

COMPASSIONATE FRIEND

JOURNAL OF BEAUTY WITHOUT CRUELTY INDIA

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Beauty Without Cruelty

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EDITORIAL

For the majority of us the New Year ushers in cheer and good-will, a ray of hope that the coming year will not only prove more enjoyable but more fruitful as well. And in order to achieve a measure of self-satisfaction we find ourselves involuntarily searching for new fields of endeavour, whereby we can expand and lead more useful lives.

The task of alleviating human misery and suffering is one to which many have dedicated themselves. However, the world is one whole unit and cannot progress unless all are benefited. Self fulfilment and happiness can never be experienced at the expense of another. Man must hold himself responsible not only for his fellow man, but for all God's creatures. He must recognize that each and every one has his own unique part to play on this space-ship earth.

BEAUTY WITHOUT CRUELTY, a world-wide organization, has been relentlessly campaigning against the exploitation of animals going on in the fields of cosmetics, furs and leather goods. Its aim is to publicise the alternatives which are readily available and which can be safely used without causing needless suffering and torture to the innocent.

With this object in view, BEAUTY WITHOUT CRUELTY, India Branch, is bringing out "Compassionate Friend". This quarterly publication will be circulated to members, B.W.C. Branches and sister organizations both in India and abroad, thereby disseminating information to those interested in this humane activity.

It is our hope that in this land of Ahinsa, the message of "Compassionate Friend" will find a ready response in the hearts of all those who read it.

(This issue has been kindly sponsored by Tata Enterprises)

FROM MY DESK ...

BEAUTY WITHOUT CRUELTY was founded in 1959 by The Rt. Hon. Muriel, Lady Dowding in England. To date, 23 Branches in various countries represent this charitable trust. Our India Branch was started in 1974.

BEAUTY WITHOUT CRUELTY has campaigned against cruelties such as the exploitation of wildlife, whales, seals, civet cats, musk deer, reptiles etc. and gained world-wide recognition. Our Branch has supported international efforts by contacting cosmetic industries in India for compiling a List of Honour which is the second longest list amongst the Branches of B.W.C. We feel that by using these cosmetics and toilet preparations, which are alternatives to cruelly obtained animal products, each one of us has the opportunity to mitigate the present vast-scale exploitation of animals.

Through the pages of this publication, COMPASSIONATE FRIEND, we aim at creating a public awareness about the intense cruelty and exploitation of animals which is being carried out in the commercial line all over the world. We believe that all life is sacred so protection should be given at all times rather than only when the species is becoming endangered.

In our efforts to spread the message of BEAUTY WITHOUT CRUELTY our cause has been further strengthened by the recent introduction of a new chapter on Fundamental Duties which states that it shall be the duty of every citizen of India "To protect and improve the natural environment including forests, lakes, rivers and wildlife and to have compassion for living creatures".

We seek your support to make our publication COMPASSIONATE FRIEND a success.

Diana Ratnagar
Chairman

THE ORIGIN OF 'BEAUTY WITHOUT CRUELTY'

The name BEAUTY WITHOUT CRUELTY was not planned. You probably know that for three years just a small group of about eight of us ran the movement on our own pocket money. We had no desire to form another Society; but after a bit the group felt they wanted to have some kind of name, as they were being called "Lady Dowding's young ladies" — so I agreed to this, and asked them to decide next time we met, what they wanted to be called.

Many of them sent in suggestions, and just as I was leaving for London to visit a number of furriers who also made the simulation (non animal) furs, to try and get their support to put on a big London Fashion Show showing the alternatives to the cruelly obtained animal furs, a letter came with a suggestion from one of the group, and she wrote "I can not think of anything we should call ourselves, but my husband says you are obviously Beauty without Cruelty". At the end of a very weary day I had got one firm to co-operate with us. Most of the others seemed terrified to have anything to do with us, and the owner of the firm said "Now, do I understand this correctly: you want us to put in our simulated fur coats a label to make sure people realise they are not fur, and you want us to help you put on a big fashion show". I said that was correct. Whereupon he said "What are we to put inside the coats? It will take about three weeks to get the labels done".

There are moments in life when your mind goes completely blank, and this was one of them. I could not recall any of the names the rest of the group had suggested, but I did have in my bag this latest suggestion and so, fearing he might change his mind if I hesitated, I immediately said "Beauty Without Cruelty". At the next meeting I turned up with a new simulated fur coat which I got from the furrier, with the label proudly inside — BEAUTY WITHOUT CRUELTY — and this is how we got our name. Perhaps these things are meant ...

