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THE SCIENCE OF SAVING LIVES

Inside PETA's Solid Plan to Get Animals out of Laboratories ►



The Science of Saving Lives: Inside PETA's Solid Plan to Get Animals out of Laboratories

Mice, rabbits, monkeys, pigs, horses, and other animals aren't "tools" to be caged, burned, poisoned, starved, and mutilated. Yet, as you well know, that's exactly how they are treated in laboratories, where "life"—if it can even be called that—consists of nothing but loneliness, pain, and constant terror. In fact, studies show that merely seeing the doorknob on the laboratory door turn makes animals' hearts race and their blood pressure rise.



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Animals are individuals. They have the right to live free from suffering caused by humans. And thanks to our generous Augustus Club supporters, PETA is making that a reality by ending experiments on animals for everything from beer

to shampoo to gambling (yes, gambling). We have a solid plan to knock out every animal experiment over time.

Read on to learn how *you* are playing a vital role in PETA's work to get animals out of laboratories and relegate experiments on them to the history books.

Taking Food Experiments off the Table

Kellogg's is no longer a "cereal" killer, thanks to PETA's persistence. For nearly 65 years, the cereal giant had subjected animals to cruel and deadly tests in order to establish questionable health claims for marketing its products and ingredients. But 12 years of PETA persuasion finally convinced the company that it should adopt a policy banning all experiments on animals not required by law. And that's just the beginning.

Sadly, Kellogg's isn't the only food company that has engaged in this cruel practice. PETA has exposed dozens of others that quietly pay for painful, deadly tests on animals for everything from ramen noodles to liquor. And, one by one, we're ending them.

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When The Hershey Company violated its promise not to conduct or fund tests on animals, PETA called it out and it quickly recommitted to its non-animal testing policy. And at PETA's urging, Toyo Suisan Kaisha, Ltd.—the owner of Maruchan, North America's largest producer of instant ramen noodles—"used its noodle" and stopped experiments in which rats and mice were force-fed, starved, injected with antigens and dyes, and then killed.

PETA has persuaded a regular *grocery list* of food companies to end animal tests (or to commit to never conducting them)! It includes French fry maker McCain Foods; Campbell Soup Company; drink companies Asahi Group Holdings, Sapporo Holdings, Kirin Holdings Co., and Molson Coors Brewing Company; Meiji Holdings (the world's fourth-largest candy company); Morinaga & Co. (Japan's largest confectioner); and premium global chocolatier Lindt & Sprüngli, among dozens of others.

These companies won't conduct animal tests unless they're required by law or government regulators (and PETA is working on that, too).

Pulling the Plug on 'Forced Swim Tests'

"Forced swim tests" are as barbaric as they sound. Experimenters drop mice, rats, guinea pigs, gerbils, or hamsters into inescapable containers of water and watch as they swim for their lives. The panicked animals frantically try to climb out, dive underwater searching for an exit, and struggle to keep their heads above water.

Many pharmaceutical companies use this test in studies on human depression. But if you're wondering how watching terrified animals try not to drown could possibly help humans suffering from this condition, you're not alone. Experts have repeatedly called the experiment's validity into question or outright refuted any conclusions drawn from it regarding possible drugs to treat depression in humans.

PETA is determined to get this cruel test stopped everywhere. AbbVie Inc. was the

first pharmaceutical company that we persuaded to take a humane, public stand against the near-drowning of animals. At our urging, which included submitting a shareholder resolution, the company banned the test, posting the landmark new policy on its website. That set the dominoes in motion, and since then, other pharma giants have followed suit. Johnson & Johnson, Roche Pharmaceuticals, AstraZeneca, Novo Nordisk A/S, and DSM Nutritional Products—which manufactures ingredients used in nutritional supplements

and personal-care products—also banned the test after PETA contacted them and explained how cruel and useless it was.

Thank you for helping us spare small animals this terrifying ordeal!



Helping Cosmetics Companies Clean Up Their Acts

Compassionate shoppers know to look for the gold standard of cruelty-free certification, PETA's cruelty-free bunny logo. And now, our bunny is hopping onto the packages of two more major brands: Dove and Herbal Essences!

Dove—one of the world's most widely available personal-care brands—has banned all tests on animals, earning it a spot on PETA's Beauty Without Bunnies cruelty-free list. We have also added its parent company, the massive international consumer-goods business Unilever, to our "Working for Regulatory Change" list. This category recognizes companies that test on animals only when explicitly required by law to do so, are transparent with PETA regarding what tests have been conducted and why, and work diligently to promote the development, validation, and acceptance of non-animal methods.

And we're pleased to welcome Herbal Essences to our list of companies that never test on animals anywhere in the world. Its parent company, Procter & Gamble, has partnered with PETA for many years to end animal testing in the beauty industry worldwide, with notable changes occurring in countries such as China, where animal tests are required for many products. The company is also collaborating with PETA scientists on a variety of efforts to replace the use of animals in deadly toxicity testing.



