

Urban Decay Receives PETA Award After Canceling Plans to Sell in China

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Norfolk, Va ([rushPRnews](#))
07/09/12 — Cosmetics
Company Reverses Earlier
Decision to Sell Products in
China, Where Animal Tests Are
Required

Following discussions with PETA
—and after [receiving e-mails](#) from
thousands of PETA supporters
—top cosmetics company Urban
Decay has canceled previously

Urban Decay Cancels Marketing in China, Supports Cruelty Free
announced plans to begin marketing its products in China, where cruel and
deadly animal tests are currently required by the government. For staying
true to its slogan—"We don't test on animals. How could anyone?"—at the
cost of potential financial benefit, Urban Decay has been returned to [PETA's
list of cruelty-free cosmetics](#) and will receive the group's Courage in
Commerce Award.

"Urban Decay is a corporate champion in PETA's book for refusing to pay for
animals to be harmed and killed for the sake of overseas profits," says PETA
President Ingrid E. Newkirk. "The company's ethical decision also reveals
the moral decay of other larger companies that have sold animals out for a

market share in China."



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

Bold and edgy, Urban Decay's cosmetics products—many of which are specially marked with a purple pawprint to show that they are vegan—have long been a top choice for consumers who are as fashion-conscious as they are concerned about animal welfare.

Not all companies are as dedicated to being cruelty-free as Urban Decay is: Mary Kay, Avon, and Estée Lauder, which were on PETA's list of companies that don't test on animals for decades, recently began paying for poisoning tests on animals in order to market their products in China. But ethically

minded companies like Urban Decay may not have long to wait before non-animal tests are accepted in China: Thanks to PETA-funded scientists, the Chinese government is now poised to accept its first-ever non-animal test for cosmetics ingredients.

For more information, please visit PETA.org.

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Main image credits: Urban Decay

Body image credits: People for the Ethical Treatment of Animals

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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.

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