



COMPASSIONATE FRIEND

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BEAUTY WITHOUT CRUELTY

AN INTERNATIONAL EDUCATIONAL CHARITABLE TRUST

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Rabbit

Courtesy : "Animalia"

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EDITORIAL

We lay claim to refinement and culture, which are the ingredients of a civilized society. But it is an irony that a number of people moving about in luxury all around them just sweep off the thought of love and care for the animals as something wasteful. To them the desired end is pertinent; the means used in achieving the end are not relevant. Goods alluring the so-called sophisticated society are worth striving for, because they are a highly prized acquisition. At what cost or sacrifice the tinsel and finery are owned is none of the concern of those bent on leading a life of wanton pleasure. With limited creative and constructive abilities, we are an inveterate disruptor of things including the finest species of birds and animals, and have no compunction in trampling them. This clumsy attitude pathetically underlines the need for a new awakening in life and society.

Scientific experiments and techniques have a useful role to play in improving the quality of flora and fauna, augmenting the wealth of the nation and devising a better standard of life. But are these experiments to be blessed even when they become soulless machines or instruments of torture for all living things except the human beings? Is it ordained that human happiness must be achieved, even if it involves the maiming and mutilating of the innocent creatures in the animal world?

It is common knowledge that experiments are performed in laboratories on the dumb animals to test whether the products to be made available in the market will be harmless to the men and women users. It is not realised what mass scale fear psychosis can do to sensitive animals, while carrying out scientific tests on them. Even a harmless looking lipstick carries with it the slur of writhing pain and in many cases ultimate death of the animals. Hundreds of animals are kept in suffocating cages in the labs to suffer excruciating agonies. It is estimated that each year experimenters use one million animals to test commercial products such as cosmetics, food flavourings, preservatives, a variety of sweeteners and a range of other commodities. And what is the aim? It is just to find out how poisonous or deleterious is the product, meant for human users. In the process, quite a large percentage of test animals die. The worst of it is that before they die, days and even weeks of pain linger on with them. Unfortunately it does not strike us that the products tested on animals are not invariably safe for human use.

S. M. Masani

(This issue is kindly sponsored by Suresh Bros. and Bharat & Co.)

FORM MY DESK . . .

The growth of an organisation depends not only on the wholehearted efforts put in by its Members, but also on funds available with the organisation for promoting its activities. The pace of this development can be accelerated through intensive drive and resourcefulness coupled with the steady financial improvement of the society.

Since the inception of the India Branch of BEAUTY WITHOUT CRUELTY in 1974, we have been financing our activities through membership subscriptions and voluntary donations. Of late we have felt an urgent need to increase our resources in order to expand our activities and thereby further the B. W. C. cause. This idea prompted us to stage a Gujarati Drama, "Lafara Sadan", a production of the Indian National Theatre, on 6th August, 1977, at Poona, and release a souvenir on the occasion. We hope this function will help us to collect funds as well as bring our organisation in the limelight.

These endeavours, however, can prove fruitful only if each one of us actively participates in the fund raising drive. Collecting advertisements for the souvenir and selling tickets will assist us in attaining our desired results. May I most sincerely appeal to each one of you, far and near, to contribute your very best to achieve the maximum results and help make our India Branch a strong and effective force in the international BEAUTY WITHOUT CRUELTY organisation.

Members will be happy to know that we will be receiving a 16 mm. optical sound, 30 minute colour film entitled "What Price Beauty?" from BEAUTY WITHOUT CRUELTY Headquarters. The major part of the film has been shot on location by our International Executive Director, Mr. David M. Whiting who in recent years, has travelled extensively collecting evidence of the suffering and killing of animals. This compelling film leaves little doubt of the price paid for the production of furs and cosmetics, for which alternatives not involving the sacrifice of animals are now available. By screening this film in India, our Branch hopes to reach more people with our message of compassion for all living things.

Diana Ratnagar
Chairman

CONVICTIONS, NOT FADS

Extracts from our Prime Minister, Mr. Morarji Desai's Autobiography

A person with strong convictions is often derided as a faddist. I am conscious that I have acquired, in the eyes of a certain section of people, some kind of notoriety of this kind. That does not disturb me in the least; nor am I concerned here with defending myself.

My purpose in this article is to share with readers some of the views to which I firmly adhere. Whether or not they are won over to my way of thinking is immaterial. I believe, however, that it is necessary to explain the basis of my convictions.

