

L'Oreal sunscreen : first fry white mice in tinfoil / Animal Aid.

Contributors

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People for the Ethical Treatment of Animals.

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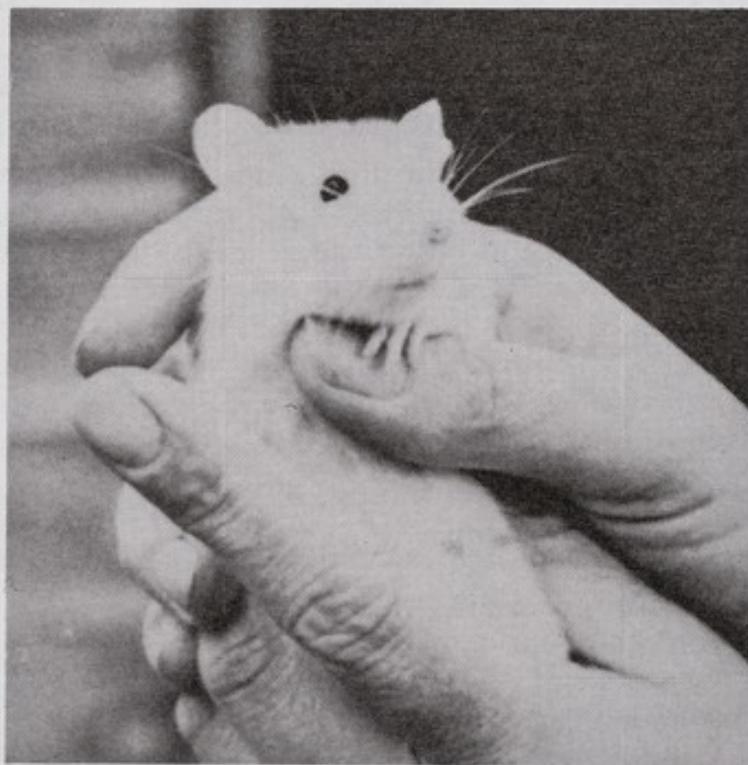
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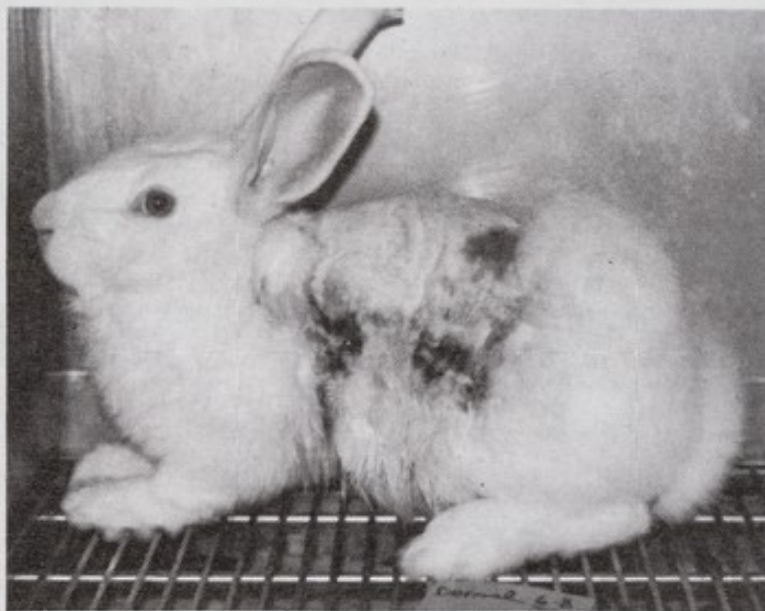
L'OREAL SUNSCREEN: FIRST FRY WHITE MICE IN TINFOIL



Other companies use human skin patch tests, cell culture tests and known-safe ingredients, but L'Oréal still hurts and kills animals in tests that are outdated and unreliable. L'Oréal tested a sunscreen on tiny mice, wrapped from head to toe in tinfoil, taped to a piece of wallboard and then literally fried alive. One technician who walked out in disgust - described what she saw:

"Richard placed tape around each animal's head, covering the eyes, and then taped them face down to a board. The animals struggled and squeaked during the procedure. The test material is applied to their skin and they are placed under a sun simulation machine; in this case, for about one and a half hours

"At about 1.00, Richard walked back to the room carrying one of the boards, all the mice were dead. He said that half of the mice in the study had died from 'heat exhaustion.' He threw the dead mice - still taped to the board - in the trash. The animals had been taped to the board since about 9:00 that morning."



That's not all L'Oréal does to animals: Rabbits have products smeared onto their raw, shaved skin and suffer from swelling and severe skin damage, and L'Oréal's Extra Body Perm was force-fed to rats. (Since rats cannot vomit, the perm causes severe pain and death. Company officials admit that if a person swallowed the perm, it would most likely be vomited up.)

WHAT YOU CAN DO:

- Buy from companies which don't kill animals to test their products.
- Write to L'Oréal president M. Lindsey Owen-Jones, 41 rue Martre, 92117-Clichy, asking them not to test their products on animals.
- Join Animal Aid.



7 Castle Street,
Tonbridge, Kent TN9 1BH
Tel: (0732) 364 546

L'Oréal brands include:

Lancôme, Ambre Solaire, Studio, Narta, O.B.A.O., Doussintim, Gemey-Ricils, Bien-être, Eau jeune, Parfums Cocharel, Paloma Picasso et Guy Laroche, Sté d'Hygiène Dermatologique de Vichy, Biotherm, Phas, Dercos, Helena Rubenstein, Gloria Vanderbilt, Ralph Lauren, Drakkar Noir

- I wish to become a member of Animal Aid and enclose a cheque (payable to Animal Aid Society) for £____ (£7 waged, £5 unwaged, £3 Youth (under 18) per annum).
- I enclose a donation of £____ in support of your campaign.
- Please send me information on cruelty-free products (please enclose stamp)
- Please send me more leaflets (£1.50 per 100, £4 per 500)

Name _____

Address _____

_____ Age (If under 18) _____

(Leaflet produced in conjunction with People for
The Ethical Treatment of Animals, USA)