

SAMPLE CRUELTY COMPANY LETTER 1

Company Name
Address

Date

To Whom It May Concern:

I am disappointed and horrified to learn that (insert Company Name) continues to test on and kill animals in the development of cosmetic, household cleaning, and pet food products and ingredients. I will no longer buy any (Company Name) products until the company permanently ceases testing on animals. I will be urging my friends, family, and colleagues to also boycott (Company Name) products.

Polls show that the vast majority of the public is strongly against animal testing for cosmetic, household products, and pet foods. Everyday more and more companies are producing safe and quality products without testing on animals. Companies that do not use animals use human volunteers to test their products. This makes more sense because rabbits, guinea pigs, mice, rats and other small animals are very different from people, so there is no guarantee that their reactions will be similar to humans'. More than 500 companies have already given up animal testing, and so should (Company Name) if it wants to compete with these more compassionate companies.

Since 1999, several countries around the world, including the UK, have banned animal testing for cosmetics. The European Union also voted for the ban, which included the sale of animal-tested products within its borders. I urge (Company Name) to establish a firm non-animal testing policy for these products and ingredients. Surely, with all the recent advances in non-animal technology, (Company Name) should have no problem eliminating these cruel and unnecessary animal tests. It is high time that (Company Name) fulfill its stated desire to eliminate animal testing for non-drug products and ingredients. Until then I will continue to boycott (Company Name) products and encourage others to do the same.

Very Disappointed,

(Your Signature)

Your Name Printed

Your Contact Information, optional