Muriel Dowding
Founder and Chairman

The Rt. Hon. Muriel, Lady Dowding
BEAUTY WITHOUT CRUELTY (International)

A SMELLY BUSINESS

Excerpts from an article titled "The Smell of Commercialism"
by Michael Johnson

From ancient times the perfumery industry is steeped in weird practices. The sense of smell influences the emotions and, in this way, perfumes have been, and still are, used as a stimulant in the search for love and affection. Animal ingredients in perfumes such as musk have been a constant feature in the growth and diversification of this market — from the days when perfumes had religious qualities and the powers of healing, to the fantastic growth areas of the consumer oriented society today.

MUSK: is used in the production of perfumes. When incorporated, its qualities are such that the fragrance lingers for a considerable period of time — thus it is termed a fixative. Several species of animals are commercially exploited for this substance, including the Louisiana Musk Rat, Musk Ox from Alaska and Asian Musk Deer. Musk is used by the above animals for territorial purposes and for identification. Transmitted from a pouch located on the ventral face of the genital organ, musk plays an intrinsic role in the everyday life of these wild animals. The most exploited of these is the musk-deer, the male in particular. The deer is a

small hornless ruminant of the Himalayas and regions of South China. The established practice of hunters is to lure the musk deer out of the vegetation then either snare the creature or shoot it. **Alternatives** are readily available. It appears that we commercially exploit these animals more for traditional reasons than for olfactory perfection.

CASTORIUM: again is an odorous mammalian secretion, valued by the perfume industry. Its qualities assist in the blending of perfumes. The Canadian beaver voids a secretion from two pear-shaped glands, this secretion is known as castorium. The odour is not so diffusive as civet or musk, as its use as a marker trail is limited to a small territory. The beaver is trapped and killed for its castorium yield. As with musk, **synthetic substitutes** are readily available.

AMBERGRIS: is a grey waxy substance formed in the intestinal tract of the Sperm Whale. Ambergris is used in many perfumes because of its unusual bouquet. The sperm whale often coughs up this substance, which is then harvested from the sea. Having matured for weeks

or even months in the sea and sunlight, this form of Ambergris is the best quality. However, quantities are such that a more abundant source is required. Therefore sperm whales are hunted and killed for this and other products. Unfortunately, the bulk of the industry's ambergris intake comes from the latter. The slaughtering of the whale is a horrible event, the pain and suffering is extreme and the effect of the explosive harpoon in its body has been likened to a horse dragging a wagon by ropes attached to spears thrust into its body — loss of blood and internal damage bring about a slow death. **Synthetic substitutes** are successfully used by many leading perfumery houses so there appears no excuse for the use of natural ambergris.

CIVET: has for thousands of years been highly valued in the making of perfumes. It is similar to musk in that its odour is strong and its characteristics ideal for a perfume fixative. The majority of civet is obtained from the Ethiopian Civet Cat, although small quantities have been collected from other species found in India, Malaysia, China and parts of Asia. The natural function of this aro-

matic is not clear, since it occurs in both males and females. Civet is secreted in greater quantities when the animal is stimulated to aggression — this factor being monopolized upon by those who harvest the substance. Civet is scraped from a pouch located near the genital organ — this is an extremely disturbing process and the conditions in which they are kept are not conducive to either physical or mental health. The wild creature is imprisoned in too small a cage throughout its productive years for this purpose. **Alternatives** again are readily available, although many perfumery houses maintain that civet is an intrinsic part of their formulae.

Today a wide range of alternatives of non-animal origin which can be used successfully are readily available to perfumery industries all over the world. So, if you care about animals and desire to eradicate unnecessary suffering involved in the cosmetic and perfumery industries, discriminate when buying products. Buy only those which are mentioned in BEAUTY WITHOUT CRUELTY's List of Honour and where possible tell your friends exactly what perfumes can contain.

DO THEY FEEL PAIN?

Snake skins are obtained in one piece by nailing the head to a tree, slitting it right down with a knife then tearing its skin off. In Calcutta snakes are known to remain alive for up to 3 days after this operation.



