

The "cruelty free" weekend : programme of events : Saturday 7 November & Sunday 8 November 1992, Regent's College, Regent's Park, London NW1 : all proceeds to the RSPCA / RSPCA, Tesco.

Contributors

Royal Society for the Prevention of Cruelty to Animals.
Tesco (Firm)

Publication/Creation

[London] : RSPCA, 1992.

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The RSPCA, founded in 1824, works to prevent cruelty and promote kindness to farm, wild, research and companion animals.

The first "Cruelty Free" Weekend is being held in response to an increasing public awareness and concern that the consumer goods they purchase are produced at the expense and suffering of animals. With so many claims made about "cruelty free" labels and products, the involvement of the RSPCA means people can be sure they'll get clear advice at this event.

An exhibition and sale of "cruelty free" products, arts and crafts will take place over the weekend, with many lovely ideas for Christmas gifts and treats.

All members of the public are invited to visit the exhibition areas - entrance is by donation (free to full ticket holders)



THE



"CRUELTY FREE" WEEKEND

Tesco is delighted to be sponsoring the first ever "Cruelty Free" Weekend. Sandra Turner, Health and Beauty Trading Director for Tesco, explains why:

"Tesco is committed to eliminating the need for animal testing to establish the safety of toiletry, cosmetic and household products. The own brand toiletry and household ranges at Tesco only contain ingredients which have a safe history of use. Tesco has developed a three-tier labelling system, using a rabbit symbol, to inform customers of the original safety tests carried out on the ingredients used in its products."

"No other retailer or manufacturer has as yet fully differentiated between their different categories of products with regard to whether the finished product or ingredients have been tested on animals and when this was done. The Tesco three-tier labelling system, initiated nearly three years ago, makes this clear and leaves the choice up to our customers."

**For further information and
ticket reservations:**

Telephone (0403) 64181

Programme of Events

Saturday 7 November
&
Sunday 8 November
1992

Regent's College
Regent's Park
London NW1

ALL PROCEEDS TO THE RSPCA



Saturday 7 November

Sunday 8 November

Events take place in the Tuke Auditorium (open only to full ticket holders).

0900 Exhibition opens - refreshments on sale

0930 Welcome to the first RSPCA "Cruelty Free" Weekend

Jerry Lloyd, Director of Public Relations, RSPCA, and Sandra Turner, Trading Director for Health and Beauty, Tesco.

1000 Celebrate Christmas, vegetarian style

Roselyne Masselin, founder of La Cuisine Imaginaire and regular contributor to women's magazines will demonstrate how to create a delicious Christmas buffet.

1100 Break for visit to exhibition - refreshments on sale

1130 Kind Food

Audrey Eyton, author of The Kind Food Guide, will discuss how the consumer can use purse power to support more humane farming here and in Europe. Dr Martin Potter of the RSPCA will introduce a new consumer initiative and answer questions.

1215 Fashion show

1245 Break for visit to exhibition - lunch on sale

Book-signings by Audrey Eyton, author of The Kind Food Guide (published by Penguin), and Peter Neville, author of Claws and Puffs (published by Pan Macmillan).

1415 Safety without suffering

The use of animals in testing, not just of cosmetics, but also of household products, will be examined. Just how necessary is the testing that is carried out and what products are genuinely "cruelty free"? Dr Maggy Jennings, Head of Research Animals Department, RSPCA, and Janet Fox, Research Animals Department, RSPCA will lead a question and answer session. Also to include the Perrycroft beagle rescue video - a moving account of the RSPCA's largest ever rescue operation of animals bred for scientific research.

1500 Beauty without suffering

Two lucky volunteers from the audience will be chosen as models for our expert makeover artist, Liz Pugh, to create a beautiful "cruelty-free" look using products from the Beauty Without Cruelty cosmetics range.

1600 Break for visit to exhibition - refreshments on sale

1630 Tempting tastes for kids and teenagers

For parents who despair that their children aren't getting a balanced diet, Roselyne Masselin will prepare some simple, delicious and nutritional vegetarian dishes.

1715 Closing address

0900 Exhibition opens - refreshments on sale

0930 Welcome to the first RSPCA "Cruelty Free" Weekend

Jerry Lloyd, Director of Public Relations, RSPCA, and Sandra Turner, Trading Director for Health and Beauty, Tesco.

1000 Kind Food

Dr Martin Potter of the RSPCA Farm Animals Department will discuss how the consumer can use purse power to support more humane farming methods and will reveal an important new consumer initiative. Questions are invited from the floor.

1045 Remembrance Sunday Service

A brief service of Remembrance with a minute's silence at 11.00 am. Service led by the Revd Dr Michael J Reiss.

1105 Break for visit to exhibition - refreshments on sale

1130 Celebrate Christmas, vegetarian style

Roselyne Masselin, founder of La Cuisine Imaginaire and regular contributor to women's magazines will demonstrate how to create a delicious Christmas buffet.

1230 Fashion show

1300 Break for visit to exhibition - lunch on sale

Book-signings by Bruce Fogle, author of Know Your Dog (published by Dorling Kindersley) and Andrew Edney, author of The Complete Cat Care Manual (published by Dorling Kindersley).

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The exhibition hall and art gallery remain open until 1800 on Saturday and Sunday