Let me first take up vegetarianism. I am a vegetarian both by birth and by conviction. The tradition of vegetarianism, you will admit, is strong among several communities in this country. I happen to belong to one of them. Add to this the fact that, as I grew up, I bestowed a great deal of thought upon this problem and arrived at the conviction that I should continue to be a vegetarian. This was because I was persuaded that to sustain one's life at the expense of the life of another of God's creatures is not conducive to one's spiritual growth.

The philosophy of ahimsa or non-violence is part of all religious faiths. The Budha and Lord Mahavira preached it in times long past. Gandhiji taught us the same lesson in our own day. Its roots lie in the concept that one should abstain from doing violence to any other living being. If I am entitled to kill a living creature either for my pleasure or for my nourishment, equally would somebody else be justified in killing me for his enjoyment or sustenance.

There is an extreme sect of vegetarians who even refrain from taking milk or milk products for fear of depriving certain living creatures of what is their right. **Some will not use silk or skins either, for the same reason. Such people I would reckon as belonging to a plane higher than mine.**

HOW CRUEL CAN BEAUTY BE ?

by Muriel, The Lady Dowding
Founder Chairman of BEAUTY WITHOUT CRUELTY International

*"Mirror, mirror on the wall,
Who is the fairest of them all?"*

Legends of beauty down the ages whisper beguilingly that romance is immortal and that beauty finds eternal love. But in these realistic times we learn that happiness is elusive as a bubble and old legends are dispersed with darts of truth.

So...what is the truth about the contents of highly advertised bottles and jars of creams and lotions on dressing-tables and the toilet accessories on bathroom shelves? And to pose another question, how cruel can beauty be?

When I founded BEAUTY WITHOUT CRUELTY with the help of a few friends, a campaign was launched against the trapping of wild animals for their fur. Anyone who knows of the torture inflicted on literally millions and millions of creatures each year to supply coats, and also of the mental distress and the psychological disturbances evident in yet millions more annually who are caged for "farmed" furs, surely cannot keep silent. BEAUTY WITHOUT CRUELTY made public protests and recommended that humane alternatives should be encouraged by all possible publicity.

After an initial investigation, which still continues, the campaign soon extended to beauty and toilet preparations. It did not take long to discover that not only are ingredients sometimes revolting but, worse, they are commonly the products of great cruelty-called commercial exploitation. Whale and seal oil are just two examples of this. Insufficient publicity is given to the suffering of whales hit by explosive harpoons; a little more has been given to the clubbing to death of baby seals, and scarcely any to the shooting of adult seals from ships when, unavoidably, some escape to die in prolonged agony.

Another barbaric substance, surprisingly, is musk which is still used in exclusive perfumes. It has the quality of holding, or setting, the fragrance in perfumes and is termed a "fixative". This is a glandular secretion extracted from civet cats, beavers and little wild musk deer. Beavers and deer are killed to obtain this product; civets are captured in Ethiopian forests and kept in primitive captivity and the sex gland scraped every ten days or so. Now the increasing price of these particular animal products is persuading many perfumers to use the exciting synthetic alternatives that are now obtainable instead. Far less happily, the exploitation of animals only begins with the origin of certain ingredients; later, the finished preparation subjects even more creatures to the tortures of testing.

Early in 1974 a British national paper did extensive research on cosmetic testing. The published results of this paper's findings must have shocked millions of readers. The painful details are too distressing to recount here. I will just say that to test beauty products, particularly coloured lipsticks, eye make-up, shampoos, etc., it is reckoned that approximately one million animals are sacrificed annually in the United Kingdom. I use the word "sacrifice" deliberately as those creatures suffer torture and die in agony without the use of anaesthetics.

No one likes exploding myths, especially about pleasing, attractively perfumed beauty and toilet preparations. But truth is needed, not myths, for improvement and advancement and in this case there are now already alternative products which do not require testing for the effects of harmful ingredients, and animal ingredients are being replaced by humane alternatives.

If you have a compassionate heart, a tender conscience, then let truth also console you. There are lovely alternatives to animal exploitation on the market and they are considered by experts to be more beneficial than those containing animal stearates as the refined nut and seed oils preserve the delicacy of the skin, keeping it as fine as a child's, and you see you have your BEAUTY WITHOUT CRUELTY.

