

Animals in danger / The Body Shop.

Contributors

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extinct is forever

The animal world is full of surprises. Did you know that . . . ?

A scientist has claimed that Polar Bears cover their black noses with their paws when hunting seals. It helps them blend into the white background.

When a Hippo mother goes off to feed, she finds a baby sitter for her children.

The Asian Elephant can live to the ripe old age of 70.

But . . .

**Many of the world's
most magnificent
and wonderful animals
are in great danger.**



STOP THE SLAUGHTER . . .

ANIMALS MATTER

Have you heard of the Australian Northern Hairy Nosed Wombat? It is so seriously endangered that there could be only forty left in the whole world.

Do you remember the Dinosaurs? They became extinct 65 million years ago (due to natural causes) and disappeared forever.

But what does extinct mean? It means animals dying out because they cannot live with changes in their homelands. It used to occur naturally.

This time there is a difference.
People are destroying the animals.

WHAT IS HAPPENING TO THE ANIMALS?

Forests, grasslands and coral reefs are in danger: animals are losing the fight for space. Poaching, hunting and pollution all destroy animals too. They are killed for fur, skins and ornaments; for sport and entertainment.

Poaching (killing animals against the law) is one of the main threats.

Imagine animals such as the Elephant, the Koala Bear, and the Giant Panda vanishing forever: you could only see them in books, museums, or films. It could happen.

TRAGIC FACTS



80% of ivory comes
from poaching.



Every year over
100 million animals
are killed for fur.



300,000 whales and
dolphins will die
a slow and painful
death this year.

**About 1,000
kinds of animals are
now close to extinction.**



The African Elephant

Elephants are the biggest land animals. They weigh up to 6,000 kg (the same as about 170 children!) and can be 3-4 m high. But they are disappearing. Only 200 years ago there were over 10 million elephants in Africa: today there may be only 353,000 left.

Elephants are killed because their tusks are made of IVORY which is very valuable. A dead elephant is worth as much money as a farmer would earn working for one year. So poaching is very common.

The ivory trade is very, very cruel. Elephants live in family groups and so male and female, young and old, are killed. Herds do not have time to re-establish so numbers fall very quickly.

THE ELEPHANT MAY BE NEARLY EXTINCT IN AFRICA IN TEN YEARS TIME IF THE IVORY TRADE CONTINUES.

The Rhinoceros

The Rhinoceros has been on Earth for 70 million years - it once lived alongside the Dinosaurs. The largest is the White Rhinoceros (coloured grey, not white!) which can be over 2 m high and weigh nearly 4 tonnes. Remember, an average family car only weighs about a tonne!

But the Rhino is very threatened. Despite being large and powerful, 95% have been killed in the last 15 years. Why? For their horns. People believe that Rhino horn, made of matted hair-like fibre, has magical powers. They use it for potions, drugs, ornaments and status symbols. To save the Rhinos, attitudes must change: only then will the killing stop.

However, parks and protected areas have helped. Once there were only 10 Southern White Rhinos left: today there are 3,000. It's a hopeful sign.



The Green Turtle



The Green Turtle nests on tropical beaches in the Caribbean or the Indian Ocean. They are hunted by poachers for eggs and meat when they come ashore to lay eggs.

Green Turtles can weigh 130-160 kg and be a metre long. They can lay about 100 eggs but take up to three years to lay again. Besides the poachers, Green Turtles suffer from holidaymakers who destroy nesting places, often without knowing.

In the Seychelles, Green Turtles are protected. But it doesn't stop the poachers. Stricter laws and punishments are needed to stop the killing.

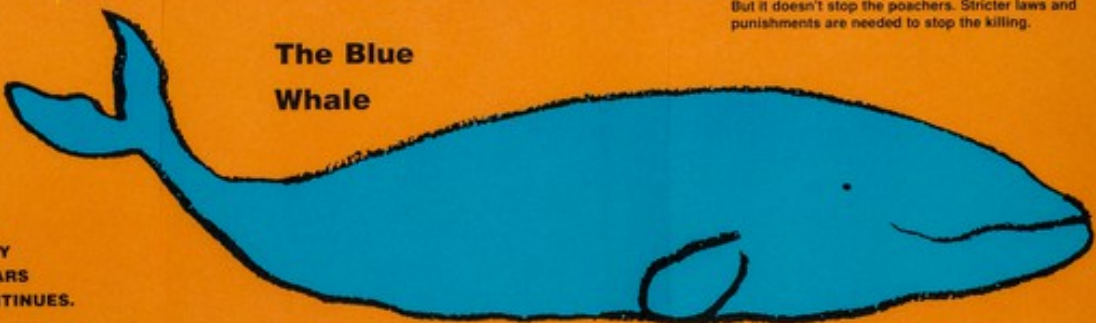
the danger list

The Body Shop's new range of 100% vegetable soaps are in the shape of endangered animals. They are all well-known and very familiar. But did you realise how seriously they are threatened?



THE BODY SHOP

The Blue Whale



The Blue Whale is the largest mammal of all and has been on earth for 50 million years. It has been hunted so much that it is nearly extinct.

Blue Whales can be 30m long and weigh 196 tonnes - that's larger than 30 elephants and heavier than 2,000 people! Blue Whales are so big that you could crawl through their arteries into their hearts. They are killed for meat, oil, candles and soap. The awful fact is cheap and plentiful alternatives exist.

The International Whaling Commission was set up in 1948 to try and stop (or limit) the killing of whales. But it cannot make countries obey and many countries carry on killing.

