

# COMPASSIONATE FRIEND

JOURNAL OF BEAUTY WITHOUT CRUELTY INDIA



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# Beauty Without Cruelty

AN INTERNATIONAL EDUCATIONAL CHARITABLE TRUST

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## Cover

TASSAR SILK MOTH

Photograph : Mr. Mervyn Sequeira

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**COMPASSIONATE FRIEND**

from Beauty Without Cruelty, Printed in India-April-Jun, 1981



## EDITORIAL

In humming cities with overflowing population, the nature lovers are distressed to find that the least regard is given to the flora, fauna and ecology. When the human population expands in all nooks and corners, the land areas used for centuries for protecting the flora and fauna are being converted into human habitation or industrial projects. Forest sanctuaries where wild animals could roam about free from fear are shrinking with the impact of industrialisation, leading to the ruthless exploitation of nature. The human invasion is discernible in the clearing of forest areas and destruction of natural habitats in vast stretches of the land. This spine-chilling tragic drama is enacted whenever the need arises to have more space for the human race.

The question of preservation of the Silent Valley, a unique virgin forest land in Kerala, was supposed to be settled some time ago with the popular demand to leave it unscathed. But it seems that it is still locked in a controversy. Uninhibited materialist pursuits direct that clean environment cannot have a precedence over economic development. It is known that the powerful groups of traders in furs, ivory, pharmaceutical products, etc., who commandeer wildlife resources, pose a danger to the rare flora and fauna by their commercial exploitation.

The region recently declared by the Government as the Silent Valley reserve forest area for protecting the wild life, excluded the area of the proposed Silent Valley hydro-electric project. The latter project would necessarily abridge the existing total area of the valley. At this rate, a portion of the reserved area can again be excised in future in the name of economic growth, with the result that the recurring process of encroachment on the forest area may leave it truncated, mutilated and emaciated. With a drastic incision on the Valley, an incredible number of plants and animal species are likely to be lost at an appalling rate.

With the support of their Government, the masses in advanced countries take a lively interest in the need for conservation. But in backward countries, where the people are struggling to make both ends meet, they are not influenced to have an aptitude to afford protection to wildlife and to appreciate its beauty. In our country, mounting industrialisation and a wholesome environment make uneasy bedfellows. This significance is not lost on the environmentalists, who are keen to retain the values of nature's beauty. They have thought of the adverse consequences of ecological imbalance and the need to rehabilitate what is left of our wildlife.

**S. M. Masani**

(This issue has been kindly sponsored by IDEAL JAWA (INDIA) PVT. LTD.)



## FROM MY DESK...

We are proud to inform readers that Frank Simoes Advertising Pvt. Ltd. and B.W.C. (India Branch) received The Reader's Digest Pegasus Award for excellence in advertising for our advertisement entitled "Pretty, isn't it?". A picture of the Trophy received is printed alongside.



At a function organised on 25th March, 1981 in Bombay, the first issue of our Gujarati magazine "Satvanukampa" was released by our Member, Mr. Chimanlal C. Shah. Our Life Member, Mr. Jayantilal R. Shah was our Chief Guest. We were greatly pleased to see so many Members and their friends present. The programme ended with the screening of "What Price Beauty?"

BEAUTY WITHOUT CRUELTY has been looking for an office in a centrally situated area of Bombay. It will be appreciated if any Member, aware of a suitable place would kindly let us know. It will enable us to carry out our work more efficiently and also sell Ahinsa Products on an increased scale.

Our activities are spreading.... Our Vice President, Ms Nalini Z. Mehta visited Surat in order to give a lecture cum film show which turned out to be very successful. Mr. Suneel Dabholkar, Committee Member and Asst. Editor of "Compassionate Friend" represented B.W.C. at the C.I.T.E.S. Conference held in New Delhi. Another Executive Committee Member, Mr. Surendra T. Shah, has recently been to Karnal in order to persuade the National Dairy Research Institute to carry out tests in cheese-making using microbial rennet. B.W.C. functions have also been held in Bangalore, Ahmedabad, Bombay and Jaipur.

