



**Nature**watch **Foundation**  
**Newsletter**



SEE OUR NEW  
ENDORSEMENTS  
ON PAGE 06

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## Cock-a-doodle-doo!



Don't forget that World Animal Day is coming soon! Submit your event to the [World Animal Day website](#) for free and tell the world about your plans.

# CAROLINE'S MESSAGE

WEBSITE: [www.naturewatch.org](http://www.naturewatch.org)

EMAIL: [info@naturewatch.org](mailto:info@naturewatch.org)

TWITTER: [@naturewatch\\_org](https://twitter.com/naturewatch_org)



Welcome to our July 2014 Newsletter which focuses on the issue of animal experiments.

When John Ruane founded Naturewatch, he knew from the outset that this was the issue supporters felt most strongly about. One of the biggest concerns over the years has been the secrecy that surrounds animal experimentation in the UK. It's an unacceptable situation that we've constantly criticised and lobbied against, and now we finally have a rare opportunity to open the closed doors of laboratories to public and scientific scrutiny.

The Government is currently reviewing Section 24 of the Animals (Scientific Procedures) Act that prevents the public from learning about what happens to laboratory animals, why it's done and the results.

Although lifting the lid on the secrecy will be a massive step in the right direction, there's still a long road ahead before we reach the point in time when animals are no longer tested upon for any purpose.

As you know, we've always been realistic in our approach to tackling this issue. However much we all wish the use of laboratory animals would end today, we accept this simply isn't going to happen. But the good news is there's no doubt that our unrelenting persistence is gradually paying off as progress, albeit slow, is being made.

And this is why, yet again, we are putting emphasis upon cruelty-free shopping. I know that I am probably preaching to the converted, but we can't miss a chance to explain why shopping cruelty-free has never been more important.

Even though the EU Cosmetics Testing Ban is now in force, many companies continue to squeeze the cruelty-free values out of the cosmetic and household cleaning industry in pursuit of miracle products and increased profits.

Supporting only cruelty free companies is a very effective that you can help make a difference!

While you might be aware of how important this is, your friends and family might not be, so please share this message far and wide.

I hope you will enjoy reading this Newsletter and find it both interesting and worth sharing.

From all of us at Naturewatch Foundation, we thank you for your continued support.

All the best,

*CRuane*  
Caroline Ruane  
Director

## Did You Know?



Latest Home Office figures show 4.12 million experiments were carried out upon 4.02 million animals in 2013!

# ANIMAL EXPERIMENTS

## EVERY SINGLE MINUTE OF THE DAY 8 ANIMALS DIE IN A BRITISH LABORATORY!

That is 11,000 defenceless and terrified animals that our government allows to die in fear and indescribable pain every single day of the year. Despite repeated promises by the government that it will reduce the number of animals used in research and work towards non-animal alternatives, animal experiments have spiralled to a 25 year high - over 4 million in one year!

Cats, dogs, horses, pigs, goats, sheep, cattle, rats, mice, hamsters, gerbils, guinea pigs, rabbits, monkeys, and other animals are used to research human disease; develop new drugs; test chemicals and new products ingredients; and research warfare weapons. Horrific experiments such as monkeys being deliberately brain-damaged and dogs being force-fed with chemicals, fertilisers, pesticides and drugs have been hidden away behind closed doors for far too long.

**It's disgraceful that the government is betraying these animals and the public, who want to see an end to barbaric and primitive animal experiments.**

As you know, together with your help, we have fought for more information about what is done to animals, why it's done and the results; and I'm delighted to say our persistent lobbying is finally paying off.

The UK Government is currently reviewing the 'secrecy clause,' Section 24 of the Animals (Scientific Procedures) Act, which has stifled debate and prevented scientific and ethical scrutiny of animal experiments for far too long. This move would finally give us the openness and transparency we've been fighting for.

**Like me, you are probably beginning to notice that progress towards ending animal experiments is building momentum – still painfully slow but it is progress.**

Last year you helped achieve a magnificent goal for the animals! Your wonderful support helped persuade the EU to finally implement a full ban on the testing of cosmetics and toiletries, saving the lives of millions of animals each year throughout the European Union. This is a wonderful step forward as it officially recognises that animals shouldn't be suffering for the sake of vanity and sends a strong message to the rest of the world in support of cruelty-free.

