this situation are the requests that FDA received following the agency's acceptance of Tom's non-animal testing methods. By its own admission, FDA "did not anticipate many similar requests."<sup>5</sup> However, similar petitions

requesting use of IOA models have been submitted since then, and FDA believes that a "well-conducted IOA study can...provide results that, when compared to the animal caries model, are of equivalent accuracy."<sup>6</sup>

Tom's leadership has been critical to this emerging trend. The company's determination against the odds stands as an example for others, especially small businesses, that strive to hold on to their cruelty-free values, despite traditional norms regarding animal testing. **AV**

<sup>1</sup> Food, Drug, and Cosmetic Act. New Drugs. Sec. 505. [21 USC §355].

<sup>2</sup> "Anticaries Drug Products for Over-the-Counter Human Use; Final Monograph." Federal Register 60 (6 October 1995): 52474-52510.

<sup>3</sup> "Anticaries Drug Products for Over-the-Counter Human Use; Use of Intraoral Appliance Models for Compliance with Biological Testing Requirements; Request for Information and Comments." Federal Register 66 (15 October 2001): 52418-52420.

<sup>4</sup> *Ibid.*

<sup>5</sup> *Ibid.*

<sup>6</sup> *Ibid.*

## Tom's View from Maine



As a proactive, socially-minded company, Tom's of Maine welcomes dialog and readily communicates with consumers through its website, [www.tomsofmaine.com](http://www.tomsofmaine.com). From its philanthropic activities to its sound ecological approach to its ground-breaking research benefitting both humans and animals, Tom's prides itself on an over-arching compassionate company philosophy, and shares this ideal through its website video page.

One video that is of particular interest is Tom's "No Animal Testing" video, which gives insight into the thoughts and determination behind the development of its FDA-approved dental alternative.

**"It just seemed like a Herculean task. Our convictions were so strong as to not using animal testing that sitting back and waiting to see what would happen wasn't an option..."**

It truly reinforces the idea that if you have a strong conviction, if you can deliver the facts, if you're on the right side of the argument, you can prevail.... The most exiting part for me is seeing that early decision cited by others who have followed in our footsteps and are now petitioning the government, and we're cited as the landmark case in that because we were the first."

*Pam Scheele, Category Leader for Innovation at Tom's of Maine, discussing the company's effort in petitioning the FDA.*



### "No Animal Testing" video

1. Samples of human tooth enamel set in plastic blocks are the basis of the non-animal test system used by Tom's.
2. Tom's of Maine spokesperson Pam Scheele describes their decision to petition the FDA for acceptance of a non-animal method.
3. As the active ingredient in some of Tom's of Maine's toothpastes, fluoride solutions require safety testing.



# REDUCING ANIMAL TESTING

## PROGRESS CONTINUES

By Rodger Curren

It has been approximately 25 years since a few scientists began responding to the call from animal welfare proponents to stop unnecessary animal testing, especially of cosmetics, personal care, and household products. In the beginning, it almost seemed like a simple process: attack the Draize eye test first (since it is especially horrific with respect to pain and tissue destruction), and then quickly move on to more difficult types of toxicity tests. **How naive we were!**

It was not until 2009 that the OECD (Organisation for Economic Cooperation and Development, an international agency that publishes testing methods that are accepted by regulatory agencies of most countries) announced the first alternative tests that could be used to identify chemicals and products that cause the most severe eye injury. Unfortunately, however, the vast majority of products will still have to be assessed using the Draize. Also in 2009, the first test that could be used to demonstrate that a material was not an eye irritant without the use of a confirmatory animal test was approved in the European Union (EU), but only for certain types of substances.<sup>1</sup>

Does this mean laboratory tests on animals have continued unabated for all this time?

Thankfully, no. The milestones mentioned above refer only to methods accepted by regulatory agencies. Twenty five years ago these regulatory standards were seen as the golden ring in animal rights, because they represented a sweeping scope, but since then, lower levels of operation have proven more important to this struggle.

It turns out that most cosmetic, personal care, and household products are not specifically required by any government agency to undergo animal testing. So, as new, non-animal methods have been developed over the last 10–20 years, companies have often tried them, and, depending on performance, have adopted them, despite their lack of formal regulatory approval. Thus, the contributions of many *in*

*vitro* (non-animal) method developers have allowed innovative and responsible companies to reduce their animal testing very significantly, while still assuring product safety.

### NON-ANIMAL TESTING APPROACHES

The most dramatic reduction in animal testing has been in acute toxicity, particularly skin and eye irritation.<sup>2</sup> A large number of animals had traditionally been used by companies to detect adverse effects in these important parameters. Much of this animal based testing was slowly replaced by *in vitro* methods which used excised animal tissues (normally discarded by-products of the food production process), or three dimensional human tissue constructs modeling the cornea or skin. It is

important to note that none of these *in vitro* methods were officially accepted at this time by national regulatory agencies; their extensive use was due to internal decisions by forward-looking ingredient and product manufacturers. In many cases, this transition to alternative methods only occurred after extensive deliberations between product development, safety, regulatory, and marketing divisions of the companies involved. It was not always an easy decision to make, since reliance on traditional strategies has been the “organizationally safest” way to develop products and avoid potential litigation. However, many companies chose to allow scientific data and humane concerns to override the easier consideration of the “safe” approach.

### NON-ANIMAL TESTS FOR EYE IRRITATION

Cruelty-free test methods of three different levels of complexity are most commonly used by industry to test for a product’s potential to cause eye irritation. They range from using excised ocular tissue (corneas) from slaughter houses, to three-dimensional models of the surface of the cornea constructed from human cells, to the sophisticated monitoring of a few

living cells in culture. Each of these tests has a slightly different area in which it excels, so they can sometimes be used in combination to provide slightly more information than a single test alone, and each has a slightly different degree of regulatory acceptance. (See Table 1)

The Bovine Corneal Opacity and Permeability (BCOP) test uses excised, but still living, corneas from cattle used for food production. These normally discarded tissues are brought to the laboratory where they are placed in holders with nutrient medium that keeps the cells from dying while the assay is being conducted. Products to be tested are placed directly on the cornea for a prescribed period of time and then rinsed off so that the effects on the normally completely clear cornea can be assessed. Glass windows on both sides of the cornea holder allow the measurement of light passed through the treated cornea. A normal, undamaged cornea is almost completely transparent and allows a large amount of light to pass through, while a cornea damaged by the applied product will become cloudy (opaque) and allow less light to pass. In addition, the integrity of the cornea is assessed by measuring

In the BCOP irritancy test, corneas are placed in containers with two glass windows that allow light to pass through the treated tissue. Undamaged corneas allow a large amount of light to pass, while damaged corneas become cloudy and allow less light. Treated corneas are then exposed to dye, which will not pass through healthy corneas, but will be absorbed by damaged ones.



its permeability to a fluorescent compound. Normal corneas will not allow the dye to pass through, while damaged corneas do. These two measurements, opacity and permeability, can be combined to estimate the eye irritation potential of the product.

