



Ending Cosmetics Testing on Animals in the United States

Findings from a nationwide survey of 802
registered voters, including 206 via cell
phone

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Key Findings

- **American voters know about cosmetics testing on animals and are opposed to it.** Sixty-eight percent of respondents know that animals are used to test the safety of cosmetic and personal care products and 67% are opposed to the practice. Fewer than three in ten (28%) voters support the use of animals for cosmetics safety testing.
- **Most Americans would feel safer using a cosmetics product found safe with non-animal testing methods than a product found safe using animal testing.** Fifty-two percent say non-animal testing methods rather than animal testing would make them feel safer. Just 18% of voters say they would feel safer using a product found safe using animal testing.
- **There is widespread, bipartisan support among American voters to end cosmetics safety testing using animals and to make the practice illegal in the United States.** Almost two-thirds of respondents (62%) believe it should not be legally allowed to test cosmetics safety on animals in the U.S. and just 33% think it ought to remain legal.
- **Regardless of their age, level of education, or ethnicity, women – the primary consumers of cosmetics and consumer targets of most cosmetic companies – want the use of animals for cosmetics safety testing to end in the United States.** A majority of women, as well as sub-groups of women, say animal testing should be illegal, and most are opposed to animal testing for cosmetics.

Voters are aware animals are used in cosmetics testing and are opposed to it

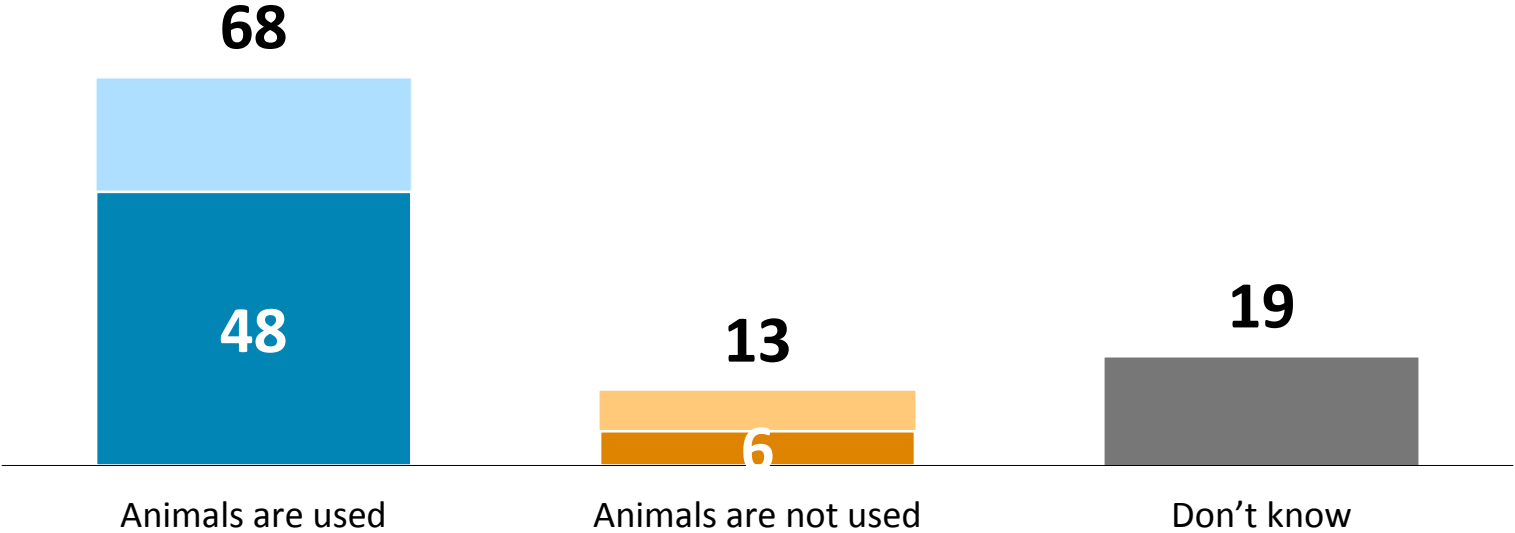
Even though there is uncertainty about who is in charge of safety regulation, most voters know about the use of animal testing, are opposed to it, and do not feel safer because of it.



Seven in ten registered voters know that animals are used for cosmetics safety testing and younger voters, especially younger women, are particularly informed. American voters understand that not allowing animal testing would mean changing current policy.