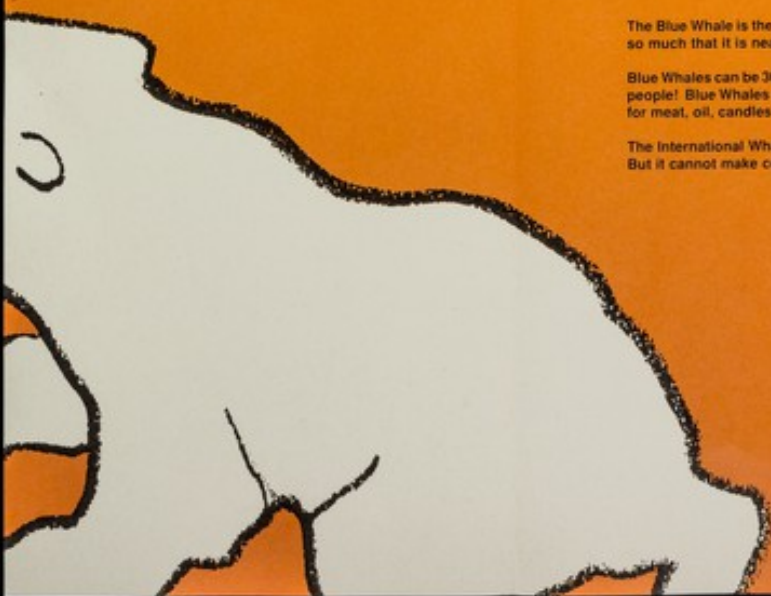
The Giant Panda

Originally from China, the Giant Panda is very well-loved. But only 800 exist any more.

Strong and bear-like, Pandas can weigh up to 75-110 kg. Their black and white coats make them very distinctive. They live on bamboo leaves, shoots and stems.

The Chinese Government banned panda hunting in 1962. Today the problem is agriculture which destroys bamboo, so the pandas die of starvation. Panda corridors are being set up to help, so they can wander easily from forest to forest and meet each other (they are lonely animals). Protected areas and educated people also help.

There are many, many more magnificent animals who are in serious danger. It is up to all of us to stop them disappearing forever.



a step in the right direction

Conservation groups such as the World Wide Fund for Nature and Greenpeace are trying to make governments and people listen and act.

CITES (the Convention on International Trade in Endangered Species) is also an organisation which wants to protect wildlife. Over eighty countries have joined but many more will not, and so the killing goes on.

Many countries have introduced laws to protect their animals, but laws on their own are not enough. More effort (and money) is needed to control animal trade and stop the poachers. To make matters worse, lots of people in undeveloped countries are very poor, and poach so they can live. It's a political problem too.

Pollution must also be cut down and ways found so that people and animals can share living space without harming each other.

SO WHAT CAN YOU DO TO HELP?

Animals cannot speak - you can! So do their protesting for them.

- Find out all you can. Read. Ask questions.
- Join organisations which protect and support endangered animals (see back page)
- Don't buy products made from endangered animals: ignore turtle shells, skin wallets or ivory ornaments (especially on holiday). Try to convince others not to buy.

Remember, if you buy these you increase the risk of extinction.

A CAUSE FOR HOPE? There are a few success stories: Operation Tiger saved the Bengali Tiger from extinction, and so did efforts to help the Polar Bear.

We can all change things - you can change things. Why not mention the subject at school to your teacher and learn more about it?

**EVEN AS YOU READ, MORE ANIMALS
ARE BECOMING ENDANGERED.
HELP SAVE THE ANIMALS.
DON'T DELAY, DO SOMETHING NOW!**

USEFUL

If you would like more information on endangered animals, write or telephone the following organisations:

ADDRESSES



Young People's Trust For
The Environment
95 Woodbridge Road
Guildford
Surrey GU1 4PY
Tel: (0483) 39600

World Wide Fund for
Nature (WWF)
Panda House
Weyside Park
Godalming
Surrey GU7 1X
Tel: (0483) 426444



Junior Elefriends
Cherry Tree Cottage
Coldharbour
Dorking
Surrey RH5 6HA
Tel: (0306) 713320

World Society for the
Protection of Animals (WSPA)
106 Jermyn Street
London SW1 6EE
Tel: 071 839 3026



Greenpeace
30-31 Islington Green
London N1 8XE
Tel: 071 354 5100

Whale and Dolphin
Conservation Society
20 West Lea Road
Bath, Avon
Tel: (0225) 334511



If the above organisations do not have special children's groups, they have reduced rates for younger members. If you write for more information, please remember a large S.A.E. would be appreciated.

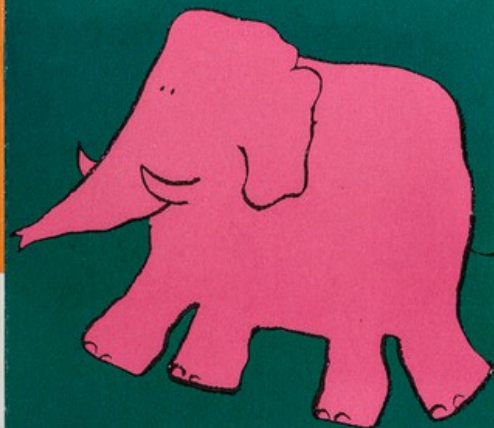
All the soaps in the range are manufactured by Soapworks Ltd (a wholly-owned subsidiary company of The Body Shop Int. PLC), located in Easterhouse, Scotland.



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animals in danger



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