Three-dimensional models of the outer surface of the cornea can be constructed using human cells and are commercially available from companies in the U.S., Europe, and Japan. Products can be applied to the surface of these tissue models, and after a set exposure period, the number of cells killed is measured. A mild product will cause very little cell death, while a strong eye irritant may kill all of the cells. Thus, the viability of this tissue after treatment gives an estimate of the eye irritation potential of the tested product.

A third type of test that uses a sophisticated instrument called a Cytosensor Microphysiometer has recently survived EU scrutiny in determining if a product can carry the term “non-irritant.” The instrument involved can measure extremely small changes in the normal metabolic rate of cells growing under laboratory conditions. These cells are treated by an increasing amount of a test product, and after each dose the machine measures whether the cells’ metabolic rates have decreased (a sign that they have been injured). If high doses of a test material cause little damage, the test material is considered to not be an eye irritant. The beauty of this test is that measurements can

**Table 1. Regulatory Acceptance of *In Vitro* Methods in the U.S. and EU**

Toxicological Endpoint	<i>In Vitro</i> Method	Regulatory Application <sup>a</sup>
Eye Irritation	Severe/corrosive categories assigned using BCOP or ICE	Approved by U.S. ICCVAM; <sup>3,4</sup> OECD TGs 437 and 438 (2009)
Eye Irritation	Selected <i>in vitro</i> methods (BCOP, CM, EO) used to register new antimicrobial cleaning products	EPA’s Office of Pesticide Programs (2009) <sup>5</sup>
Eye Irritation	Cytosensor Microphysiometer	Approved by ECVAM <sup>6</sup> to label certain severe irritants/non-irritants
Skin Irritation	Any of three reconstructed human skin models used for labeling <sup>b</sup>	EU method B.46 of Annex to 440/2008/EC; Draft OECD TG

BCOP: Bovine Cornea Opacity and Permeability Assay

ICE: Isolated Chicken Eye Assay

CM: Cytosensor™ Microphysiometer, Molecular Devices, Menlo Park, CA

ECVAM: European Centre for the Validation of Alternative Methods

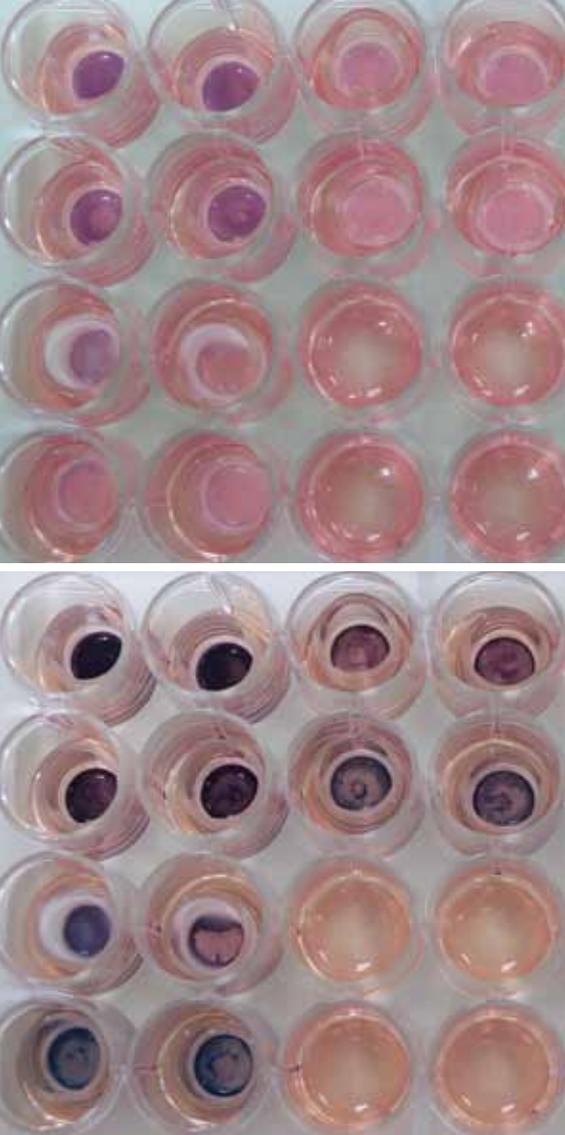
EO: EpiOcular™ Assay, MatTek Corp., Ashland, MA

ICCVAM: Interagency Coordinating Committee on the Validation of Alternative Methods

<sup>a</sup>For more information on the regulatory applications, see the ECVAM (<http://ecvam.jrc.it>) or

ICCVAM (<http://iccvam.niehs.nih.gov>) websites.

<sup>b</sup>EpiDerm™, EPISKIN, and SkinEthic



The irritation potential of a test substance can be evaluated using reconstructed, three-dimensional artificial human tissues that mimic the eye and skin. Following exposure to a test substance, tissue constructs are exposed to a dye, which changes from yellow to purple in living cells. The darker the purple, the greater the cell viability. **Top:** Tissue samples following exposure to a test substance. **Bottom:** Same tissues three hours after exposure to dye.

be made right at the time the test material is being applied, and in chambers using different test materials at once. This makes it possible to obtain results from multiple compounds in a single day.

### NON-ANIMAL TESTS FOR SKIN IRRITATION

Progress in skin irritation testing has been made possible by the commercial availability of three-dimensional models of human skin. These valuable tissue constructs are available internationally from several different manu-

facturers, making it relatively simple for many different laboratories to use the tissues. As in the eye models, test material can be applied directly to the surface of these artificial skins, and then removed after a set time period. The tissues are then incubated for an additional time to allow the possible penetration of the material through the outer skin barrier. Some chemical compounds can not pass through the skin barrier—think drops of water sitting on the surface of your skin—and, therefore, they are not skin irritants. Others may penetrate the skin but cause no harm, so they are also non-irritants. A test substance is considered an irritant if it penetrates the skin, or, in this case, the tissue construct, and kills many cells.

This type of non-animal skin irritation test has been gaining rapid acceptance, even within the regulatory community, and it is extremely likely that an OECD Test Guideline for these methods will be available sometime in 2010.

