



Joint Committee on Innovation, Development, Economic Advancement and Business
c/o Legislative Information Office
100 State House Station
Augusta, ME 04333

April 29, 2021

RE: Support LD 1551

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

I am writing to express support for LD 1551, legislation that will prohibit the sale of cosmetic products that have been tested on animals.

My name is Heather Lux and I am the Founder of True North Beauty in Milo, Maine. True North Beauty creates natural, luxurious skincare products that are not tested on animals. Our company is able to create high-quality products using thousands of ingredients that have already been proven to be safe without the need for animal testing. For new ingredients, there are many non-animal test methods available that can be used for safety evaluations. These alternatives provide data that is more relevant to humans and offer savings in time and cost from traditional animal tests.

Now is the time for Maine to lead the way a cruelty-free cosmetics market in the United States. Please support LD 1551.

Thank you.

Sincerely,

Heather Lux
Founder, True North Beauty