An ex-student of Biology recently remarked to one of our Committee Members that reptiles like snakes and frogs do not feel pain because they have no nervous system. "So why" she added "is BEAUTY WITHOUT CRUELTY concerned with the skinning of live snakes and frogs?"

As we desired clarification of this important point, we wrote to Professor D. Vaidyanathan — recently retired Professor of Zoology & Head of the Department of Biology from S.I.E.S. College of Arts and Science, Sion, Bombay. The following is Professor Vaidyanathan's reply:—

"All animals including man are placed under two groups namely INVERTEBRATES (meaning animals without backbones) and VERTEBRATES (meaning animals with backbones).

A NERVOUS system is present in all Vertebrates. This system is formed of a CENTRAL nervous system comprising a brain and continued behind as the spinal cord, and a PERIPHERAL nervous system formed of nerves arising from the brain (called the cranial nerves) and from the

spinal cord (called the spinal nerves); the frog has a well developed nervous system the description of which will suffice for many vertebrate like fish, snake, bird or a mammal (quadruped) including man save for proportional differences in the brain, the length of the spinal cord and the number of cranial and spinal nerves.

Functions of the brain in all vertebrates: A part of the brain is the seat of all conscious sensations and actions, memory, intelligence, emotions and the 'will'.

Another part of the brain is concerned with muscular movements including the balancing of the body.

Still another part of the brain controls the body temperature and the sensation of 'pain' which is universally felt by every vertebrate and frogs and snakes are no exceptions."

We are grateful to Professor D. Vaidyanathan for dispelling the misapprehension on this matter.

Pilu Dady
Hon. Secretary

NEWS PICKS

CROCODILE BANK IN TN

Madras, December 3: The first ever crocodile bank in the country will be inaugurated by Mr. P. K. Dave, adviser to the Tamil Nadu Governor, on Sunday at Vadanemeli, about 45 km. from here.

The bank, jointly sponsored by the World Wildlife Fund and the Madras Snake Park, is expected to save the fast diminishing crocodiles, the exotic species from the pre-historic reptile world.

Set up at a cost of Rs. 2 lakhs, the bank, to start with, would have about 150 crocodiles, big and small, Mr. Romulus Whitaker, director of the snake park, told Samachar.

Pleading for adequate grants from the state government, Mr. Whitaker said the West Bengal government had given about Rs. 8 lakhs for preserving the salt-water crocodiles in Sunderbans, and the Orissa government had donated Rs. 2 lakhs for a crocodile sanctuary at Nandan Kanan at Sat Kosi Gorge.

He said if more funds were available, the bank could take up the crocodile egg collection on bigger scale.—Samachar.

DELHI CIVIC PLAN TO EARN ON DEAD DOGS

New Delhi, November 25: Every dog has his price—even a dead dog.

The Delhi municipal corporation is contemplating on a scheme to rid the capital of the menace of stray dogs and earn money in the bargain. It has proposed to set up an electrocution centre which will put to sleep unwanted dogs as well as separate their flesh, skin and bones which, it claims, have a great demand in India as well as in foreign countries.

Col. Kewal Kishan, health officer of the municipal corporation, told Samachar today that the corporation was expected to earn Rs. 25 to Rs. 30 from each dog electrocuted at the centre.

A Rs. 10-lakhs project, equipped with indigenous machine was expected to be set up in north Delhi where the Delhi Development Authority had agreed to sanction a plot of 1000 sq. metres, he said.

Col. Kewal Kishan said the skin and the bones of the destroyed dogs could be utilised for various purposes, including footwear and leather suitcases and in the pharmaceutical industry.

He said the corporation intended to treat other dead animals, such as buffaloes and rats at a later stage and earn money from the sale of their flesh and skin.

The Delhi electrocution centre would be patterned after the one in Madras, and the assistance of the Madras municipal corporation was being sought in this connection, Col. Kishan said.

The Madras corporation was also being requested to loan the services of the experts for a year to train the workers in Delhi, Col. Kishan added.

Meanwhile, the local civic agencies, which have launched a massive campaign to rid the capital of the stray dog menace and the high incidence of rabies, have adopted various new techniques to destroy dogs.

Recently, a survey was conducted which revealed that there were at least 100,000 stray dogs in the capital.

The local agencies have so far destroyed more than 86,000 stray dogs.

The survey said during November, 1975, to March, 1976, more than 3,700 people had been bitten by dogs.—Samachar.