

# Boycott These Procter & Gamble Products Until P&G Stops Torturing Animals

## DEODORANT

Old Spice, Secret, Sure

## DIAPERS AND BABY CARE

Luv's, Pampers

## FOOD AND BEVERAGE

Folgers, Millstone Coffee, Pringles, Sunny Delight, Torengos

## FRAGRANCE

Giorgio of Beverly Hills, Helmut Lang, Herve Leger, Hugo Boss, Old Spice

## HAIR CARE

A Touch of Sun, Aussie, Balsam Color, Clairol, Head & Shoulders, Hydrience, Infusium 23, Lasting Color, Loving Care, Men's Choice, Natural Instincts, Nice 'n Easy, Pantene, Pert Plus, Physique, Ultress, Vidal Sassoon, Herbal Essences

## HYGIENE

Always, Alldays, Tampax

## LAUNDRY AND CLEANING

Bounce, Cascade, Cheer, Dawn, Downy, Dreft, Dryel, Era, Febreze, Gain, Ivory, Ivory Snow, Joy, Mr. Clean, Swiffer, Tide

## NON-PRESCRIPTION DRUGS/HEALTH AIDS

DayQuil, Metamucil, NyQuil, Pepto-Bismol, PUR water filtration system, Sinex, Thermacare, Vicks

## ORAL CARE

Crest, Fixodent, Gleem, Scope, Whitestrips

## PAPER PRODUCTS

Bounty, Charmin, Puffs

## SKIN CARE & COSMETICS

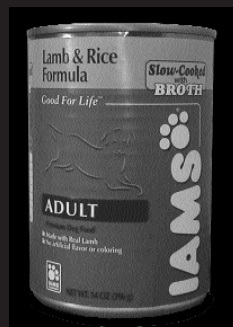
Clearstick, Cover Girl, Max Factor, Noxzema, Ohm, Olay

## SOAP

Camay, Ivory, Safeguard, Zest

## COMPANION ANIMAL CARE

Eukanuba, Iams



## WHAT YOU CAN DO

- **Join the P&G boycott today** by refusing to buy P&G products. If you see the name Procter & Gamble on a product, leave it on the shelf. Check this brochure for a partial list of P&G products.
- **Help spread the word to others.** Circulate this brochure to your family, friends, co-workers and others in your community. Contact IDA for additional copies. They are free of charge.
- **Write or call P&G CEO A.G. Lafley.** Tell him that you will boycott P&G products until they stop all animal testing of consumer and household goods. Call the P&G toll-free consumer number often!

**A.G. Lafley, Chairman & CEO  
Procter & Gamble  
1 Procter & Gamble Plaza  
Cincinnati, OH 45202  
Toll-free: 1-800-543-1745**

Hundreds of companies develop, manufacture and sell safe consumer products without animal testing. By buying cruelty-free, you support the growing trend toward kinder and more effective safety testing.

**For a complete list of cruelty-free products, please visit:**  
[www.pandgkills.com/boycott/cruelty\\_free.html](http://www.pandgkills.com/boycott/cruelty_free.html)

**[www.PandGKills.com](http://www.PandGKills.com)**



**In Defense of Animals**

131 Camino Alto  
Mill Valley, CA 94941 (415) 388-9641  
ida@idausa.org • [www.idausa.org](http://www.idausa.org)

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## Procter & Gamble

# Cruelty Never Wants the Spotlight



"Throughout this process, it was important that we were successful in keeping P&G out of the media spotlight. It would be damaging to be seen as the company lobbying to test on animals."

- excerpted from a leaked P&G memo to CEO A.G. Lafley



## **Each year, thousands of animals die in P&G laboratories – the victims of painful, archaic and unnecessary product tests.**

For P&G's cosmetic and household testing, caustic chemicals are forced into the eyes of rabbits and applied to animals' shaved, raw skin. Laboratory workers place animals in restraining devices so they cannot struggle while workers apply the burning chemicals. Animals are not sedated or given painkillers. They sometimes break their necks or backs in attempts to escape the pain. Those who survive are used in additional painful tests until they are finally killed. P&G's victims include rabbits, guinea pigs, mice, rats, ferrets and other animals.



P&G refuses to stop testing its products on animals despite the fact that these tests are not required by law and more reliable and humane alternatives do exist.

P&G spends millions of dollars packaging itself as a responsible, caring company, and claims to be a leader in the development of alternatives to the use of animals in product testing. But P&G refuses to put its money where its mouth is.



Despite its repeated claims of being at the forefront of developing alternatives and reducing product testing on animals, **P&G spends more in 12 days on advertising than it has in more than a decade on developing alternatives to painful and lethal animal tests.**

And a leaked company memo from P&G in June 2002 described the company's efforts to undermine a landmark piece of legislation that would totally ban the use of animal tests for all cosmetic products throughout the entire European Union (EU).

The internal memo from P&G described a strategy for how the company could continue to market its products in the EU by conducting animal tests in other countries. The memo also exposed the company's plans to lobby against the bill, including efforts to delay the legislation by an additional 10 years.

P&G continues to be a corporate menace that feeds off the lives of innocent animal victims. It claims to be a leader in the search for alternatives in product testing, while behind the scenes it sabotages efforts by lawmakers to ban the use of cosmetic animal testing.

### **THE FOLLOWING IS EXCERPTED FROM A LEAKED P&G COMPANY MEMO TO CEO ALAN LAFLEY**

#### **EU BAN ON ANIMAL-TESTED COSMETICS**

June 18, 2002

To: Mr. A.G. Lafley

"This responds to your question on the actions that we should take with regard to the recent European Parliament (EP) ban on animal testing.

#### **Current Situation:**

The facts are that the EP have voted to ban cosmetic safety testing within the EU and have also proposed a European marketing ban on products tested outside of the EU for cosmetic purposes.

#### **P&G's approach to the issue:**

We have been directly lobbying Parliamentarians and regulators. Throughout this process, it was important that we were successful in keeping P&G out of the media spotlight. It would be damaging to be seen as the company lobbying to test on animals against public opinion. We must work with MS [Member State] governments to ensure that they oppose the very restrictive position of the Parliament. We have identified a fallback position where the marketing ban is maintained with a long postponement (likely 10 years) before implementation."

Postscript: Unfortunately, thanks to the lobbying of P&G, the ban won't go into effect till 2009. Because of P&G's deviousness and greed, thousands upon thousands of innocent animals will now suffer and die the most horrible of deaths because of P&G's "fallback position."