The use of animals to test safety in the U.S.

- Most Americans know about animal testing:
- 80% of women under 50 (63% are certain)
 - 70% of men under 50 (44% are certain)
 - 61% of women 50+ (47% are certain)
 - 64% of men 50+ (39% are certain)

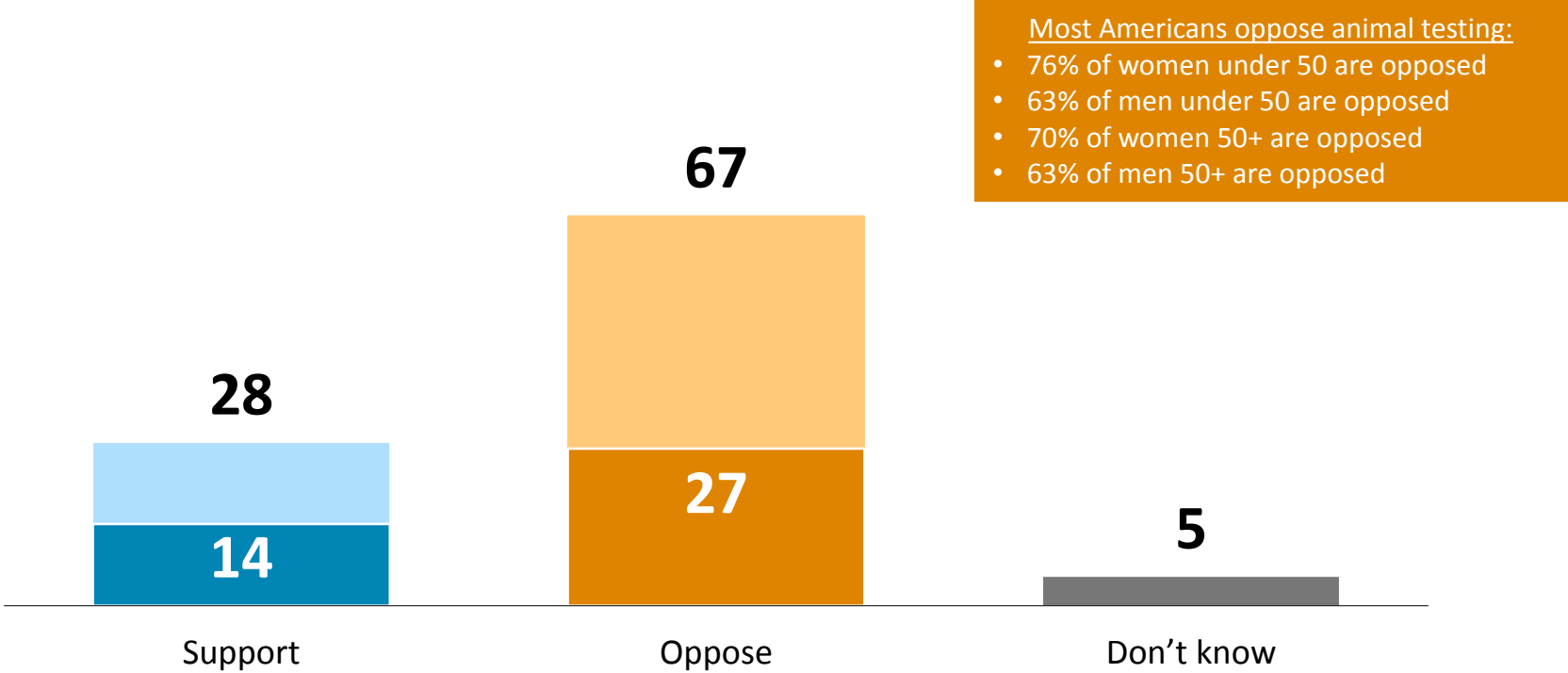


Darker colors indicate certainty.

And from what you know, in the United States, are animals used to test the safety of cosmetic and personal care products or not?
FOLLOW-UP: And are you certain or not certain?

More than two-thirds of voters are opposed to using animals to test cosmetics and personal care products. Opposition to animal testing crosses age and gender lines, with the primary consumers of cosmetics – women – particularly opposed to the industry practice.

Using animals to test cosmetics and personal care products



Darker colors indicate intensity.