**We are most grateful to you for your continued support which is helping us make progress for the animals. Together we have already helped bring an end to a great deal of animal suffering and together we can achieve much more.**

For over 20 years, our Compassionate Shopping Guide has been hugely successful in helping consumers shop for cruelty-free cosmetics, toiletries and household products. It's also responsible for motivating many companies to become cruelty-free. Now the EU Cosmetics Testing Ban is in force, it's a natural progression for us to focus on stopping the testing of household products on animals in Britain and throughout the EU.

When the Coalition Government came into power in 2010, it promised to 'end the testing of household products and their ingredients on animals,' but there's been next to no progress towards achieving this goal. We know from long experience that the experiment industry will not take action on its own – only by regulation and pressure will anything be achieved.

**We should no longer be poisoning animals to test household products and their ingredients when there are already thousands of ingredients that have been established as safe. Also, there are an increasing number of sophisticated scientific tests for new ingredients which are more reliable, take less time and money to complete, and are actually relevant to human health!**

It's impossible to imagine the constant nightmare these poor animals are forced to endure. No one is there to comfort them and stop their pain and fear – death must be a welcome relief from such an awful existence in this world.

It's time for our government to say NO to testing household products, as it has done for cosmetics and toiletries. Please do join with me and together we can speak up for the animals suffering every single day in painful toxicity tests in British laboratories.

**We are now at a crucial stage and your help is vital to enable us to fight for a ban on testing household products and their ingredients in Britain and throughout the European Union.**

In tandem with pushing for a ban on the use of animals to test household products, we must also encourage renewed energy and greater investment be put into replacing animal experiments with modern technology. This is crucial if progress is to be made towards fully replacing animal experiments. We must speed up the development of sophisticated alternative methods such as the use of human cells and tissues, advanced

computer-modelling techniques, and studies with human volunteers.

To achieve this we will lobby the government to be more active in diverting funds away from the use of animals in experiments and towards human-relevant alternatives. We will also continue urging the government to introduce a simple fee-per-animal structure to raise additional revenue to support the pioneering work in the UK to develop and promote alternative methods while, at the same time, encouraging researchers to reduce their use of animals – what they've been promising to do for nearly 60 years!

## THERE ARE THREE WAYS YOU CAN HELP:

**1 Support our call for the introduction of a levy to raise additional funds for developing non-animal testing methods by carrying out the following two requests.**

**a. Sign our public e-petition on the government website.**  
Your voice is vital – you can help make a real difference – please sign the petition today.  
<http://epetitions.direct.gov.uk/petitions/57611>

**2 Use your Naturewatch Compassionate Shopping Guide to...**

**a. Show you support a ban on animal experiments for household products in Britain and throughout the EU by using your purchasing power - only buy household products from cruelty-free companies that have been thoroughly researched by Naturewatch – don't forget, we are the only organisation that takes into consideration the policy of the parent company, if there is one.**

**b. Boycott multinational companies that continue to test on animals outside the EU for cosmetic and toiletry purposes.** Although the EU Cosmetics Testing Ban is in force, we now need to send a clear message that we won't rest until animal testing for cosmetic and toiletry products is relegated to the dustbin of history throughout the world!

**3 Please donate, whatever you can afford, to support this vital campaign.** We are now at a crucial stage – we must step up the pressure to ensure progress continues to be made to help animals caught up in the nightmare world of animal experiments. Please visit our website at <http://naturewatch.org/compassionate-shopping/make-a-donation> and give what you can to help the animals.



• Watch our video *The way ahead is cruelty free!*

# NEW ENDORSEMENT URTEKRAM



We are delighted to announce that Urtekram has successfully demonstrated that they meet Naturewatch's strict endorsement criteria.

Urtekram is Scandinavia's largest organic wholesaler. Their body products include everything from hair care and lotions to toothpaste and baby products. All of Urtekram's products come in an array of deliciously scented and unscented varieties. They are all organic, but most importantly to us, they are completely cruelty-free.

For more information on Urtekram, please visit their website at [www.urtekram.com](http://www.urtekram.com). Urtekram do not sell directly from their website, but many of their products are currently available with a 15% discount online at [www.ecogreenstore.co.uk](http://www.ecogreenstore.co.uk)

# MORRISONS

## More of what matters - A Fixed Cut Of Date Animal Testing Policy!

Supermarket Morrisons has secured a cruelty-free endorsement from Naturewatch Foundation, guaranteeing its own brand personal care, cosmetics and household cleaning ranges are now covered by a Fixed Cut Off Date Animal Testing Policy.

