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

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Urban Decay Cancels Marketing in China, Supports Cruelty Free

Norfolk, Va (RPRN) 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 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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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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