### REGULATORY ACCEPTANCE

One of the most encouraging things about the advances in non-animal testing listed above has been the increased speed with which the most recent OECD Test Guidelines (TGs) for *in vitro* methods have been created and subsequently approved. While historically it would not be surprising for a new animal TG to take more than five years to be completed, the OECD TGs for eye irritation took just a little over a year to go through the approval process. Although a cynic might attribute the rapid approval process for Test Guidelines 437 and 438 to the fact that these Guidelines are only used for labeling severe irritants (which in many cases can be done without the use of any biological test), there is every indication that this is not the case, since current activity with an *in vitro* TG for determining the full range of skin irritation indicates that it may be completed in a similarly short length of time.

Also encouraging is some recent activity by the U.S. Environmental Protection Agency (EPA) concerning a small class of regulated materials. Cleaning products with an “anti-microbial” claim must be preregistered with the EPA before they can be sold, and this registration process generally requires animal testing for eye irritation. However, after being presented with a non-animal testing strategy by a group comprised of Institute for In Vitro Sciences, Inc., and six cleaning product manufacturers, the EPA developed an 18-month

pilot program under which new antimicrobial cleaning products could be registered using the *in vitro* testing strategy for eye irritation suggested by the consortium. (See Table 1)

### CONCLUSION

To date, almost all of the reduction in animal use by the cosmetics, personal care, and household products manufacturers has been due not to regulatory changes, but to early corporate adoption of *in vitro* methods for testing products that do not require regulatory pre-market approval. Recently, however, encouraging regulatory acceptance of *in vitro* methods for selected endpoints has provided an opportunity for companies to expand their use of alternative methods. In several cases the progression to regulatory acceptance has been relatively rapid, suggesting that in the future, *in vitro* methods shown to be reliable and relevant will quickly progress to acceptance.

Nonetheless, more companies need to start routinely using currently available *in vitro* methods if animal use numbers are to continue to fall. Most of the easy-to-reach fruit has already been picked. Now, only more dedication and hard work from the animal welfare community, industry, and the scientific establishment will keep lowering the number of animals used in laboratories. **AV**

*Rodger Curren, Ph.D., is the President of the Institute for In Vitro Sciences, Inc., and has worked with various in vitro cell culture systems for over 20 years. Dr. Curren has served on many national and international committees focused on the development, validation, and use of alternatives, and currently serves on the NTP Advisory Committee on Alternative Toxicology Methods.*

<sup>1</sup> ESAC. (2007). Cytotoxicity/cell-function based *in vitro* assays (Cytosensor Microphysiometer INVITTOX Protocol 102 modified, Fluorescein Leakage INVITTOX Protocol 71) for eye irritation testing. Available from <http://ecvam.jrc.it/>.

<sup>2</sup> Curren, R.D. and Harbell, J. W. (2002). Ocular safety: a silent (*in vitro*) success story. *Altern Lab Anim*, 30(Suppl 2), 69-74.

<sup>3</sup> ICCVAM. (2006). Current Status of *In Vitro* Test Methods for Identifying Ocular Corrosives and Severe Irritants: Bovine Corneal Opacity and Permeability Test Method. NIH Publication No.: 06-4512. National Toxicology Program, Research Triangle Park.

<sup>4</sup> ICCVAM. (2006). Current Status of *In Vitro* Test Methods for Identifying Ocular Corrosives and Severe Irritants: Isolated Chicken Eye Test Method. NIH Publication No.: 06-4513. National Toxicology Program, Research Triangle Park.

<sup>5</sup> EPA. (2009). Non-Animal Testing Approach To EPA Labeling For Eye Irritation. U.S. Environmental Protection Agency Office of Pesticide Programs.

<sup>6</sup> See endnote 1.

Shop Cruelty-Free and Support the Leaping Bunny

## Make Your Dollars Go Further!

All the companies certified through the Leaping Bunny Program are doing their part to help eliminate cruel and unnecessary animal tests by providing fantastic cruelty-free products. But some are going the extra mile by donating a percentage of their sales to further Leaping Bunny's work. You can help too, just by shopping from these cruelty-free partner companies! To ensure Leaping Bunny gets credit for your purchase, be sure to place your order from [www.LeapingBunny.org/Partners](http://www.LeapingBunny.org/Partners).



When you purchase organic, vegan skincare from **Grateful Body**, **15%** of proceeds will be automatically donated.



Because **NuCelle** is just as passionate about animal welfare as great skincare, it has offered to contribute **20%** of sales in support of the Leaping Bunny Program.



Try some organic bath, baby, and maternity products from **Naturity**, and the company will donate **10%** of the proceeds.



For each bottle of Body Guard bug repellent sold, **Sound Earth** will donate **\$1.00**.



**Salon Naturals** will give **25%** from purchases of its fine hair care products.



**My Lip Stuff** has made the Leaping Bunny Program its very own lip balm, available in a vegan carrot cake flavor. For every **\$3.00** tube of lip balm you purchase, My Lip Stuff will pledge **\$1.50**.



**SEDONA SPA**

Makers of cruelty-free and animal-free personal care products, **Sedona Spa Products** has agreed to grant **50%** from each order.



## COMPASSION FASHION

Shop Cruelty-Free bumper stickers, key chains, and clothing can be found at Leaping Bunny's new merchandise shop.

[www.zazzle.com/LeapingBunny](http://www.zazzle.com/LeapingBunny)  
Show everyone that you're a compassionate consumer!

# Product Testing: The Struggle in Europe

By Michelle Thew



**M**arch 11, 2009 was an auspicious date in the long struggle against animal experiments. This was the day when the 7th Amendment to the European Cosmetics Directive finally came into force. The 7th Amendment introduced sweeping bans on animal testing, but because of loopholes, arguments over the implementation of the law, and confusions within it, this major step forward has not come without its battles.

The British Union for the Abolition of Vivisection (BUAV), working with its counterparts in other European Union (EU) countries as the European Coalition to End Animal Experiments, had been at the forefront of the campaign to end cosmetics testing on animals since 1990. It is astonishing that it took so long, given the overwhelmingly strong public opposition to barbaric tests such as the Draize test, where shampoo and other substances are

placed into the eyes of conscious rabbits. The animal-testing industry fought a fierce and sustained battle against the bans, and pulled every lobbying and PR trick in the book in the process, but the 7th Amendment finally won out, making the European Cosmetics Directive a significant milestone on the path to compassion.

So what does the Cosmetics Directive now do? Without diminishing a company's duty to produce safe products, it introduces two different types of ban. First, it bans the use of animals to test cosmetic products and their ingredients in the 27 EU member states. This is an unconditional ban—it does not depend on the availability of non-animal alternatives for the tests in question. The one exception to the ban occurs when there is a serious safety issue involved with a substance, but the conditions are stringent and should rarely if ever be met.

Second, there is a ban on the EU sale and import of cosmetics where the products or ingredients are tested on animals after March 2009. This is called the “marketing” ban. It is particularly significant because it applies wherever in the world the test takes place, including the U.S. This matters because it is easy for big multinationals such as L'Oréal to shift their testing beyond the borders of Europe.

