

Mr Esra Erkal-Paler
Director of Corporate Communications
L'Oreal (U.K.) Ltd
255 Hammersmith Road
London
W6 8AZ

Date:

Dear Mr. Erkal-Paler

As a supporter of Naturewatch, I am very concerned about L'Oreal's animal testing policy.

In your promotional material you point out the importance of making innovative products. I understand from your promotional material that L'Oréal is *"the world leader among companies applying for patents in the cosmetics field, filing a patent application just about every day"*. However you make no mention of the testing which is necessary before a newly developed ingredient can be included in a product.

EU legislation demands that all newly developed cosmetic ingredients have to be tested on animals. Therefore by including newly developed ingredients in products, L'Oreal is supporting animal testing of cosmetics.

In terms of alternatives to animal testing, presently alternatives only exist for three out of nine cosmetic tests on animals. Hence it follows that newly developed cosmetic ingredients will still undergo, skin and eye irritation tests, sensitisation tests, and toxicity tests on animals.

Though I appreciate that L'Oreal have invested time and effort in the search for alternatives, I feel the issue of animal testing of cosmetics could be resolved today, if only tried and tested ingredients were used. Companies committing to a fixed cut off date policy, will not use ingredients in their products which have been tested on animals after this specific date.

It is widely recognised that the fixed cut off date policy is the most effective way of discouraging animal testing. Hence until such time as L'Oreal adopt a fixed cut off date, I intend to boycott L'Oreal products.

Yours sincerely

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Naturewatch Supporter

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