Schooling Universities in Compassion

Universities are supposed to be centers of innovation. But PETA has revealed that colleges and universities across North America are conducting archaic, misleading, and cruel experiments on animals—at taxpayers' expense.

One of the most effective ways to end these cruel experiments is to get their funding cut off—and with the support of our Augustus Club friends, we're doing just that.

Thanks to a barrage of calls, e-mails, and protests by PETA members, University of Pittsburgh animal experimenter Rajesh Aneja is without funding from the National Institutes of Health (NIH) for the first time in *more than a decade*. He had used NIH funding to induce painful, deadly sepsis in hundreds of mice. But now, that government gravy train has been derailed!

And following a PETA complaint, NIH confirmed that Colorado State University experimenter Gregory Ebel had captured and likely experimented on dozens of wild crows illegally. Now, NIH has notified the school that Ebel cannot use federal grant money for activities related to illegally trapping birds without a permit.

Johns Hopkins University (JHU) receives more taxpayer money from NIH than any other university and spends it on cruel,



A 1987 PETA protest against animal testing conducted by Noxell, the manufacturer of Noxzema and COVERGIRL, which is now owned by Unilever, a business that's on our list of companies "Working for Regulatory Change"

useless, and downright bizarre experiments. The school's experimenters have drugged octopuses with MDMA (a synthetic drug commonly known as "Ecstasy" or "Molly"), electrically shocked mice and abused them in other ways to induce depression, and subjected monkeys to invasive surgeries in order to study their "gambling" habits while using chemicals to disable a portion of their brain. One JHU experimenter inserts electrodes into owls' brains, restrains them for up to 12 hours, and records their neural activity while forcing them to stare at dots on a TV monitor or be subjected to bursts of noise through earphones. PETA is heavily targeting the school to make it end these abominations.

Animal experimenters often move from school to school—and when they do, PETA's protests follow them. Notorious animal abuser Christine Lattin has gone from Tufts to Yale and now to Louisiana State University (LSU), and PETA has called out her cruelty at every stop. Her experiments have involved trapping wild songbirds, putting them in a cloth bag, disorienting and terrifying them by rolling them around on a cart, and restraining

them for 30 minutes at a time, four times a day. She has also fed birds crude oil, cut into their legs without any pain relief, and killed them. We're calling on LSU to take a stand and stop her from continuing these atrocities on its campus.

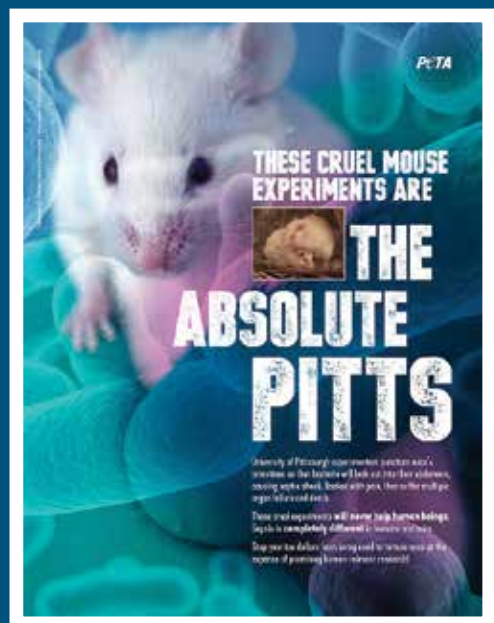
The University of Delaware's Tania Roth claims to be studying child abuse ... by torturing rats. She has forced alcohol down their throats, injected them with opioids, electrically shocked them, and even taken newborns away from their mothers and given them to other rats who were unable to care for them. She has received \$1.8 million in public funding to abuse these animals. We're demanding that the school end these tests and calling on the National Institute of Child Health and Human Development to stop funding them.



WHAT YOU CAN DO



Please write to your alma mater or local university and ask for confirmation that it doesn't conduct any animal experiments. If it cannot confirm this, please explain that you will withhold any donations until you receive assurance that no animals are being used in experiments there. Ask your friends and family to do the same.





DUKE AND
BOGART

Animals Are Wondrous: Guinea Pigs

Guinea pigs, also known as “cavies,” are charming little animals for whom companionship is vital. In nature, they live in close family groups of five to 10 individuals, and several groups may live near each other in a colony. In fact, the development of strong social bonds is so important to reducing stress in guinea pigs that Switzerland has made it illegal to keep just one.

These animals have a complex language that includes a wide array of sounds. Just like us, they squeal or shriek when hurt or in danger. A “wheek” (or whistle) is an expression of excitement that can mean, among other things, “Oh, good—dinner’s here!” or “Come find me. I’m lost!” A chattering sound made by rapidly gnashing their teeth means, “I’m warning you—you’d better think twice.”