However, there is a significant loophole in the marketing ban. Imported cosmetics that have been tested on animals outside the EU can still be sold in Europe if the testing falls into three particular endpoints: repeat-dose toxicity, toxicokinetics, and reproductive toxicity. The loophole applies until March 2013,

assuming non-animal alternatives have not been developed, validated, and adopted by the European Commission, which is responsible for implementing the Directive, beforehand. That deadline can be extended if it is clear that there will not be alternatives by then.

So, unlike the EU testing ban, the marketing ban is partially conditional, based on a product's need for certain types of testing. This was the result of a messy political compromise. In fact, the BUAV is currently in dispute with the European Commission about the scope of the exception. The Commission has argued that skin sensitisation and carcinogenicity tests fall under the umbrella of repeat-dose toxicity, one of the exceptions of the marketing ban, on the basis that an animal may be given more than one dose of a substance. But this is toxicologically illiterate. EU legislation and international guidelines regard skin sensitisation and carcinogenicity as discrete from repeat-dose toxicity. Further, skin sensitisation tests measure immune response rather than the effects of cumulative exposure, as with repeat-dose toxicity.

The Commission is trying to turn the marketing ban into one which is wholly conditional on alternatives being available, but it is not permitted to do so, and the BUAV will, if necessary, bring a legal challenge. The episode is further reminder of the need for animal protection groups to be ever vigilant. Even when we manage to secure positive legislative change—and we all know how difficult that is—we have to ensure that it is implemented and interpreted properly.



Flags representing member countries of the European Parliament in Brussels.

**THE MOST IMPORTANT MESSAGE THE COSMETIC DIRECTIVE GIVES IS A SOCIETAL ACKNOWLEDGEMENT THAT THERE ARE CIRCUMSTANCES WHERE IT IS NOT JUSTIFIABLE TO CAUSE SUFFERING TO ANIMALS IN LABORATORIES.**

There are other unresolved issues, too. For example, what is the relationship between the Cosmetics Directive and the Registration, Evaluation, Authorisation, and Restriction of Chemicals (REACH), the new EU legislation that dramatically expands the safety assessment requirements of chemicals? Despite the important concessions we achieved as the legislation was being put together and the work BUAV and others have done since, REACH will undoubtedly lead to millions of additional animal tests. Most ingredients used in cosmetics are also used for other purposes and, therefore, fall under REACH. However, REACH says that the Cosmetics Directive takes priority, although there are important questions still to be answered, such as whether the cosmetics bans extend to environmental and worker safety testing.

Though the Cosmetics Directive is far from perfect, it is still quite significant for a number of reasons. First, although accurate statistics are always elusive, it will save thousands of animals from painful experiments in the EU each year. A drop in the vast ocean of animal experimentation, of course, but still hugely important for the animals concerned.

Second, the marketing ban, incomplete as it is, will encourage companies around the world to move away from animal testing if they want to take advantage of the lucrative EU market.

Third, the fact that there is a marketing ban at all represents a sea-change in the EU's approach to its obligations under the World Trade Organisation (WTO). After a lot of hard work by the BUAV, the EU came to real-

ize that an import ban based on the ethical views of EU citizens could be consistent with WTO rules. Having breached that particular dam the EU has subsequently imposed import bans on ethical grounds on cat and dog fur, as well as seal products. All this has yet to be tested legally at the WTO, but it has been a major achievement to overcome legislators' obedience to unreasonable free trade requirements.

Next, everyone agrees that since the bans were on the horizon for such a long time they acted as an incentive to European companies to develop alternatives at a much faster pace than they would otherwise have done. Examples are eye and skin irritation tests. The alternatives will obviate the need for animal tests in all sorts of other sectors too. This is one reason we are so determined to preserve the unconditionality of the marketing ban for skin sensitisation and carcinogenicity.

But perhaps the most important message the Directive gives is a societal acknowledgement that there are circumstances where it is not justifiable to cause suffering to animals in laboratories. It is a small step, and legislation remains far behind public opinion in Europe, but it is a significant step that has helped to create a precedent. Just recently, the new UK government, applying the same utilitarian approach, has announced that it will ban the use of animals to test household products following work by the BUAV.

Because the Directive's bans only apply from March 2009, or later in some cases, there is still an important niche market for cruelty-free cosmetics. To this end, the 7th

Amendment also introduced strict rules for cruelty-free labeling, and the BUAV welcomed this. Yet, at the same time, we had to oppose attempts by the animal-testing cosmetics industry to make such labeling impossible.

Their argument was that virtually all ingredients, including water, will have been tested on animals at some point in history. That is unfortunately true, which is why it is important to maintain a true and separate standard for cruelty-free products that does not get its teeth from legislative guidelines. The Humane Cosmetics Standard and its U.S. equivalent, the Leaping Bunny Standard, which is managed by the Coalition for Consumer Information on Cosmetics (CCIC), are two such efforts. They certify cruelty-free companies focusing on testing that occurs within a company's supply chain and making sure the member company does not go back on its non-animal testing commitment.

Our ultimate objective, of course, is to make the legislative and certification schemes irrelevant by consigning all animal testing for cosmetics, as for other products, to history. The Cosmetics Directive represents an important milestone in this journey, and one that BUAV is delighted to build on in partnership with CCIC colleagues, including AAVS, which has been serving as Chair of CCIC since 2007. **AV**

*Michelle Thew is the Chief Executive for the British Union for the Abolition of Vivisection, as well as the European Coalition to End Animal Experiments.*

# Laws & Animal Testing

AAVS President **Sue Leary** is also head of our affiliate, the Alternatives Research & Development Foundation (ARDF), and wearing that ‘hat,’ she participates in a number of meetings and conferences that address science and policy issues of animal testing, and in particular, advancing alternative methods. When Sue returned recently from a series of meetings, she sat down with some AAVS friends to answer questions about how the system works and what’s on the horizon for animal testing. We thought you might want to hear Sue’s unique perspective—fresh from the field.

## Is there any way to pass a law that would simply ban animal testing?

**Sue Leary** You might remember a brochure published by AAVS in the early 1980s entitled “Vivisection is Wrong—There Ought to be a Law.” It expressed the fervent wish to right the wrong of vivisection with sweeping reform: a law that would stop the suffering of animals in labs. Some laws have addressed issues of animal use in experimentation, but powerful lobbies have prevented U.S. laws from getting to the roots of the problem. Those forces are still in play.

Instead, through the Leaping Bunny Program, AAVS has seen much more success when our members assert themselves as consumers, going directly to companies to reduce animal testing and develop alternatives. “Voting with your dollars” is much more efficient and anyone can do it.

