

Date:

Mr Jeremy Schwartz
Chief Executive Officer
The Body Shop Int. plc
Watersmead
Littlehampton
West Sussex
BN17 6LS

Dear Ms Schwartz,

I am writing to inform you that I feel very strongly that The Body Shop is misleading its customers by making them believe they are purchasing cruelty free products when L'Oréal, its parent company, continues to profit from animal testing.

There's no getting away from the fact that purchases made at The Body Shop help boost the profits of L'Oréal. This means that Body Shop customers are in fact financially supporting animal suffering.

Despite the EU Cosmetic Testing Ban now being in force, it changes nothing as L'Oréal continues to develop 'revolutionary new ingredients' and profit from animal testing outside Europe.

Despite what The Body Shop is saying to customers, profits can be used to fund the activities of L'Oréal, which includes testing on animals and funding its own research facility in China.

In July 2013, the media reported that The Body Shop handed over a dividend of £40 million despite 'very difficult' conditions, and in 2014 reported its dividend contribution totaled £21.5 million. The Body Shop was most certainly worth it for L'Oréal!

L'Oréal is the largest cosmetics and beauty company in the world and, as such, has the power to bring about an end to animal testing for cosmetics, virtually overnight.

If L'Oréal stopped using animals it would set the ball rolling around the world. What a wonderful opportunity for L'Oréal to make history for the animals!

I will be helping Naturewatch spread the message far and wide that it's now even more important to Boycott the Body Shop. Our message is clear, we won't rest until animal testing for cosmetics is relegated to the dustbin of history throughout the world!

Yours sincerely


Your signature

Naturewatch Supporter


Print your name and address here so The Body Shop can reply to your letter