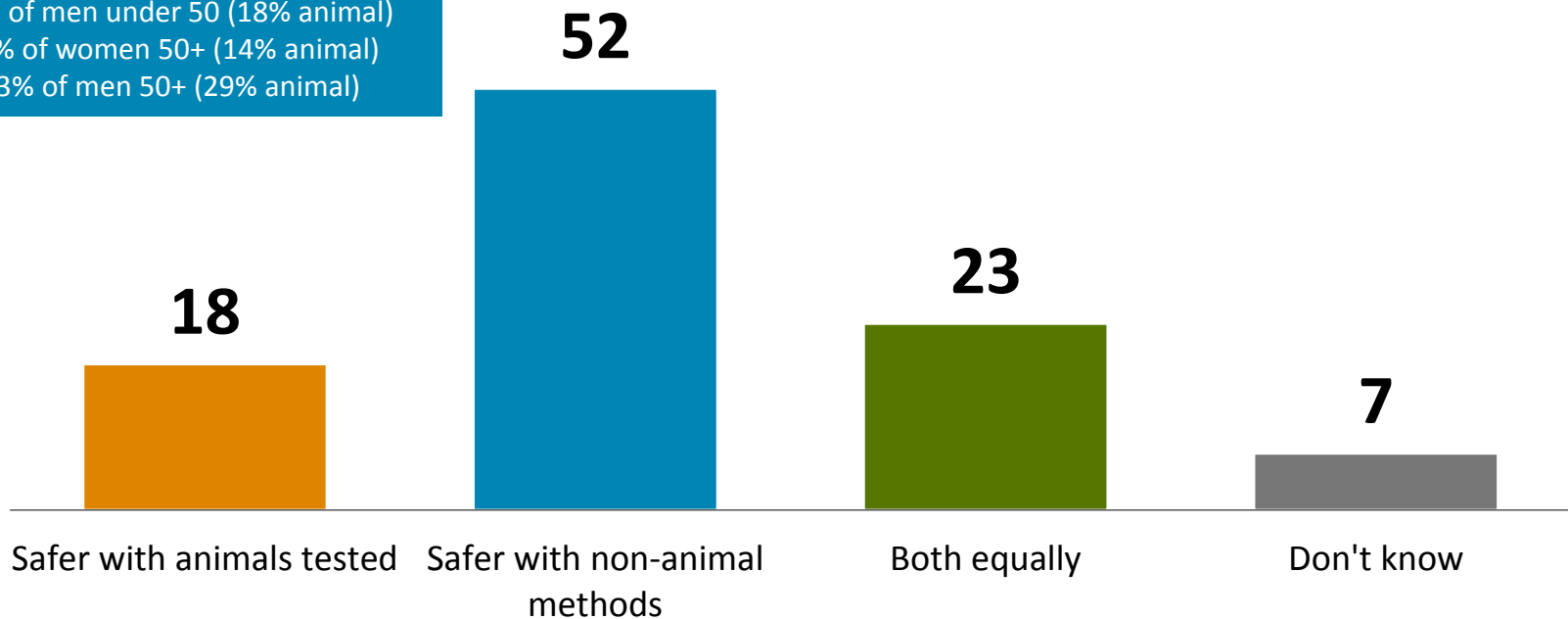
Do you strongly support, somewhat support, somewhat oppose, or strongly oppose using animals to test cosmetics and personal care products like make-up, shaving cream, and deodorant?

Contrary to conventional wisdom, animal testing does not make Americans feel safer. A majority, led by women voters, says they would feel safer with a product tested with non-animal alternatives. In fact, three in four say they would either feel safer or as safe with non-animal methods. Fewer than one in five would feel safer exclusively with animal testing.

Feeling safer: testing on animals vs. non-animal testing

Most Americans would feel safer knowing non-animal methods were used:

- 58% of women under 50 (13% animal)
- 48% of men under 50 (18% animal)
- 59% of women 50+ (14% animal)
- 43% of men 50+ (29% animal)



Some people say there are alternatives to animal testing that can determine whether a cosmetic is safe for humans. Other people say animal testing is the most definitive way to know if a cosmetic is safe for people. What would make you feel safer:

[ROTATE FIRST TWO] _Knowing a cosmetic had been tested on animals and was found safe OR _Knowing a cosmetic had been tested with non-animal testing methods and was found safe [ask last:] or both equally?