## But AAVS works to pass laws too, right?

**SL** Yes, laws are important because they establish a foundation, and high-impact activities are built upon them. For example, the 7th Amendment to the Cosmetics Directive, a law passed by the European Parliament, has provided extraordinary motivation, focus, and resources to stop animal testing of cosmetics and personal care products and develop alternatives to meet firm deadlines. (see “**Product Testing: The Struggle in Europe,**” p. 20)

Laws can also provide a legal reference point, which can be used to evaluate whether the government’s actions are moving in the right direction. AAVS cited key clauses in existing federal laws as the basis for its landmark legal actions several years ago against the National Institutes of Health (NIH) and the U.S. Department of Agriculture (USDA). By directing researchers to use alternatives in a common laboratory procedure and by extending Animal Welfare Act protections to birds not explicitly bred for use in research, resulting policy changes affected millions of animals.

## Are there federal laws that specifically require animal testing?

**SL** Not exactly; there are laws that require potentially dangerous chemicals to be “regulated.” You see, after laws are passed, they get referred to an agency or department to lay out regulations on how the laws will be enacted and enforced.

In the case of laws to protect the public from harmful chemicals, these regulations are where we find the strict requirements for testing on animals. In general, this does not apply to cosmetics, personal care products, or typical mild household cleaners, which is why those companies can decide not to test on animals.

However, for stronger chemical products, like pesticides and solvents used in manufacturing (and drugs, but we won’t be dealing with that issue here), the companies are pretty boxed in by legal requirements to conduct animal testing.

## What is the point of all this testing on animals?

**SL** A whole field of science and industry called toxicology is involved daily in what they call “risk assessment,” evaluating whether new and improved formulas will, say, kill off an agricultural pest like boll weevils, without killing off the farm workers who apply it. Animal testing is a crude and cruel way of trying to figure that out, but there is a growing consensus, arrived at by some highly respected leaders in the field, that it is not a good way. That’s the hopeful part.

## Sounds promising but I bet there are a lot of players here and everyone isn’t on the same page yet. Is that right?

**SL** You bet. There’s a lot at stake here, including influential economic and political interests. There are the companies that make major investments in new products and are in a competitive market where time is money and shareholders want dividends. Government



Sue Leary speaking at the 2008 Spotlight on Ingredients Alternative Forum, which was cosponsored by ARDF.

“Our presence makes it clear that all this safety testing should not be performed at the expense of the guinea pigs, rats, dogs, rabbits, monkeys, mice, fish, and other animals who are truly innocent bystanders.” *Sue Leary*

scientists and administrators have a narrowly defined public responsibility that usually is focused on human health and environmental protection. And of course the “end users” have an interest as well, whether that’s a worker in the field, a frog in the riverbed, or just plain citizens who breathe the air a few blocks from the factory. Even when everyone agrees that it’s all about safety, the reality is that priorities are different.

### **What about AAVS and others who are pushing for the animals’ rights?**

**SL** Well, that’s why we participate at every opportunity, trying to keep the animals’ interests front and center. Our presence makes it clear that all this safety testing should not be performed at the expense of the guinea pigs, rats, dogs, rabbits, monkeys, mice, fish, and other animals who are truly innocent bystanders, bearing the brunt of all the jockeying for dominance between competing agendas. We contribute expertise and resources and motivation.

### **So that’s how it works; where is it headed?**

**SL** Right now, there is very real concern about an increase in animal testing. In recent years, there has been a steady drumbeat coming from some environmental groups and their allies to expand—significantly—the types and combinations of chemicals that need to be tested for safety. The problem is, most of the existing, accepted tests designed for making regulatory decisions—like whether the label should say “warning” or “caution”—still rely on animals. And these are among the worst tests that we know of, with the likeli-

hood that animals will suffer a high degree of pain and distress.

### **You mean more testing, not less?**

**SL** Yes, that’s why it’s important to keep pushing for alternatives. Europe provides a preview of what we’re up against. Legislation there, called REACH, passed several years ago and some estimates are that it calls for use of so many animals—approximately 54 million—that it is not even practical in terms of time, money, and even available lab space to conduct the tests. Controversy has surrounded REACH since it began and expert scientific bodies, such as the European Commission for the Validation of Alternative Methods (ECVAM), have made a tremendous effort to reduce animal numbers by looking more critically at the proposed tests.

### **So you think that could happen here in the United States?**

**SL** Yes, it’s possible. The Safe Chemicals Act, recently introduced in the U.S. Senate by Senator Frank Lautenberg of New Jersey, and under consideration in the House of Representatives as well, seeks to expand evaluation of chemical safety. If we agree that it is appropriate to protect public health, the question becomes not whether to determine risk of chemicals in our environment, but how.

Fortunately, the proposed bill already includes provisions to make a serious investment in alternative methods development and other strategies to prevent an explosion of animal testing. However, even with that opportunity for progress, it still poses a significant threat to animals in labs, and will no doubt be controversial in its final form. On the other hand, it

may present the single, most timely opportunity to apply new testing approaches that will be more accurate than animal testing. AAVS will be monitoring the progress of the legislation, which is being championed aggressively by its sponsors and environmental organizations, but still faces many hurdles in light of the constantly shifting political priorities in Washington.

### **What can we do?**

**SL** Well, you know that with the support of companies and organizations like AAVS’s affiliate, the Alternatives Research Development Foundation (ARDF), a solid group of scientists with expertise in alternative methods has been established and is flourishing. They may hold the key to a future with sensible safety testing that helps everyone. (see “Reducing Animal Testing: Progress Continues,” p. 16) These leading toxicologists want to improve their field and offer valuable public information about risks of chemicals without harming animals. They are the architects of new approaches that will be very meaningful.

We need to continue to support them through programs like ARDF’s Alternatives Research Grant Program as they develop the non-animal tests and testing strategies of tomorrow.

And although consumers “voting with their dollars” may not be the path to help animals in this instance, “voting” may be just the thing. The animals need not only good consumers, but good citizens to communicate with government officials. Washington needs to hear that animals matter as science and policy advance together. **AV**

## Animalearn and ARDF Announce \$30,000 for Education Alternatives

Last year, AAVS's education division, Animalearn, released "Dying to Learn: Exposing the supply and use of dogs and cats in higher education," an in-depth report that showed the alarming extent of harmful animal use in teaching at universities. Animalearn found that although education alternatives are quite advanced, some professors still feel using animals is necessary. In an effort to address this problem, Animalearn teamed with AAVS's affiliate, the Alternatives Research & Development Foundation (ARDF), which has provided funding for alternatives development for over 15 years. Together they launched

the Alternatives in Education Grant Program in December 2009. Recently, the Program awarded \$30,000 in grants for projects aimed at developing alternative approaches to traditional uses of animals in education and training.

