



**HUMANE SOCIETY
VETERINARY MEDICAL
ASSOCIATION.**

April 26, 2021

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Joint Committee on Innovation, Development, Economic Advancement and Business

c/o Legislative Information Office
100 State House Station
Augusta, ME 04333

Re: **VETERINARY TESTIMONY in SUPPORT of LD 1551: ME Humane Cosmetics Act**

Dear Chair Curry, Chair Roberts, and members of the Joint Committee on Innovation, Development, Economic Advancement and Business,

I am writing on behalf of the Humane Society Veterinary Medical Association (HSVMA) to convey our strong organizational support for LD 1551, the Maine Humane Cosmetics Act. The bill would ban the production and sale of animal-tested cosmetic products in the state.

HSVMA represents over 9,000 veterinary professionals nationwide, with a focus on the health and welfare of all animals, including those used in laboratory research, such as the rabbits, mice, rats, and guinea pigs subjected to traditional animal testing.

Many consumers want to know that their personal care products are cruelty-free. One thousand brands in North America have already committed *not* to test their products using animals, and the leading national cosmetics trade association, the Personal Care Products Council, representing more than 600 companies and 90 percent of the U.S. beauty industry, has endorsed similar federal legislation.

Nearly 40 countries—including Australia, New Zealand, Norway, Switzerland, Israel, India, and every European Union country—have already banned the inhumane practice of animal-based cosmetic testing. The states of Illinois, Nevada, California, Virginia, and Maryland have passed similar laws. There are already thousands of safe, humane existing ingredients that can be used in cosmetic formulations. Cosmetics testing is painful and inhumane for the animals, and it is becoming increasingly obsolete.

Scientific advancements have led to viable alternatives to cruel testing protocols, such as the use of human cell-based cultures and advanced computer modeling. These advanced alternative technologies are often cheaper, faster to yield results and more reliably predictive of product safety



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than archaic animal tests, and they allow companies to continue to produce new and innovative products without harming animals.

Passage of the Maine Humane Cosmetics Act would demonstrate humane leadership without detriment to American businesses. It would also satisfy consumers and significantly reduce unnecessary harm to animals. For these reasons, HSVMA strongly supports LD 1551.

Please contact me if you have any questions about our position and thank you for your consideration of this important animal welfare legislation.

Sincerely,

A handwritten signature in black ink that reads 'Barbara Hodges'.

Barbara Hodges, DVM, MBA
HSVMA Director, Advocacy and Outreach