We give them a BIG thumbs up for their decision as they can now provide more options to the ever-growing cruelty free consumer market.

Martyn Jones, Group Corporate Services Director at Morrisons, says: "This certification builds on our core values and sends a clear message to our customers that we are committed to promoting ethical standards."

We couldn't agree more!



# NEW ENDORSEMENT A'KIN Beauty

The [A'kin] range is available from stockists nationwide:  
Holland and Barrett | Wholefoods Market | Planet Organic | DE Davies Chemist | Revital  
[www.akinbeauty.co.uk](http://www.akinbeauty.co.uk)



## The Power of pure beauty, naturally.

Restore a natural healthiness to your skin and hair, revealing true radiance. Pure, safe and highly effective, A'kin's extensive range of holistic, wellbeing and beauty products is formulated to mimic nature with optimum results.

Each ground-breaking product is ingredient rich, suitable for vegans and 100% natural botanical aromatherapy. The range is also formulated without parabens, sulphates, ethoxylated and petrochemicals cleansers, propylene glycol, silicones, phthalates, mineral oils DEA and artificial colours, animal ingredients and is animal testing free.



[www.akinbeauty.co.uk](http://www.akinbeauty.co.uk)



# 20% OFF

To celebrate the endorsement of [A'kin] by the Naturewatch foundation we would like to offer [akin] customers a 20% discount on all our natural beauty products.

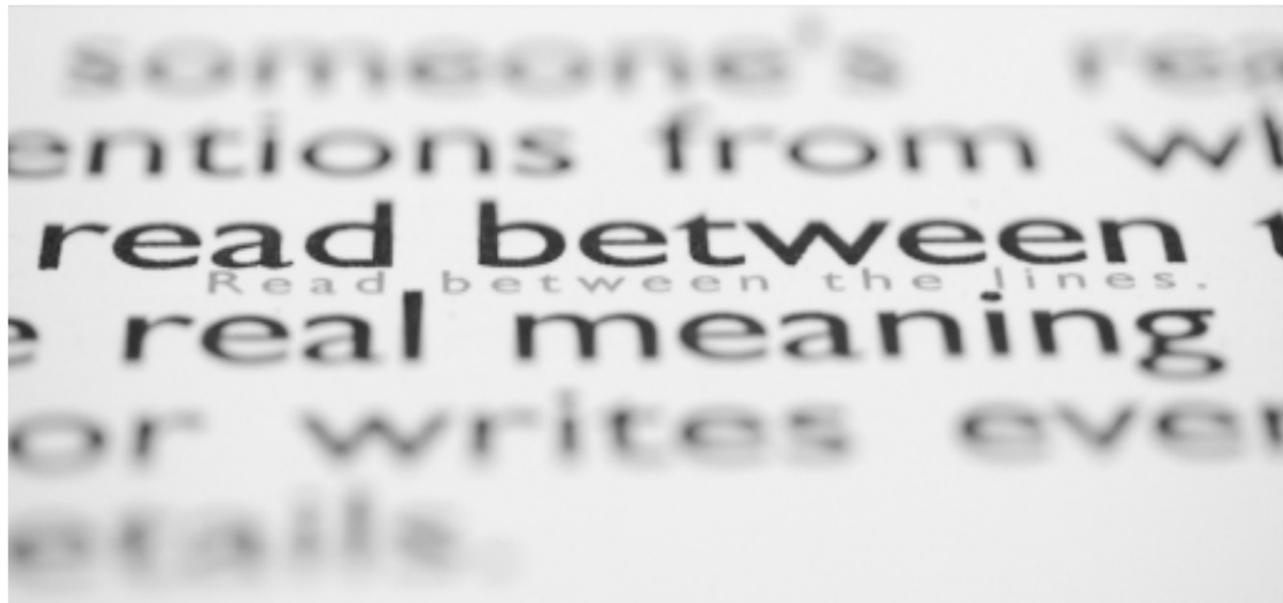
Simply visit; [www.akinbeauty.co.uk](http://www.akinbeauty.co.uk) to place your order and type NW14 into the coupon code box on your checkout page. OFFER ENDS MIDNIGHT 01/08/14

Why not order a guide for a friend?

[CLICK HERE](#)



• Watch our video *Stand up against animal experiments - EDM199*



# DO THEY OR DON'T THEY TEST ON ANIMALS

**Why are companies claiming to be cruelty-free when Naturewatch claims they are not? Clever wording is the answer to that and I hope this blog helps you to read between the lines of what these multinational companies are telling you.**

Here at Naturewatch, we are often asked by concerned members of the public to negotiate ambiguous letters from large multinational companies about whether their cosmetics, toiletries or household products are cruelty-free.