All of the successful grant recipients are associated with veterinary colleges, which is no surprise, considering that veterinary students want and deserve a smarter and more compassionate approach to veterinary education. The grantees are developing creative alternatives that help students hone vital clinical and surgical skills without harming animals.

### Animalearn and ARDF are proud to announce their funded projects:

**Dr. Daniel Smeak**, Colorado State University

#### *Core Surgical Skills Module*

Dr. Smeak has been a leader in the development of training alternatives for veterinary surgery for several years, and received ARDF's William and Eleanor Cave Award in 2006 in recognition of his achievements. This year Dr. Smeak receives an Alternatives in Education Grant for his project to develop a new skills-based curriculum called the Core Surgical Skills Module for veterinary training in surgery, an approach that blends high-tech alternatives and clinical experience.

**Dr. Mary Rose Paradis**, Tufts University's Veterinary College

#### *Equusimulator*

Another veterinary training alternative, dubbed the Equusimulator, is being developed by a team led by Dr. Paradis. In this project, Dr. Paradis and her team will create two structures to mimic the anatomy and feel of the equine neck, so that veterinary students can refine skills needed for blood collection, IV drug administration and catheterization, and other invasive procedures that can be particularly stressful for large animals.

**Gwi Hyang Lee, Ph.D. and Dr. Jin Soo Han**, Konkuk University

#### *Web-based Education Alternatives Platform*

Affiliated with the Institute for the 3Rs at Konkuk University's College of Veterinary Medicine in South Korea, Drs. Lee and Han aim to facilitate the refinement, reduction, and replacement of animals in science education. Their project will develop a web-based platform for sharing resources and exchanging ideas regarding alternatives in veterinary medical training. South Korea has recently started to establish laws and implement regulations regarding the use of animals in research, and Lee and Han want to help ensure a humane approach in science, featuring the use of alternatives.



# Humane Student and Educator Earn Awards

Animalearn, AAVS's education division, is pleased to announce the 2010 recipients of its annual Humane Student and Humane Educator of the Year Awards.

Mitch Goldsmith, a Michigan State University (MSU) student and President of Students Promoting Animal Rights (SPAR), is the recipient of Animalearn's 2010 Humane Student of the Year Award, which was presented at this year's Taking Action for Animals (TAFAs), an annual activist conference held in Washington, DC. As President of SPAR, Mitch led a campus-wide effort to end the MSU College of Veterinary Medicine's (CVM) terminal surgical training labs, in which dogs were used in invasive procedures and then killed following the end of the exercises. Sparked by Animalearn's "Dying to Learn" report, Mitch engaged in dialogue with students, faculty, and administrators, arranging for Animalearn to make a presentation on campus about the report and alternatives. The Award recognizes Mitch's perseverance and informed advocacy, which led to a stunning success. Ultimately, the MSU

CVM announced that starting with the fall 2010 semester, the school will no longer teach students surgical skills in this way.

"Mitch is a perfect example of what an empowered student can do," said AAVS Education Director Laura Ducceschi. "He put his convictions into action, sought out quality resources, diplomatically approached university officials, and made a difference for both MSU students and animals."

Animalearn's Humane Educator of the Year Award honors a teacher who promotes and/or creatively utilizes humane science in his/her curriculum. Ms. Julie Shaeffer, a biology teacher at Boulder High School in Boulder, Colorado, is the 2010 recipient, formally recognizing her dedication to humane education. Julie demonstrated faithfulness to her ideals and persistence in her efforts to incorporate non-animal dissection alternatives and cruelty-free science into her classroom, despite facing opposition from school administrators and fellow faculty. Additionally, she developed a specialized biology curriculum that



(Left to Right) Animalearn's Nicole Green, Humane Educator Julie Shaeffer, Humane Student Mitch Goldsmith, and Animalearn's Laura Ducceschi

integrates alternatives borrowed from Animalearn's The Science Bank, a humane science lending library.

"Not only did Julie demonstrate to students, faculty, and administrators that cruelty-free science is an effective alternative to animal dissection, she also created a sound biology curriculum that integrates alternatives," said Ducceschi. "Through Julie's tireless efforts, Animalearn can offer this curriculum to other biology educators to inspire them to make humane science a priority in their classroom."

Animalearn's 2010 Humane Student and Educator of the Year Awards were presented on Friday, July 23rd at TAFAs.

## LEAPING BUNNY'S HIGH STANDARDS

The Leaping Bunny Program, which AAVS chairs, recently announced the success of its independent audit system for verifying companies' no animal testing claims. This audit ensures that the Leaping Bunny Logo remains the most meaningful cruelty-free label available for consumers and product manufacturers. The Leaping Bunny sets itself apart from other cruelty-free lists by reviewing companies' adherence to a strict no animal testing standard and removing those companies that no longer comply. Since 1996, Leaping Bunny has provided compassionate consumers with an internationally recognized logo and a cruelty-free list they can truly trust, featuring over 300 cosmetic, personal care, and household companies that have eliminated animal testing from their ingredients, formulations, and finished products.

In a recent review of 16 companies that were subject to independent compliance audits, 14 successfully completed the process, proving their commitment to manufacturing products with compassion. Leaping Bunny commends: Allen's Naturally, Aubrey Organics, Earth Friendly Products, The Good Home Company, The Hain Celestial Group, Hoke2, Jess' Bee Natural, Kirk's Natural, Max Green Alchemy, Organix South, Suki, Urban Decay, Well in Hand, and W.S.



Badger Company. Regrettably, two companies, Juice Beauty and V'TAE, refused to open their animal testing policies to scrutiny and declined to participate in the audit. Because Leaping Bunny cannot verify their cruelty-free claims, these two companies have been removed from the *Compassionate Shopping Guide*.

"The companies that passed the audit demonstrated their commitment to cruelty-free products and consumers will reward that commitment," said Sue Leary, AAVS President. "Although we are sorry to remove some companies from the list for noncompliance, we are proud to demonstrate the integrity of our program." Leary added, "We take our job to provide a meaningful service to caring consumers seriously."

Companies certified through the Leaping Bunny Program pledge to eliminate animal testing from all stages of product development. The companies' ingredient suppliers make the same pledge and the result is a product guaranteed to be 100 percent free of new animal testing. All Leaping Bunny companies must be open to independent audits for verification, and pledge commitments are renewed on an annual basis.

For more information about Leaping Bunny and its certified companies, please visit [www.LeapingBunny.org](http://www.LeapingBunny.org). **AV**

# Giving

SUPPORT THE AAVS MISSION



## PROBLEM: ANIMAL TESTING

## SOLUTION: ALTERNATIVES

The Alternatives Research & Development Foundation (ARDF), AAVS's affiliate, works to fund and promote the development, validation, and adoption of non-animal methods in biomedical research, product testing, and education.