Voters want cosmetics testing on animals to end

Most voters believe animal testing should be illegal. The demand for action is widespread and crosses key demographic, partisan, and geographic lines.



The respondents were read the following information and arguments from both sides

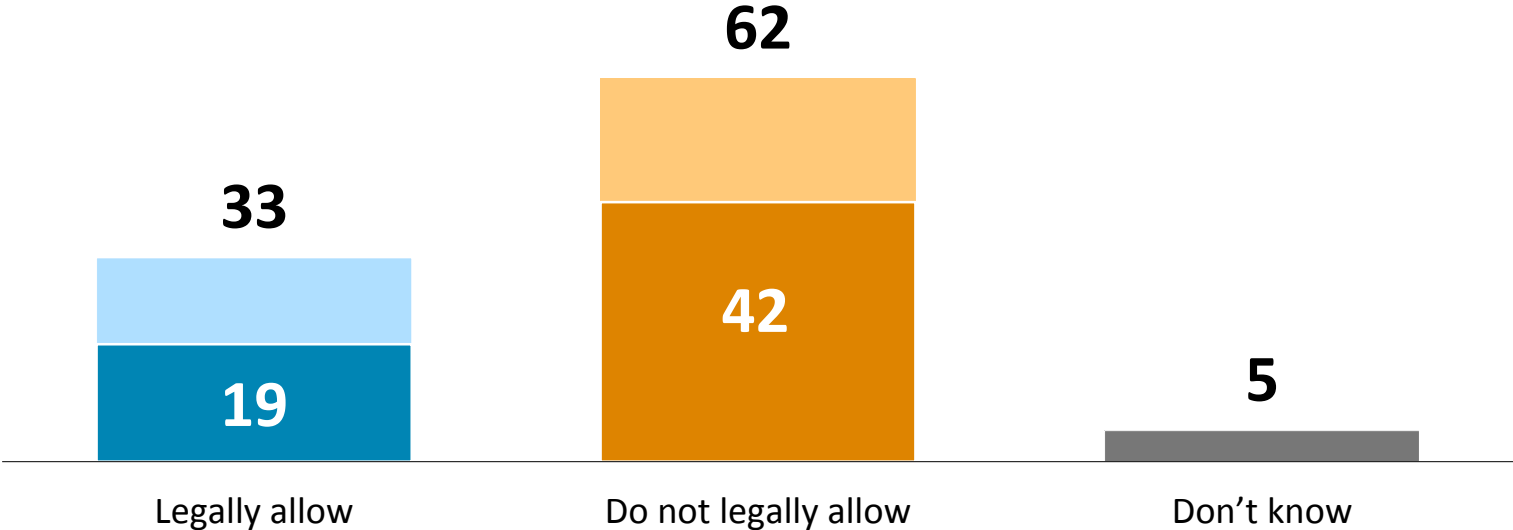
Here is some additional information. The Food and Drug Administration (FDA) defines a cosmetic as something intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions, excluding soap. Any material or ingredients intended for use as a component of a cosmetic product is also considered a cosmetic. If a product makes a MEDICAL claim, it is not considered a cosmetic and has different requirements for marketing. Currently, animal testing is NOT required for cosmetic products. Here is what people say about this. **[READ AND ROTATE]**

Some/other people say that there are alternatives to animal testing that are as accurate in protecting our health. These alternatives include computer simulations and tests on human tissue, to name a few. Instead of the inhumane tests like dropping chemicals in the eyes of rabbits, we can use these alternatives in cosmetics testing and stop testing on animals.

Some/other people say cosmetic companies must continue to test on animals because it is the most secure way to demonstrate a product is safe for people. If cosmetic companies do not test on animals, they will expose themselves to lawsuits, costs for consumers will increase, and public health will be put at risk.

After further balanced information, six in ten Americans believe animal testing should not be legally allowed. Four in ten feel this way intensely, a baseline figure opinion researchers use for establishing strong support for an issue.