You can change happily to these alternatives and yet hear mirrors, reflecting love, whisper down the ears "The kindest is the fairest of them all".

WHITE RABBITS - BLUE EYES

by Diana Loercher

Some experiences tattoo themselves upon the memory. Rabbits with blue eye shadow for example. Three white rabbits all in a row, encased in little boxes that look like reducing machines. Helpless, with their heads sticking out of holes in the top. Around the left eye of each what looks like blue eye shadow.

The scene is the **Revlon** research laboratory in the Bronx, one of the major cosmetics firms that test their products on animals before releasing them to the public.

According to Revlon's research and development Vice-President, Norman Greif, the animal laboratory is a crucial stage of testing operations. Rabbits and guinea pigs are used primarily for skin testing. ("A rabbit's eyes are a good vehicle for examining toxicity.") He explained that all animals were killed and examined for possible effects from cosmetics.

With a current rise in interest in consumer safety, the federal government has encouraged cosmetic firms to make such tests.

All Avon products spokesman stressed the "humane" conditions under which these experiments take place in his lab. If they pass the animal test the cosmetics graduate to human volunteers.

Safety first

The Revlon laboratory, built in 1964, is an impressive edifice with its five floors, 100 chemists, 30 labs, and \$ 2 million worth of equipment. It has three primary functions : safety evaluation, formulation of new products and quality control.

The Food and Drug Administration has recently tried to crack down on the cosmetics industry with a voluntary self-regulation program, which requests that manufacturers register with the F. D. A., file product ingredients, and justify keeping such information confidential. Mr. Greif asserted that Revlon has practised a "26-year-old policy of revealing contents to responsible people" and added that to the best of his knowledge "Revlon has never had a recall for a safety factor of any kind".

No fragrance for the eyes

According to Mr. Greif, one of the most vulnerable areas is the eye, and the most hazardous ingredient for the eyes is fragrance. "We refuse to put any perfumes in our eye products."

In one area of the research lab a technician experiments with lipsticks made from transparent waxes rather than gels, which may dry or stain the skin. Hair spray, nail enamel, powder, perfume, and eye shadow each have their own laboratory where they are nurtured into existence.

Mr. Greif is optimistic about the future of Revlon and the cosmetics industry : "The cosmetic business is getting back to cosmetics. Skin conditioning used to be the important thing. This is really the year for colour and probably next year, too."

Mr. Greif supports the natural/organic craze with reservations. "Natural products are somewhat purer than synthetic," but he advocates a manufactured rather than a natural state. After all, where would the industry be if people started making up their own make-up ?

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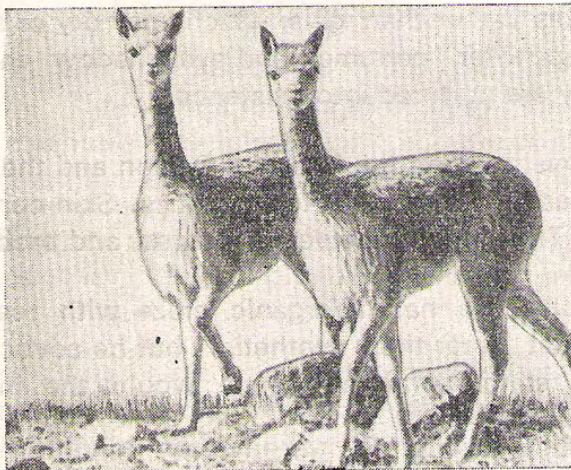
NEWS PICK

Translated from The Bombay Samachar - 28th May 1977

South America's Vicuna saved from becoming extinct

Vicuna live in the Andes mountain range. They are related to the camel and look like Llamas, only they are smaller in size. Vicuna have been saved from extinction and their numbers have multiplied four times in the last seven years. The animals are known to produce the world's most beautiful and expensive wool. According to information available to World Wildlife, there were only 15,000 Vicunas in 1970 (2,000 in Bolivia, 3,000 in Chile and 10,000 in Argentina). Their present number is 60,000. The slaughter of Vicuna began after the Second World War, and within a period of twenty years as many as 400,000 were killed. However due to timely action they were saved from being extinct. In 1965 Peru set up protected areas at Pempa Geleras. America and Britain co-operated by stopping the import of Vicuna wool. World Wildlife Fund provided monetary assistance.

VICUNA



Courtesy Bombay Samachar