### YOUR DONATIONS AT WORK

ARDF's strategy is to ensure that progressive researchers, who seek to develop alternative methods, have the resources to do so. When they succeed, the animals benefit. ARDF President Sue Leary recently made a site visit to one of ARDF's 2010 research grant recipients, Arizona State University's Melissa Herbst-Kralovetz, who is already on track for success with her project. The aim of the project is to develop a three-dimensional model of human tissue for *in vitro* analyses of microbicides used in treating medical conditions, replacing the current method of using rabbits. Dr. Herbst-Kralovetz is well-positioned to publish and present her results, which will further accelerate the process of getting others to adopt the *in vitro* method.

### WHAT YOU CAN DO

To have a direct impact on developing humane science for the future, you can make a contribution specifically designated for alternatives research. Please use the enclosed envelope or visit [www.aavs.org/Donate](http://www.aavs.org/Donate).



## Planned Giving

Providing for AAVS in your estate is a powerful way to ensure your longtime legacy of protecting animals and to help us reach our goal of ending the use of animals in science. These gifts can include life insurance, real estate, annuities, trusts, and retirement funds. There are many benefits of planned giving for both you and AAVS. As a donor, benefits can include: providing additional lifetime income for you or a loved one; passing assets to your family at a reduced tax cost; reducing income tax; avoiding capital gains tax; and making a significant gift to a cause that is important to you. AAVS truly could not sustain our activities for the animals without the legacies we receive, and we are deeply grateful for each and every one.

For information on planned giving, leadership gifts, recurring gifts, or other support, contact Chris Derer, Director of Development & Member Services, at [cderer@aavs.org](mailto:cderer@aavs.org) or 800-SAY-AAVS. When including AAVS in your estate plans or sending a donation, please use our legal title and office address: American Anti-Vivisection Society, 801 Old York Road, Suite 204, Jenkintown, PA 19046-1611. EIN: 23-0341990. AAVS is a not for profit 501(c)(3) organization to which contributions are 100% tax deductible under federal and state law.

# TRIBUTES

## HONORING LOVED ONES

You can honor or memorialize a companion animal or animal lover by giving a gift in his or her name to help stop animal suffering. These gifts are used to continue our mission of ending the use of animals in biomedical research, product testing, and education. Donations of any amount are greatly appreciated. A tribute accompanied by a gift of \$50.00 or more will be published in the *AV Magazine* and also acknowledged in a special section of AAVS's Annual Report. At your request, we will notify the family of the individual you have remembered with your tribute gift. Additionally, tribute messages are now posted in a special section on the AAVS website at [www.aavs.org/tribute](http://www.aavs.org/tribute).

In memory of my mother, Mary Dunn, who was a great friend to animals.

*Anne Herndon  
Annapolis, MD*

In memory of Teddy's Flash, a very special Quarter Horse with whom I had a special connection. Having had many dogs, horses, and cats who have all gone across the Rainbow Bridge, I have loved them all and treasure each one.

*Shirley Harris  
Friendship, MD*

In memory of Michael.

*Rosamaria Ogorzaly  
Chicago, IL*

In honor of our dear friend Lora Meisner, a great champion and lover of animals. Keep up the good work.

*Patricia Reitwiesner  
Colorado Springs, CO*

In memory of Milton G. Lucke, the father who taught me to love animals.

*Renee Hansen  
Pahrump, NV*

In loving memory of our beloved cat, Tara. We are grieving!

*Len Hall and Olive Hall Howell  
Raleigh, NC*

In memory of Casper, a cherished cat. The memory of your loving, gentle sprit will be with me always.

*Charlene Fleischman  
Long Grove, IL*

In memory of Nooch the rat.

*June Matics  
College Park, MD*

In memory of Pat Lieberman.

*Philip Goldman  
Rockville, MD*

In memory of The Banana Gang

– Poodles: Charlie Bananas, Jose Caliente, and Mandy-of-Oz; and Cats: Choo-Choo, Subway Red, and Willie Whiskers.

*Sally Nasser  
New York, NY*

In memory of Napi, my dog whom I got from my humane society in 1989. She was 16 when she died. Now I have Bamboo, my beloved dog also from my humane society.

*Joe Hallen  
Davie, FL*

In memory of Fletcher.

*Marie Martin  
Tujunga, CA*

In memory of Bernice Reich.

*Anonymous*

In memory of Millie, with sympathy to Elizabeth and Todd, who loved and cared for her.

*Sue Leary and Rob Cardillo  
Ambler, PA*

In memory of the Sinnamon Fab Four.

*David Hanwell  
Schwenksville, PA*

In honor of Luigi.

*Anthony Bellano  
Voorhees, NJ*

In memory of Max and Bernard.

*Frank Homburger  
Alexandria, VA*

In memory of Cheryl Beth Silverman.

*Arthur and Carol Silverman  
Ambler, PA*

In memory of Buffy, a stray male cat. He was haughty but charmed his way into my heart and home and bossed around my other cats. He had health problems, and I could not get him into a carrier so I persuaded my vet to send two assistants over for help. He went right in for them—Buffy knew he had me around his big paw. He lived to about 12 or 13 years.

*Josephine McDonald  
Lancaster, OH*

In memory of Hershey, a lovable chocolate lab who was loved and adored by my niece and nephew, Lindsay and Connor Hogan.

*Maryellen Alviti  
Flourtown, PA*

In memory of K'Cee, a wonderful Great Pyrenees.

I thank you for your companionship and for guarding me well.

*Gwenn Gröndal  
Carlsbad, CA*

In memory of Sprite, the loyal yellow lab. Your love, forgiveness, and joy for life have inspired my deep respect and compassion for animals evermore.

*Amanda Scarcella  
Thornwood, NY*

To Ruby, on behalf of our beloved BammBamm.

*Lorie Kligerman*

In honor of Gail Rogers.

*Benjamin Minchew  
Westminster, MD*

In memory of Nigel.

*Tricia Hofmann  
Louisville, KY*

In memory of Cody.

*Judith Myers  
Radnor, PA*

# Members' Corner

I LIKE TO BE CLEAN. I like my house to be clean. I like my dogs to be clean. As a compassionate consumer, I've always been conscientious about reading the packaging of personal care and home cleaning products, looking for labels like "not tested on animals" or a rabbit icon of some sort. However, I was long unaware that these claims aren't regulated and may often be misleading. The trust I had invested in many companies was shattered when I learned the truth about labeling.

