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## **N E W S   R E L E A S E**

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# **Avon Stops Funding Animal Research for its Breast Cancer Crusade**

## **Animal Advocates Applaud International Cosmetic Powerhouse**

Jenkintown, PA – The American Anti-Vivisection Society (AAVS) is very pleased to announce that Avon, an international cosmetic manufacturer, has stated it will no longer fund animal-based research as part of its Breast Cancer Crusade. AAVS applauds Avon for implementing a compassionate and ethical policy that symbolizes its well-respected progressive reputation.

In a letter to AAVS, Avon stated, “As of November 2, 2001, the official policy of the Avon Products Foundation is that no new Avon Breast Cancer Crusade funds will be used to support breast cancer research projects involving the use of animals.” AAVS, along with other animal advocacy groups, initiated a letter writing campaign this past fall to persuade Avon to stop funding animal research through its Crusade. “The Avon Breast Cancer Crusade is a wonderful project,” says AAVS Executive Director Tina Nelson. “And now it sets a precedent that an effective, non-animal research based foundation can not only give supportive care and educate the general public, but can also aid in the advancement of fighting breast cancer.” The Avon Breast Cancer Crusade now joins a growing list of health charity organizations that do not fund animal research.

Earlier this year, a coalition of animal advocacy groups, which includes AAVS and the Physicians Committee for Responsible Medicine, created the Humane Seal of Approval, the highest level of assurance that a charity does not fund animal research. The United Cancer Research Society, the Lymphoma Foundation of America, and the Gilda Radner Familial Ovarian Cancer Registry have all signed onto the Humane Charity Seal of Approval, and AAVS is hopeful that Avon will adopt the Seal as well.

Additionally, this is not the first time that Avon has been in the forefront of corporations that implement socially mindful policies. In 1989, Avon became the first major cosmetics company to end the use of animals in evaluating the safety of its products and ingredients.

The American Anti-Vivisection Society (AAVS) is a non-profit animal advocacy and educational organization dedicated to ending experiments on animals in research, testing, and education. Founded in 1883, AAVS is the oldest organization in the United States dedicated to eliminating experiments on animals. AAVS pursues its objectives through legal and effective advocacy, education, and development of alternative methods. . The Alternatives Research & Development Foundation, an AAVS affiliate, was founded in 1994 to support the development and use of alternatives to laboratory animals through education and funding of related research projects.

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