Amorous males do something called *rumblestrutting* (which is perhaps the best word we’ve ever heard for

taking a chance on romance)—they let out a deep rumbling sound while swaying and circling the object of their affections.

When guinea pigs are enjoying themselves, they make a bubbling or purring sound. And when happy and excited, they may hop up and down (known as “popcorning”).

Unfortunately, these emotionally complex animals are exploited by the thousands every year in laboratories and the pet trade. But with the help of Augustus Club members, PETA is hard at work to protect them from abuse.

For example, as mentioned on page 3, PETA persuaded AbbVie Inc., Johnson & Johnson, Roche Pharmaceuticals, DSM Nutritional Products, AstraZeneca, and Novo Nordisk A/S to stop using the cruel, pointless “forced swim test,” in which terrified guinea pigs and other rodents are

dropped into inescapable beakers of water to see how long they will keep swimming for their lives.

We also obtained a precedent-setting ruling from the Food and Drug Administration that permits non-animal tests for personal-care lubricants—sparing guinea pigs and rabbits the ordeal of painful skin experiments and injections and opening the door for other companies to avoid the animal tests.

And PETA is the only organization that has released exposés of the other major exploiter of guinea pigs in North America, the reprehensible small-animal pet trade.

Our eyewitness exposé of Holmes Farm—a Pennsylvania pet store supplier—revealed the plight of guinea pigs, gerbils, rats, and other small animals who were kept in filthy conditions and denied veterinary care and who screamed as they were gassed to death. As a result, the company was cited for 117 violations of federal regulations and dropped by PetSmart, Petco, and Pet Supplies Plus, and its manager was convicted of cruelty to animals.

Last year, PETA exposed neglect and animal suffering at PetSmart stores. For example, three managers in Nashville pleaded guilty to cruelty-to-animals charges based on our evidence that—in part to keep costs down *so they would receive bonuses*—they refused to provide sick, injured, and dying animals with veterinary care, including Townes, a guinea pig with an infection that had caused bacteria to spread to his heart and brain.

The offenders were ordered to perform community service and repay more than \$16,000 that officials had spent on caring for the sick and injured animals seized from the store.

Fortunately, PETA was able to rescue numerous animals, including guinea pigs Duke and Bogart. Duke was suffering

from a persistent eye infection, and Bogart had an abscessed wound on his back—but PetSmart managers denied them veterinary care and kept them in cramped tanks around the clock.

Thanks to your support, Duke and Bogart are now healthy, happy, and living with a caring guardian who provides them with proper veterinary care, movie nights on the couch, and fresh leafy green snacks and even takes them on picnics in the park.

In an example of PETA's push to stop animals from being given away as prizes, we recently persuaded a Pennsylvania high school that had auctioned off two guinea pigs at its annual fundraiser to pledge never to auction animals again. This is important because people who acquire animals on a whim are often unable to meet their needs.



Guinea pigs are also among the many animals helped by PETA's fieldworkers.

For example, 1-year-old Thor was living in a small, filthy cage when his indigent owner's social worker suggested that she call PETA to give him a chance at a better life. During his stay in a PETA foster home, the inquisitive fellow was avidly interested in everything going on around him. He took particular delight in overseeing the cleaning of his enclosure, after which he'd take several victory laps before settling down to rearrange things to his liking and construct tunnels beneath his towels and blankets.

Thor has been adopted and now enjoys munching on fresh carrots and getting ear scratches from his two young human "siblings."

On behalf of Thor, Duke, Bogart, and all the other guinea pigs we help (in addition to all the other species), thank you for supporting PETA's work to save lives and change policies, hearts, and minds.

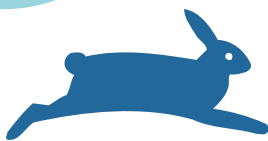
There's Still Time to Participate in PETA's Legacy Challenge!

You can leave a lasting legacy for animals and help effect change today with your gift to PETA in your will or trust or by beneficiary designation. When you reconfirm or tell us about your gift, your future contribution will unlock an immediate donation to PETA—up to \$5,000!



IT'S AS EASY AS 1, 2, 3 ...

1



Name PETA in your will or living trust or as a beneficiary of your retirement or financial account. You can also reconfirm a legacy gift that you have already established.

2



Share the details of your gift, including its estimated value, at PETA.org/LegacyChallenge by May 31, 2020.

3



PETA will receive an immediate contribution of up to \$5,000* from the group of generous donors who have established the Legacy Challenge Fund.

To learn more or notify us of your gift and activate an immediate donation to PETA, visit PETA.org/LegacyChallenge or contact us at 757-962-8213 or Legacy@peta.org.

Thank you to the many members who have already participated in the challenge by notifying us of the details of their future legacy gift to PETA!

*As long as funds are available. In order to activate the maximum donation, you must disclose the estimated value of your gift. This is not binding, and we recognize that your circumstances may change. If you do not disclose the estimated value, your notification will activate a donation of \$500 from the Legacy Challenge Fund.