**Here are some examples of wording used by companies, stating they don't test their products on animals:**

"I can advise that \*\*\*\* does not use animals to test cosmetic products."

"\*\*\*\* is at the forefront of research to end animal testing, and has been using advanced computer models in its laboratories as efficient alternatives to test on animals. Thanks to this research and development of alternative methods, \*\*\*\* was able to end all animal testing for products as early as 1989."

Naturally, quotes like these would suggest to most that the companies are cruelty-free, however, there is more to the story than meets the eye.

When a company claims they have not tested their products on animals for a number of years, they are absolutely right - the 'finished' products will not have been tested. In fact, animal testing has been completely banned for all cosmetic products within the EU since 2004; and in March 2013 a complete ban came into force in the EU on the sale of cosmetics developed through animal testing anywhere in the world. So, from now on, all newly-developed cosmetics and toiletries sold within the EU will not contain ingredients that were tested on animals after March 2013.

**Great news, but don't be fooled!** Large multinational companies like L'Oreal and Revlon continue to benefit from animal-tested ingredients in order to come up with that latest miracle cream to keep those outside of the EU looking young.

That means money you spend on cosmetics and toiletries from large multinational companies here in the EU could be used to fund animal testing for ingredients used in products sold outside of the EU.

[Read the rest of this article on our website here.](#)

# HELPFUL TIPS

## How to Get Started Using Eco-Friendly Cleaning Products

We all have to clean our homes and laundry, which results in more than £1 billion being spent on household cleaning products in the UK each year.

However, many of these products contain chemicals that can harm your health and the environment.

If you have ever found yourself rushing out of the bathroom coughing and gasping for air while using cleaning products then you know what I am talking about. Afterwards, the chances are you are also left with sore eyes or a skin irritation, or even both!

Now imagine how those poor fish feel when they have no place to escape the chemicals. Yes, chlorine stinks for them too, but it does more than that.

Many cleaning products such as detergents, glass and oven cleaners, contain bioactive molecules that are detrimental to the environment but essential for the product to be effective.

This is how it happens- Household waste water from sinks, toilets, washing machines and baths drains into sewers. This waste water then flows to treatment works, and afterwards to rivers, lakes and seas. Most chemicals get removed during treatment, but some inevitably end up in rivers and the sea where they can harm wildlife.

Next time you see a new cleaning product advertised on TV that sounds too good to be true, it probably is! Think twice, not only will it be full of molecules that have a negative effect on ecosystems, but also it's more than likely been tested on animals during development.

The good news is that powerful, efficient, non-toxic cleaning is not a myth. There are companies out there who, as well as having a Fixed Cut Off Date Animal Testing Policy, have developed natural, biodegradable household products that are safe for you, your family and have minimal environmental impact on our planet.

I have to admit, I was a little bit sceptical of moving away from cleaning products that contained toxic chemicals. The consistency and smell were quite a bit different to my usual products, but I was pleasantly surprised when I didn't feel like coughing my lungs out after cleaning the shower cubicle. It does work, it's efficient and I hope you are just as happy with the results as I am.

HERE ARE FEW TIPS ON HOW TO GET STARTED:

## 3 Easy Steps

1) Look for the danger, poison or toxic warning label. That should be the first sign that the product might not be as good for the environment as it would be for your shiny surface.

2) Look at the ingredients. Yes, some of them are just a list of unpronounceable names. It's really important to read the label and follow the proper storage and disposal advice, and never pour them down the drain unnecessarily.

[See list here](#)

3) Why not make your own? For many home-cleaning chores, you can make your own cleaning products using basic cupboard ingredients. [Our recent blog post](#) is just an example of how to get started. Don't be put off by thinking it's too time consuming. It's really easy, inexpensive and guilt free.

Go on, give it a try! I guarantee that you will never feel the need to go back to toxic products to clean your house.

Your wellbeing and the environment will benefit from your decision.

Let's stand united - together we can lead the way to a safer environment.

- **[Examples of environmentally safe companies:](#)**

**The Bio-D Company** – Products are available in over 600 stores across the UK and Eire, online and via mail order.

**Earth Friendly Products** - distributed in the UK by Green Brands and available in stores throughout the UK, online and via mail order. They also make a range of pet products.

