

All you need to do is copy and paste the text below into an email or letter and top and tail it.

If sending an email - don't forget to include your address, as well as your name, in case they wish to post a reply to you.

If posting a letter - don't forget to include:

- the date;
- the name, company and address of the person you are sending it to;
- your name and address;
- your signature.

As a shopper committed to only buying products covered by a strict animal testing policy, I'm very disappointed to find that your products aren't endorsed as cruelty free in the Naturewatch Compassionate Shopping Guide.

As a company which says it doesn't use animal testing or support testing on animals, I expected that you would have a policy in place to ensure that you neither buy into ingredients that necessitate further animal testing, nor just pay lip service to the notion of being cruelty free.

I hope that you will be able to follow the example set by other companies in the retail sector and implement a genuinely cruelty free policy. If the Co-op, Marks and Spencer and Neal's Yard Remedies can put this policy in place, then surely you should also be able to adopt a genuinely cruelty free policy!

Companies committed to ensuring their products are up to the mark when it comes to being cruelty free, put in place a Fixed Cut-Off Date policy. An agreement with their suppliers that means they won't use any of the newly developed ingredients that necessitate further animal testing after a specific date – "the fixed cut off date."

I hope that you will review your policy and position on cruelty free, and contact Naturewatch for support in adopting a more animal-friendly testing policy.

Thank you for your time and consideration.

I look forward to hearing from you.

Yours sincerely