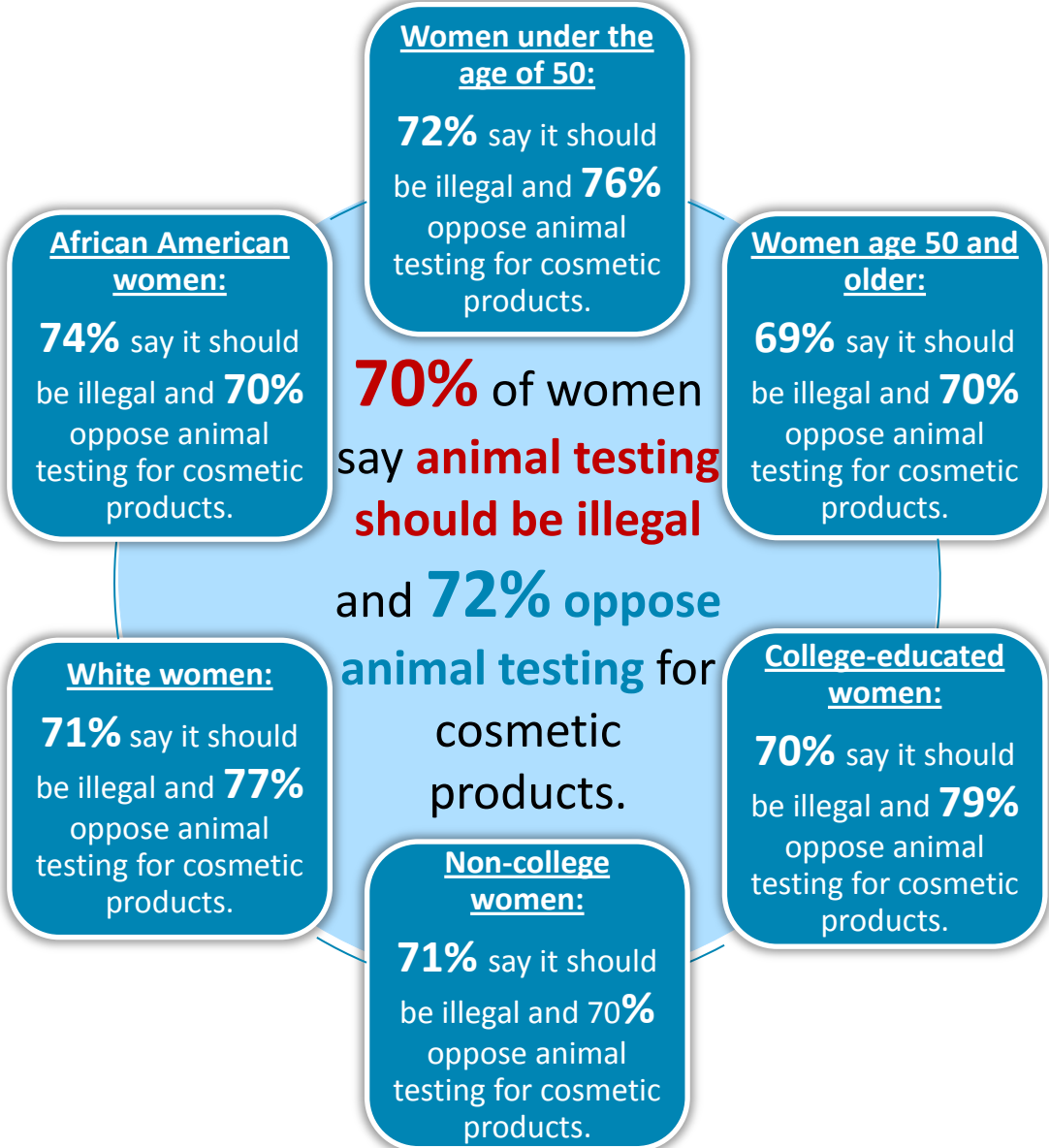
Using animals to test the safety of cosmetic products



Darker colors indicate intensity.

Let me ask you, do you think it should be legally allowed or not legally allowed to use animals to test the safety of cosmetic products?
FOLLOW: Do you feel that way strongly or not?

The data make it very clear that regardless of their age, level of education, or ethnicity, most women want cosmetics safety testing on animals to end in the United States.



Methods

- The nationwide survey was conducted by professional interviewers via telephone with 802 registered voters. Interviews were conducted with both landline and cell phone users, including those voters who are cell phone-only users.
- Interviews were conducted February 5-11, 2013.
- Random Digit Dial (RDD) method was used to reach respondents for the survey. Only people who identified as registered voters were interviewed for the survey.
- The data were weighted slightly by race, age, party identification, and region to ensure a comprehensive representation of the U.S. population of registered voters.
- The margin of error for the total sample is +/- 3.47% and larger for the sub-groups.



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