

Avon Direct  
Freepost  
Avon Cosmetics Ltd  
Earlstrees Road  
Corby  
NN17 4AZ

Date:

Dear Sir / Madam

I am a Naturewatch supporter and I write to you concerning the information you provide to consumers and Avon agents regarding your animal testing policy.

Your leaflet "*Avon's approach to product safety testing*" makes no mention of the testing which is necessary before a newly developed ingredient can be included in a product.

In this leaflet your assert:

*"In 1989, Avon Products, Inc. became the first major cosmetics company to end all animal testing for its products and ingredients, worldwide. Avon does not test ingredients on animals nor do we ask others to test on our behalf"*

Though Avon might not itself test an ingredient, nor ask for the ingredients they use to be tested, EU legislation requires that all newly developed cosmetic ingredients have to be tested on animals. Therefore by including newly developed ingredients in products, Avon is in effect supporting animal testing of cosmetics.

Furthermore, though you stress that you don't test on animals, I cannot find any mention of a Fixed Cut Off Date, which is the key indicator when assessing whether a company is committed to non-animal testing.

Companies who commit to a fixed cut off date policy will not use ingredients in their products which have been tested on animals after that specific date.

As a consequence of the above, I intend to boycott all Avon products, until a genuine fixed cut off date is established, and a clearer policy statement is issued.

Yours sincerely

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Naturewatch Supporter

Address:

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