The 2nd Tamilnadu Ahimsa Conference organised by the Bhagwan Mahaveer Ahimsa Prachar Sangh was held in Madras on 17th April, 1981. I had the opportunity of representing B.W.C. (India Branch) at this Conference. A Memorandum given to the Union Minister of State for Agriculture on the occasion, covered amongst other topics the aims of our movement and requested the Government to take action in banning the exploitation of animals for the luxury trades. The Governor, Chief Minister and several other State officials attended the Conference which received a good coverage in the newspapers. Our films "What Price Beauty?" and "Ivory Poachers", screened on the occasion, helped arouse public consciousness and the use of humane alternatives of non-animal origin were advocated.

In view of our having obtained more than expected evidence on animal exploitation for our B.W.C. film under making, we have decided to make two short documentaries instead of one long film. The first of these will be ready for release in a couple of months' time.

We start the new financial year with the hope that BEAUTY WITHOUT CRUELTY will spread its message of 'ahinsa' to many more persons all over the country. We look forward to the continued support and help of our members and well wishers in working harmoniously towards our goal of helping animals.

**Diana Ratnagar**  
*Chairperson*



# REVLON PRESS RELEASE

*By Vivienne Tomei, Public Relations Officer, London*

**Revlon, Inc. and the Rockefeller University announce major research project  
New York, December 23, 1980**

Revlon, Inc. and Rockefeller University today announced the establishment of a research effort aimed initially at finding an alternative to the Draize, an animal irritancy test which helps determine the safety of consumer products.

Under the terms of the grant, Revlon will provide up to in excess of Dollars 750,000 over three years, one of the largest grants of its kind ever made by a cosmetics company. The money will fund an exploratory investigation by the Rockefeller University to determine the feasibility of developing a non-animal test alternative to the current scientific procedure.

The announcement was made jointly in New York today by M. C. Bergerac, Chairman and Chief Executive of Revlon, and Rodney W. Nichols, Executive Vice President of the Rockefeller University.

At the same time, Revlon called on other leading personal care products companies, including Avon, Bristol-Myers, Elizabeth Arden, Gillette, Johnson & Johnson, Estee Lauder, L'Oreal, Max Factor, Maybelline, Noxell and Procter & Gamble to join Revlon as full partners in supporting this research. "I know that Chief Executive Officers of these companies share our concern for consumer safety," a Revlon spokesman said "and we trust they will participate with us".

Revlon commented that "consumer protection was, and is, and it will always be the secret ingredient in every Revlon product. For us there is only one standard and that is the best, consumers recognize just how true those words are and the belief and trust they give us has made us a leader", the company continued.

Revlon continued, "we are fortunate that such an outstanding institution as the Rockefeller University with its internationally-renowned accomplishments will be our partner".

The University, founded in 1901 as the Rockefeller Institute for Medical Research is one of the few institutions in the world devoted exclusively to research and graduate education in the biomedical and related sciences. Its scientists have been awarded 16 Nobel prizes.

Mr. Nichols, in accepting the grant, said, "this extraordinary corporate decision is significant for both the University and the scientific community generally because it shows the increasing willingness of industry to participate with academic institutions in studies related to major national health goals".

The Draize test has long been recognised by the Federal Food and Drug Administration as the only acceptable test available for investigators to explore how to protect the consumer in the event of inadvertent contact of cosmetics with the eye.



Dr. Dennis Stark, Associate Professor and Director of the Laboratory Animal Research Center at Rockefeller University will be the principal investigator for the Revlon supported programme. He noted that he was especially pleased to be involved in this research, which he described as "an important effort to evaluate the biomedical implications of more sophisticated consumer product testing techniques".

#### **Comments from The American Fund for Alternatives to Animal Research**

We have been asked what A. F. A. A. R. will do with our plans to support a Draize replacement. Without denigrating the farsightedness of Revlon's directors or the efforts of animal welfarists to persuade Revlon, A. F. A. A. R. still intends to support development of a Draize replacement. These are the reasons:

The scientists we have consulted, including our own scientific adviser, consider that more than one test will probably be necessary to replace the Draize eye test; and for each of these tests, a series of projects may be necessary. To avoid duplication, we will be in touch with the Rockefeller University scientists, and with any other scientist working on this, including one now working at Tokyo University.