When I became a member of AAVS, among the many great benefits was the *Compassionate Shopping Guide*. I now had a reliable resource for finding companies that were truly cruelty-



free. It's one thing to say "not tested on animals;" it's another to actually prove it. The Leaping Bunny Program provides this assurance through third-party certifiers and independent auditing, verifying that no new animal testing is conducted for either raw ingredients or any finished products. This means a lot to me, and I appreciate having this peace of mind about my purchases.

Whenever going to a supermarket, drug store, or discount retailer, I like to search the aisles for Leaping Bunny-approved products. I'm always happy to find an expanding

variety with each visit, and I look forward to trying new products.

As a consumer, you are in a position to send strong messages to companies with your purchasing power. Contact companies that still condone animal testing and tell them they've lost a customer, then reward members of the Leaping Bunny Program with your business. You can be an ally for the animals in every aspect of living!

Chris Derer, Director of Development & Member Services

## LEAPING BUNNY'S IPHONE® APP ANOTHER WAY TO SHOP CRUELTY-FREE

"The Leaping Bunny application for the iPhone is a great idea! My husband and I both use it and I've told many friends about it. It makes shopping so much easier!"

Suzie in Florida



GET THE APP: [WWW.ITUNES.COM/APPS/CRUELTY-FREE](http://WWW.ITUNES.COM/APPS/CRUELTY-FREE)

## CHRIS' FAVORITE LEAPING BUNNY- APPROVED PRODUCTS



### BODY WASH:

**Jason**

*Satin Shower*

[www.jason-natural.com](http://www.jason-natural.com)

### DEODORANT:

**Tom's of Maine**

*12 Hour Long-Lasting Care*

[www.tomsomaine.com](http://www.tomsomaine.com)

### FACE SOAP:

**Beauty Without Cruelty**

*Vitamin C Facial Cleanser*

[www.beautywithoutcruelty.com](http://www.beautywithoutcruelty.com)

### HAIR CARE:

**ShiKai**

*Moisturizing Shampoo*

[www.shikai.com](http://www.shikai.com)

### HAND SOAP:

**Method**

*Gel Hand Wash*

[www.methodhome.com](http://www.methodhome.com)

### MOISTURIZER:

**Avalon Organics**

*Hand & Body Lotion*

[www.avalonorganics.com](http://www.avalonorganics.com)

### SHAVING CREAM:

**Kiss My Face**

*Moisture Shave*

[www.kissmyface.com](http://www.kissmyface.com)

### TOOTHPASTE:

**Burt's Bees**

*Natural Multicare*

[www.burtsbees.com](http://www.burtsbees.com)

### TONER:

**Dickinson's**

*Original Witch Hazel*

[www.dickinsonbrands.com](http://www.dickinsonbrands.com)

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Have a question about  
Consumer Power for Animals?

# Ask Auntie Viv<sup>SM</sup>

She's always glad you asked.

Read her blog at [www.AskAuntieViv.org](http://www.AskAuntieViv.org)



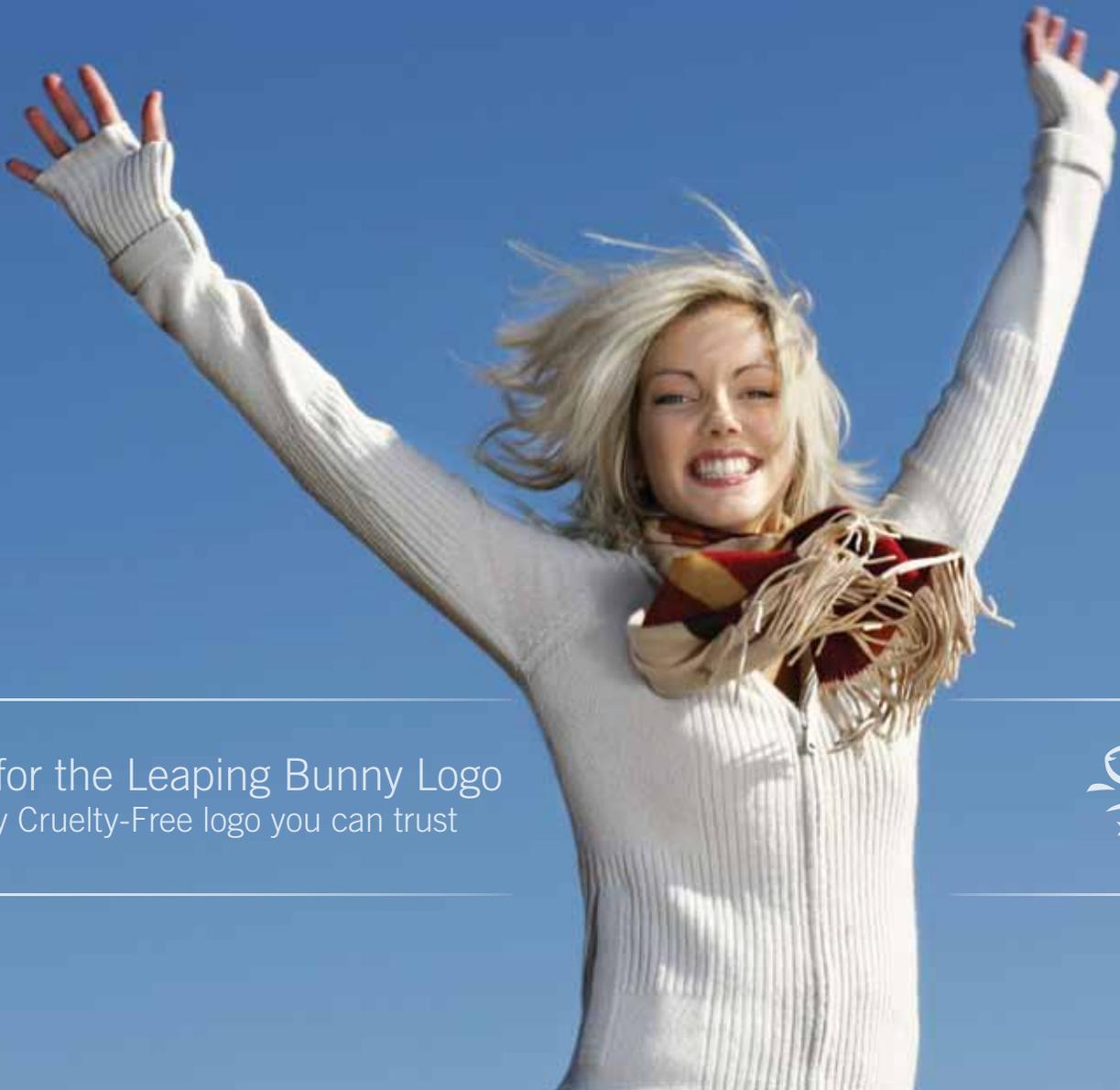


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