

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

Re: Please support LD 1551

April 26, 2021

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

On behalf of Lush Cosmetics LLC, I am writing to you to express our support of HB 611, legislation that will prohibit the sale of cosmetic products that have been tested on animals. As a North American business with over 270 shops and one based in Maine, Lush has been manufacturing and selling cruelty free cosmetics with transparency into our supply chain for over 20 years. Cruelty-free has been a core-value of our business since our inception and these values have allowed us to grow our business exponentially over the last two decades. We strongly believe that creating cruelty-free products has contributed greatly to our growth and will continue to do so into the future and we are sure this is also true for more than 1,500 North American cosmetic brands who are certified as “cruelty-free”.

We have always believed that animal testing for cosmetics is a crude model that is not fit for modern times. Sections of the cosmetics industry, and the scientists that service them, are wedded to this outdated practice despite overwhelming public opinion and consumer desire for cruelty-free products. The only way to change this business-as-usual section of our industry is for forward looking governments to legislate and thereby create the incentive to switch to modern non-animal alternatives. The public can apply pressure, but it is government that provide the pace.

An insistence on relying on old animal testing models and a misunderstanding that the consumer is only attracted by the scientific claims of newly developed chemicals is holding back not just the progress of the new science of non-animal test methods but is also not meeting the public’s desire for cruelty free products nor meeting the future environmental needs of our planet.

Lush strongly supports Maine’s LD 1551, and highly commend you for your leadership on this issue as you contemplate ratification.

Regards,

Tricia Stevens

Tricia Stevens
Charitable Giving Manager