If the cosmetic industry had been interested in developing a Draize replacement, this would have been started over ten years ago. It is possible, though we hope not, that at the end of three years the Rockefeller investigators will find no substitute for animals or only an adjunct to animal tests. They do not appear to be very interested in doing without animals.

But A.F.A.A.R. is in touch with well placed scientists who have been interested in this replacement for some time; but so far they have found no support for this particular work. The largest of their budgets amounts to less than one third of the Revlon budget, but we think that they have a better chance of success. Each has an idea, and each shares our aim. Money alone is not enough.

Of course, government and industry should finance animal replacement. We support the efforts of everyone who tries to obtain this. The oil industry too, should finance rescue of birds covered by oil spills; but until they do, rescue teams are doing this. It takes a long time to prod government and industry to become interested. We are interested now. If animal defenders want replacements (which we do), let us get together and fund replacements ourselves. It is not necessary to accomplish things only from the top down; one can also work, as we do, from the grass roots up.

**Comments from Animal Aid (U.K.) who have been responsible for "Remember the Revlon Rabbits' Day" when demonstrations were staged outside shops selling Revlon cosmetics.**

A phone call confirmed rumours that Revlon were planning to fund the above research project. However we were disappointed to learn that the sum announced was less than half of the 1979 salary for the President of the company who was paid U.S. Dollars 1,706,964. We are awaiting a reply to our letter requesting that the company should now release the animals presently held in their laboratories, and if it is negative the campaign against this company will continue. We shall not let up until the last animal is released.



# LIFE CYCLE OF SILK MOTH

By Prof. D. Vaidyanathan

In the life cycle of a Silk Moth, there are four stages: egg, larva (caterpillar), cocoon (containing the pupa) and adult.

The female lays about 300-400 eggs at a time on the leaves of mulberry trees.

These eggs hatch in ten days into larvae. They feed on the leaves of the mulberry tree and when fully grown, they develop into pupae, that is, in the process, the larvae stop feeding and start producing fine, soft silk thread to a length of 1,000 feet and this is spun round the body.

When the production of silk thread is complete, each larva turns into what is known as a pupa. The outer case is called the cocoon which is formed of silk thread, inside which lies the pupa in a dormant

state of inactivity but awaiting development to activity again.

The silk of commerce is obtained from these cocoons by dropping them in boiling water or by passing steam over them or by the application of dry heat or by fumigation. By any of these methods, the contained pupae are killed and the threads of cocoons are wound round a large wheel from which they are transferred to spools. This is known as "raw silk" after it has been spun and woven into fabric which we use proudly!

To obtain one pound of silk 250,000 cocoons are required, which means killing an equal number of pupae in the process - an example of mass massacre or cruel killing of a large number of defenceless pupae.

## "MATKA" THE SO-CALLED "AHINSAK" SILK

By Nischit

BEAUTY WITHOUT CRUELTY (India Branch) has made thorough investigations into the production of "Matka" the so-called "Ahinsak" silk available in certain stores.

In order to continue the production of eggs, certain pupae are allowed to hatch. The silk moth emerges from the cocoon after having cut through the silk thread - that is how the word "Matka" is evolved meaning "*muh kata*" or cut by the mouth. However, having been bred in captivity over a period of many years these moths lose their natural instinct to fly.

After mating, the female moth lays eggs. In order to ascertain that the eggs are free of disease, the female moth is crushed and checked under a microscope. If any disease is detected, the eggs laid by that particular moth are immediately destroyed.

The male moths are thrown out of the factory at a particular time each day. Birds of prey, mostly crows, wait to eat them bit by bit - an agonizing death. There is no escape since the moths cannot fly and the few that might be able to fly would not be capable of flying fast enough or covering long distances.

In view of the above, can the silk spun from the cocoons of moths which have emerged be justifiably called "ahinsak" silk, also referred to as "matka" silk? What difference does it make if life is destroyed in the pupae stage or at this moth stage?

