

# **SAMPLE COMPASSIONATE COMPANY LETTER**

Company Name  
Address

Date

To Whom It May Concern:

I am writing to say thank you for leading the way as a compassionate company and for making quality products without engaging in cruel and unnecessary animal testing. It is very important to me how products are developed and tested, and I only purchase those that have not be derived from or tested on animals.

In an age with advancing technologies and an ever-increasing understanding of human anatomy and physiology, it is time to stop barbaric, outdated testing on animals. This type of research causes an inconceivable amount of suffering and is unnecessary. So again, I thank you for not partaking in such out-dated and inhumane practices and for utilizing non-animal alternatives.

I will continue to purchase (insert Company Name) products, and I will encourage my friends, family, and colleagues to also buy (Company Name) products. Thank you for making cruelty-free products that I can feel good about buying.

Sincerely,

(Your Signature)

Your Name Printed

Your Contact Information, optional

<http://www.pleasebekind.com/testing.html>

**Every single day more than 38,000 animals are used to test cosmetics, toiletries like toothpaste and shampoo, and household detergents and**

cleaners. The most common test is called the Draize test where products are put directly into the animals' eyes and technicians record the effects. The "Lethal Dose" test measures the amount of a product it takes to kill part of a group of animals forced to eat it. **THESE TESTS ARE NOT REQUIRED BY LAW**, but some companies continue to use them to protect themselves from future lawsuits.