

A.G. Lafley, Chairman of the Board and CEO
Procter & Gamble
1 Procter & Gamble Plaza
Cincinnati, OH 45202
ph: 1-800-543-1745; fax: 513-983-9369

Dear Mr. Lafley,

I would like to purchase Procter & Gamble products, but I do not feel confident using items determined safe in animal tests. While I commend efforts to use non-animal tests for already approved products and ingredients—I will continue to boycott Procter & Gamble goods until *all* animal toxicity tests are eliminated.

Regulatory agencies do not require animal testing for household goods or cosmetics. I am baffled as to why a successful, multi-billion dollar company clings to outdated methods that blind, poison, maim and kill animals. If anything, P & G ought to lead the way in non-animal research development and implementation.

I urge P & G to rely exclusively upon non-animal modalities, which are typically two to three times more accurate. For example, animal tests for skin corrosion, skin irritation, and skin absorption could be terminated immediately without jeopardizing science or consumer safety.

There are several validated “human skin equivalent” tests to replace the current practice of dousing a shaved, immobilized animal in abrasive chemicals. The Interagency Coordinating Committee on the Validation of Alternative Methods (ICCVAM) recommends EpiSkin™, EpiDerm™, and Corrositex™ as viable and more efficient substitutes. ICCVAM Co-Chairman Dr. William Stokes states: “[Non-animal tests] are a lot faster because with animal tests you often have to wait for 14 days after applying the chemicals. These tests can be conducted in a day.”

In Canada a human skin-patch test is the validated equivalent for irritation tests on rabbits. Before administering patches, scientists screen for corrosivity via non-animal modes, computer modeling and in vitro tests. A globally established non-animal skin absorption test analyzes a chemical's absorption rate using real or artificial skin in place of chemical-smear rats.

Plainly, it is cruel to apply corrosive materials to the eyes or raw skin of immobilized, non-sedated animals. In addition, data derived from animals cannot be reliably extrapolated to humans. As proof of the vast physiological, cellular, and genetic differences between species, the Journal of the American Medical Association reports that 51% of drugs confirmed safe in animal tests have “serious adverse effects not detected prior to approval.”

Please modernize your testing policies. I hope you will listen to the conscientious consumers and P & G shareholders who have asked for a moratorium on animal tests. I look forward to the day when all Procter and Gamble merchandise reads: “This product does not test on animals.”

Thank you,

In addition to sending letters to Procter & Gamble:

1. Buy only cruelty-free products. Get in the habit of checking the backs of product labels to find out what company makes the product you are buying and look for statements that the product was not tested on animals. Use our free cruelty-free list (http://www.pandgkills.com/boycott/cruelty_free.html) to find out which companies do not test on animals, and buy only products from companies on that list. Encourage your friends and family members to do the same.

2. Join the P&G boycott today. Refuse to buy P&G products. Help spread the word to others. Circulate educational brochures, available through IDA, to your family, friends, co-workers and others in your community. View the latest brochures and bumper stickers here. Contact IDA for copies to distribute. View our materials online at <http://www.idausa.org/ir/recreading2.html>.

3. Write letters to the editors of your local newspapers and weekly newspapers. Find a listing of all U.S. newspapers at: www.usnpl.com. Make sure to let us know if your letter gets printed. Below is a sample, though using your own words is strongly encouraged. For tips on effective letter writing, visit: <http://www.idausa.org/ir/activist/makenews.html#10>.

4. Please write to Procter & Gamble CEO, A.G. Lafley, and let him know that until P&G ends all testing, you will boycott their products. [SEE KINSHIP CIRCLE SAMPLE LETTER ABOVE]

5. Encourage students to ask their school cafeterias to no longer sell Procter & Gamble products, such as Pringles or Sunny Delight, and to use only cruelty-free cleaning products. Creating a petition for students to sign is a great approach.

6. Call and write any companies that currently test products on animals. Let them know you will not purchase their products until they adopt corporate policies against animal testing. Most companies have toll-free 800 numbers that you can call at the company's expense!

7. Write to your congressional representatives and ask them to support any legislation that would discourage companies from using animals for safety tests or that calls for alternatives to animal testing. Visit our online action center to look up your representatives at <http://ga0.org/indefenseofanimals/home.html>.

If you have any questions about the Procter & Gamble campaign, need help planning an event, or want to register your event on our website, please email us at alerts@idausa.org.