*Silky materials produced from man-made fibre is the only humane alternative.*

Simulated organza with "jari" (brocade)

has been successfully woven into sarees by Banarasi weavers. Different textures with "jari" can also be woven provided the demand is substantial and the weavers give their co-operation. BEAUTY WITHOUT CRUELTY is still faced with the problem: due to insufficient demand, the weavers are not interested in a new material, and the customer, due to insufficient choice, hesitates to buy. Will you help break this vicious circle by creating a demand?

Statement about ownership and other particulars about the newspaper entitled COMPASSIONATE FRIEND as required to be published in the first issue every year after the last day of February.

FORM IV

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I, Diana Ratnagar, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Dated 31st March, 1981

Sd./- Diana Ratnagar  
Signature of Publisher



# THE MAGIC THAT IS THE BUTTERFLY

By Pilu Dady

*"The beauty of a butterfly's wing  
is not a slave to purpose,  
It is random ebullience to be enjoyed  
in its own high right."*

- Donald C. Peattie

Those who have had the privilege of observing these gorgeous fragile creatures flitting gracefully in their garden, will agree with these lines. But how are we enjoying their beauty? How are we showing our appreciation of the magic that is the butterfly? - By trapping, piercing, and killing it! Dipping it in soft lacquer while it is still alive!

The sheer loveliness of the butterfly would seem to be its undoing. People find them so attractive, they want to acquire them - display them in their homes, either in museum type cases, or flattened and embedded in objects such as ash trays, coasters, paperweights, also as wall montages and butterfly tables. These articles may have aesthetic value, but the freedom and grace which the butterfly symbolises, cannot be captured in these macabre settings, and thoughtful people turn away from them in utter disgust.

However, so long as there is a demand for such goods, the butterfly will be

sacrificed. And there is an increasing demand for butterfly items in America, Japan and Europe. The more flamboyant the colouring and larger the size, the higher the price paid - not only by collectors, but by those engaged in the butterfly trade. And as the more exotic species are found in the tropics rather than in the temperate zones, these regions are being denuded of them. Statistics are difficult to obtain, but entomologists visiting the Far East and South East Asia have noticed the decline in the butterfly population. An idea of the scale of operations can be determined from the fact that in 1969 the industriousness of the Taiwanese was praised by their Government for having earned 30 million dollars a year from the sale of butterflies.... What price beauty! What price life!

There is a glimmer of hope... Butterfly conservation is gaining support throughout the world, and butterfly reserves have been formed in America, England and on the Continent. But this is not enough. In their natural habitat some species are already extinct. And with virtually no effective protective laws, the butterflies continue to be trapped and exported.

BEAUTY WITHOUT CRUELTY is against the frivolous craze for butterfly ornaments. Only as it is realised that beauty is a thing of life and that nature's splendour cannot be mummified, will the butterfly be free to live out its brief life-span undisturbed.



## NEWSPICKS

*The Daily, March 25, 1981*

### Gourmet's Grub

In Japan, the pupae of the silk worms are fried and eaten. Workers, at the silk factory, are permitted to do so as part of their 'perks'; much in the same way that workers in a Scottish distillery are allowed a dram of whisky when they knock off work.

In Australia, the Aborigines consider a particular species of the ant a delicacy. These ants store sugary nectar in their abdomens until they swell up into bloated balls. They are then held firmly by the front, their abdomens bitten off and then swallowed. All the while they are alive and kicking.

The Dog Rib Indians of the Canadian province of Alberta consider the maggots of the Warble flies to be a delicacy. Children pull them out of the Caribou's skin and eat them raw. According to them it tastes like goose berries.

The globe fish, when in danger, takes in a vast quantity of water and swells itself up. The inflated fish is as palatable as a pincushion.

*Maharashtra Herald, March 21, 1981*

### Poachers suspected - Many animals in Kaziranga dead

A large number of animals of the famous Kaziranga national park in Assam were found dead inside the park recently, according to reports. Among the dead animals were about fifty buffaloes, two rhinos and an elephant.

