



NATIONAL ANTI-VIVISECTION SOCIETY
53 W. JACKSON BLVD. SUITE 1552
CHICAGO, IL 60604

PHONE (312) 427-6065
FAX (312) 427-6524
EMAIL NAVS@NAVS.ORG
WEB WWW.NAVS.ORG

April 22, 2021

ATTN: In support of LD 1551 to end the sale of cosmetics that have been tested on animals.

Dear Senator Curry, Representative Roberts and members of the IDEA Committee,

On behalf of the supporters of the National Anti-Vivisection Society (NAVS), I am writing to ask for your support for **LD 1551**. This important piece of legislation will end the sale of cosmetics in Maine if the cosmetic was developed or manufactured using cosmetic animal testing that was conducted on or after November 1, 2021, with exceptions.

NAVS is a non-profit charitable organization founded in 1929 to work towards ending the suffering of animals in research, testing, and education. The field of cosmetics testing is one area where our humane science message is met with support from a plethora of groups, including consumer advocates, corporate interests, animal advocates and pro-science advocates. This legislation finds support across party lines and among Americans of all ages. Below are a few of the reason's humane cosmetics legislation, such as **LD 1551**, makes sense from all perspectives.

Cosmetic testing on animals is cruel and unreliable.

During traditional cosmetics testing, animals such as rabbits, guinea pigs, mice and rats routinely have irritating, painful chemicals forced down their throat, dripped in their eyes, and smeared on their skin for the sake of "safety testing." While objectively cruel, these test methods have also proven to be unreliable. Different species respond in vastly different ways when exposed to the same chemicals, resulting in animal tests that often misjudge the hazards to people. In addition, the results of animal tests can be quite variable and difficult to interpret and translate to human health. At the end of the day, animal test subjects are not miniature humans, which is why toxicologists have developed better test methods using human cell-based technology.

Non-animal alternatives serve as better safety predictors for humans.

NAVS supports and invests in the development, validation, and implementation of alternative testing methods through our funding of the International Foundation for Ethical Research (IFER). These alternatives can combine human cell-based tests with sophisticated computer models to develop human-relevant results. These methods are often less costly than animal-based methods and provide more accurate safety information in less time than traditional animal tests. The benefits of non-animal alternatives have been known to cosmetics manufacturers for years, which is why more than 1,000 cosmetics brands in North America have committed to using no new animal testing for either their products or their ingredients.

Animal testing is not necessary to sell cosmetics.

Due to a growing understanding of what animals go through for cosmetics testing, consumers and companies alike are taking conscious steps away from cosmetics tested on animals. Companies that have made this commitment to no more animal testing include powerhouses such as Aveda, LUSH, Bath



NATIONAL ANTI-VIVISECTION SOCIETY
53 W. JACKSON BLVD. SUITE 1552
CHICAGO, IL 60604

PHONE (312) 427-6065
FAX (312) 427-6524
EMAIL NAVS@NAVS.ORG
WEB WWW.NAVS.ORG

& Body Works, Toms of Maine, Alba Botanica, The Body Shop and small mom-and-pop companies that have found success without testing their products or ingredients on animals.

It is also important to note that there is no federal mandate requiring the use of animal tests for cosmetics. Companies can create great, safe products using thousands of ingredients that have a history of safe use and require no new testing at all, on animals or otherwise. If there is interest in new ingredients for products there are many non-animal alternative test methods that have been approved for use and more are being developed all the time.

Cruelty-free cosmetics are the way of the future.

In 2013 the European Union finalized a ban on the sale of cosmetics tested on an animals, effectively creating the largest cruelty-free cosmetics marketplace. This ban compelled cosmetics companies around the globe to end animal testing entirely and instead invest in the development of non-animal alternatives. In all, more than 40 countries around the globe have passed laws to end or limit the use of animal testing in cosmetics development.

In 2018 California became the first state in the United States to ban the sale of cosmetics that have been newly tested on animals. In 2019 Nevada and Illinois followed. This year Virginia has already passed similar legislation and Hawaii, Maryland, New Jersey, New York, Oregon and Rhode Island have introduced legislation targeting the sale and/or the manufacture of cosmetics that rely on animal testing. Maryland's legislation is awaiting the Governors signature, and Hawaii is poised to pass as well.

The success of cruelty-free cosmetics legislation at the state level also provided support for the federal government to take up the Humane Cosmetics Act in 2020. The Act was endorsed by numerous animal welfare organizations as well as the Personal Care Products Council, the leading national trade association representing approximately 600 personal care product companies, and 325 individual companies. With continued interest in this type of legislation at the state level we hope the Federal Humane Cosmetics Act will be reintroduced this year and become law.

On behalf of the millions of caring consumers in this country, the visionary scientists who have labored to develop innovative testing methods, and the millions of animals who will be spared needless suffering for vanity's sake, we respectfully ask for your support of **LD 1551**.

Thank you for all you do to advance greater protection for animals through the legislative process. Please reach out if you have any questions regarding this legislation or would like more information regarding non-animal testing methods and the work we do at NAVS.

Sincerely,

Kenneth Kandaras
Executive Director
kkandaras@navs.org
312-427-6083

Meredith Blanchard
Senior Manager of Advocacy and Policy
mblanchard@navs.org
720-280-2861