AVON, MARY KAY, AND ESTEE LAUDER SECRETLY PAYING FOR TESTS ON ANIMALS IN CHINA

February 16, 2012

Rabbits are locked into full-body restraints and a test chemical is applied to the shaved skin on their back.

Norfolk, Va (RPRN) 02/16/12 — PETA removes companies from cruelty-free list.

— Without notifying their customers or PETA, **Avon**, **Mary Kay**, and **Estée Lauder**—which have been on PETA's list of companies that don't test cosmetics on animals for decades—have been quietly paying for poisoning tests on animals at the behest of the Chinese government in order to market their products in China. Because they no longer qualify as companies that don't test, Avon, Mary Kay, and Estée Lauder have been downgraded to PETA's "do test" list.

Avon banned tests on animals in 1989 following PETA's very public "Avon Killing" campaign—a play on the company's "Avon Calling" brand. Mary Kay eliminated animal tests the same year after the company was lampooned by cartoonist Berkeley Breathed in his Bloom County strip in a series called "Night of the Mary Kay Commandos." Estée Lauder eliminated animal tests the following year. These companies' bans on the use of animals for product testing began a new marketing era for consumer products, and dozens of other companies soon prohibited all tests on animals and began marketing

their products as cruelty-free.

"Avon, Estée Lauder, and Mary Kay have regressed a generation: Their products are once again being dripped into rabbits' eyes and smeared onto animals' abraded skin," says PETA Vice President of Laboratory Investigations Kathy Guillermo. "Fortunately, consumers don't have to backslide with them—we can still choose to purchase products from the more than 1,000 companies on PETA's list of companies that do not test on animals."

PETA is financially supporting the efforts of the Institute for In Vitro Sciences (IIVS.org) to promote the Chinese government's acceptance of non-animal testing methods that are in wide use in the U.S. and the E.U. IIVS is spearheading an international consortium to represent companies that wish to market in countries where tests on animals are required.

For more information, please visit **PETA.org**.

#

Media Contact Name: Kristin Richards
Media E-mail: KristinR@peta.org
Media Phone: 202-540-2177
Media Web Address: www.peta.org
Company Contact Name: People for the Ethical Treatment of Animals
Company Web Address: www.peta.org

Main image credits: People for the Ethical Treatment of Animals

About the author:

For more information, please visit http://www.peta.org.

People for the Ethical Treatment of Animals (PETA), with more than 2 million members and supporters, is the largest animal rights organization in the world.

PETA focuses its attention on the four areas in which the largest numbers of animals suffer the most intensely for the longest periods of time: on factory farms, in laboratories, in the clothing trade, and in the entertainment industry. We also work on a variety of other issues, including the cruel killing of beavers, birds and other "pests," and the abuse of backyard dogs.

PETA works through public education, cruelty investigations, research, animal rescue, legislation, special events, celebrity involvement, and protest campaigns.

Filed Under: Animal Rights, BREAKING NEWS, BUSINESS NEWS, Health and Fitness, PRESS RELEASE

RUSH PR NEWS newswire and press release services at rushprnews.com / Anne Howard annehowardpublicist.com

Content- Legal Responsibility - All material is copyrighted - You may repost but you MUST link back to the original post on your page and acknowledge Rush PR News as the news source. Rush PR News is not legally and/or morally responsible for content of press releases, opinions expressed or fact-checking.

Rush PR News cannot be held legally responsible for material published and distributed through its newswire service or published in its press-room and therefore cannot be sued for published material. Third-party must be contacted directly to dispute content.

Rush PR News is not the contact for material published.