The cause of the deaths was not known. It is however suspected that an epidemic might have broken out in the national park. Experts in animal diseases are visiting the park to ascertain the cause of the deaths.

An informed source, however, said he suspects that the rhinos and the elephant were killed by poachers. It is learnt that the

horn of one rhino killed recently was found missing. Several pits dug by poachers to kill rhinos were also discovered inside the park. Activities of poachers had lately been on the increase, the source said.

*The Times of India, February 28, 1981*

### Much yen for tiger-skins

A full-length Indian tiger-skin ladies coat in a Tokyo department store sells at Rs. 7.58 lakhs, and a leopard-skin coat at Rs. 10 lakhs.

Though both the tiger and leopard face extinction in India, their skins were flaunted in the most brazen manner in show windows of a department store says a spokesman of the 'Friends of Earth', Tokyo, who did a survey of wildlife products in Japanese department stores in collaboration with the World Wildlife Panda Club and Kirake Gomama a Japanese organisation interested in conservation.

In Japan, the fur industry has mushroomed into a multi-million dollar business. Even a middle-class Japanese housewife has two furs. If a man can own a Toyota the woman feels she must own at least one fur.

*The Times of India, October 27, 1980*

### A Hundred Years Ago

A strange scene occurred the other day at Sierck on the Moselle. Herr Schmidt had a dog which he wished to get rid of. Rowing out into the middle of the river, he fastened a stone round the dog's head and threw him into the water. The animal sank once, but during his struggles the rope slipped off the stone, and he again rose to the surface and tried to get back into the boat. His master, however, continued to push him back, but as the dog persevered, he lost his patience and striking at him with his oar, lost his footing and fell into the water himself. He was unable to swim, but the dog, seizing him by his coat, succeeded in bringing him to land, after having been repeatedly washed away by the current. The dog's life was spared we are happy to say.



## "MY LADY FAIR"

By Jackson

It was going to be a wonderful party.

Wendy gazed at her reflection in the mirror - not bad - not bad, at all. Lipstick a bit smudged but soon put that right.

Mike would be there. Dick and Marion. The same old crowd. Good music - good wine - good company. What more could you ask?

Damn this lipstick. She reached for a tissue. What time was it? Wow! nearly six. Mike would be here in no time. The light caught the glow in her hair. Everything just right.

This new lipstick was really something. She had read somewhere how they experimented time after time till they got it just right. What wonderful dedicated people.

What a rich natural colour, red - deep red - yes, that was it, red like blood.

She smiled.

She didn't hear the screaming.

How could she?

It was a thousand miles away where the civet cat had died.

God! she'd fought for her life.

It was on the third day that she'd almost bitten through her leg. Then the poacher came with his club.

Her eyes blazed with hatred.

Slowly he circled. She sprang but merciless wire threw her to the ground. Swiftly he struck, the blow glanced off her skull - the blood trickled from her chin.

The colour of lipstick.

It took four blows to finish her off.

Wendy laid the tissue down. Yes, this new lipstick was really good.

What were those stories you heard about cosmetic houses using the glands of civet cats to blend the ingredients?

Absolute rubbish, as if people would do such things.

She smiled in the mirror. Her teeth looked good. Whiter than white.

A car backfired. Like the crack of a rifle.

The hunter paused.

He had seen her drop, be careful though. Might have just wounded her.

Slowly - cautiously, he moved though the under-growth.

Then he saw her - yes - yes - he'd got her. She was dragging herself along the ground.

He raised his rifle.

No - no point in wasting a bullet - besides, mustn't spoil the pelt.

What a magnificent creature she was - she gazed back at him with hate filled eyes.

Yes - oh yes - get her back to the chemists as quickly as possible, alive if he could.

Slowly she made her way over the rough undergrowth. He followed closely behind. Her sides were heaving, he saw the films of blood on her lips like lipstick, wasn't it?

At last she paused and sank to the ground.



He saw four bundles of fur come from under the hedge, mewing and scrambling over her.

Hell! Just too bad. So she had kittens.

Fascinated he saw her lick them one by one, then carefully and gently she nipped them behind the neck and laid the lifeless bodies on one side, then slowly - wearily, she gazed full at the hunter, spat at him - the blood frothed at her mouth and nostrils - then she stiffened out and died.

It was just like lipstick on her mouth.

What should she wear?

Her seal coat? - Yes, that was it. Wasn't it beautiful? Warm and cuddly.

It had taken Mike months of scrimping and saving and then - that glorious day - her birthday - she had pretended to forget and then - oh!

She had flung herself in his arms. It had cost a fortune but worth it - every penny of it.

Her eyes sparkled.

Hans dropped his hands to his sides.

God, he was tired. The club seemed to weigh a ton.

It was alright first thing in the morning when you were fresh and the sun was glinting off the snow.

Why! - on good days he had clubbed 150 whitecoats, as the baby seals were called - before lunch.

It could have been more but it was remarkable how the instinct to live showed up even in the baby pups. They would move their heads just as you struck. Whereas, if they only held their heads still it would be over so much quicker.

The seal pup in front of him, for instance, as he struck it had moved its head and in consequence, he had clubbed the side of its head. One eye had disappeared in a bloody mess.

Ah well! A man had to make a living somehow. A wife to look after and little Hans - now there was a boy, soft deep brown eyes, a bit like this seal pup, in a way.

Not much of a job this but the pay was good. What was the quota this year? Fifty thousand? Well - that would take a few weeks.

He struck again.

Damn - keep your head still.

What jewellery?

Ah! That was a point. Mustn't be too dressy. Wendy looked in her jewel box.

Just one ring. Yes, that was it, the citrine, it would go well with her sealskin coat. What else? - Her ivory bangle and a beautifully carved ivory necklace.

Yes - ah yes! Just right. Eddie had bought them for her. What a character he was, always good for a laugh.

Gosh, just imagine, that was almost two years ago.

She held the bangle up to the light. What exquisite carving. She slipped it on her wrist. Whoever carved it must have wonderful skill and patience.

Good Lord above! Look at the time. Mike would be here anytime now. Hooting and calling. No patience at all.

At the first rifle shot the elephant had stumbled to its knees and then the poachers were on it.

The calf stood in the shade of the Baobab trees, rocking itself from one soft



pad to the other. What were they doing to his mother? That man had thrust a spear into her.

He swung his trunk from side to side in an agony of despair. He saw his mother struggle to her knees - she was bellowing with pain.

Her anguished eyes were turned towards him. He took a step forward but those men frightened him. There were so many of them.

Why, oh why didn't they go away.

He and his mother could then join the herd and they could go in the forest where it was so peaceful. Soon his mother would chase them and then they would go away together.

She had now struggled to her feet and those terrible men were thrusting their spears into her side, time and time again.

She was roaring all the time now.

With a supreme effort she thrust the poachers away. She took a faltering step towards the calf - and then - the rifle cracked again.

Slowly - slowly she sank to her knees - side heaving.

Oh! It was dreadful. They were hacking at her beautiful tusks. The side of her face was blood red.

The calf moaned.

His mother raised her head. For the last time she turned her blood red face towards him.

And now - he trembled - they were walking towards him.

Ah! At last.

Mike hooting.

Well, she was ready. A quick glance in the mirror. Yes - oh yes - a vision of delight.

What a glorious night it would be.

Everything just right.

Should we tell her?

What - and spoil her evening!

No - no, a thousand times no. After all, what could she do about it? Nothing? Well ... maybe not. For, after all - she has an excuse - she doesn't know.

But you - my friend, you have no excuse, for you do know.

Can you stop the senseless slaughter?

Maybe not but you can do something about the dreadful cruelty.

How?

Join 'Beauty Without Cruelty' which will advise you which cosmetics are free of animal ingredients and have been produced without inhuman experimentation.

Did you know that many of the world famous cosmetic houses are constantly carrying out barbaric experiments on helpless animals?

You know you owe it to your own pets. After all, they are not immune - you would be amazed how many of them end their days on the laboratory slab.

Dreadful isn't it?