# HELP TO CLEAN A CRUELTY-FREE HOUSE

WRITER: Boris - founder and head cream whipper at MuLondon SOURCE: MULONDON.BLOG WEBSITE: WWW.MULONDON.COM



I have a confession to make: I love alcohol! I always have a bottle of vodka at home. It's not what you think, though. I'm not a big drinker, although I really enjoy a glass of Pimm's. What's a bottle of vodka doing in my kitchen then, you ask?

Alcohol is the best natural disinfectant, cleaner and solvent. It's safe and non-toxic. I use it all the time around the home. Although you could use rubbing alcohol or surgical spirit, that is a chemically synthesised product which is denatured with bitter compounds. It's also mostly made out of isopropyl alcohol, which is manufactured from propene - a petrochemical derivative. Rubbing alcohol is oxidised by the liver into acetone. Not good.

I prefer using pure grain alcohol like vodka, which is around 40% alcohol - more than enough to do the job. Grain alcohol is clean, clear, safe and neutral. Take an empty spray bottle, fill it up with booze and off you go! Optionally, add a few drops of lemon, orange or lime essential oil - these citrus fruits are all great natural degreasers and disinfectants.

**Try your new natural alcohol-based cleaner around the home:**

#### **Bathroom:**

Wipe the bathroom mirror, disinfect your toothbrush, clean the toilet bowl. Add 1/2 cap of vodka to a glass of water with a few drops of essential oil, and you have mouthwash!

#### **Bedroom:**

Freshen up the air. Sanitise your jewellery, tweezers and other beauty tools.

#### **Living room:**

Clean all those remote controls - spray a light mist of alcohol on a piece of kitchen towel and wipe those buttons and the spaces between them clean. You know you need to.

#### **Kitchen:**

Remove water spots from stainless steel surfaces and rubbish bins. Disinfect chopping boards. Banish food stains from the fridge.

#### **Hallway:**

Get rid of stubborn stains and unidentified muck on your tiles.

#### **Remember:**

Do not spray alcohol and essential oils on or near babies, children, pets and varnished surfaces.

After all that hard work, you deserve a drink! Here are a few good [organic cocktail recipes](#). You're welcome!

Cheerio!

## ACTION

Use your Naturewatch Handbook of Homemade Toiletries to make your own cruelty-free products.

If you don't have one, they can be [purchased on our website for just £3.](#)



## DANGEROUS DOG LAWS HAVE BEEN UPDATED, BUT WILL THE ATTACKS STOP?

The recent updates to the dangerous dog laws, released on the 13th of May 2014, have made substantial changes to the legalities surrounding dog attacks. New offences have been created – for example, an owner can now be prosecuted for the violent or threatening actions of their dog on their own (private) property. The maximum prison sentence for those whose dogs cause fatal injury has increased significantly as well, to fourteen years. A dog does not have to bite to be deemed threatening, which is something not all owners are aware of, but should be conscious about. The new legislation also makes it an offence for your dog to attack a guide dog, and allows police to seize a dangerous dog from its environment – not just in public places, but in private settings too. The laws clearly intend to tackle the vicious attacks of the last few years by dogs in domestic settings.

Jade Anderson was only a child when she was killed last year by four dogs in Wigan, and Eliza-Mar Mullane and Ava-Jayne Corless were only babies when they died due to being mauled. Since 2005, 16 people in the UK have died due to dog attacks. But can these new legislative changes, which increase the severity and scope of the law, stop dogs from being violent, and successfully tackle the problem at its source?

*"THE AIM BEHIND THESE GOVERNMENT REFORMS IS CLEAR - TO ENSURE THAT THE GENERAL PUBLIC IS SAFE FROM DOG ATTACKS". THE LEGISLATION TACKLES OWNERS, "BY ENCOURAGING DOG OWNERS TO TAKE RESPONSIBILITY FOR THEIR PETS - OR FACE TOUGH CRIMINAL CONSEQUENCES".*

JENNIFER MALONEY  
PANNONE SOLICITORS, MANCHESTER

[Read the rest of this article on our website here.](#)



- watch Rosie Donald's tutorial: *How to make your own Green Tea Toner* - the first in RBF Beauty's series for Naturewatch

# THINK THIS IS CUTE? LOOK AGAIN.



## 'PLEASE DON'T MAKE ME BITE YOU.' A DOG'S EYE VIEW OF DOG BITE PREVENTION

**That dog in front of you doesn't want to bite you.** Even if the situation pushes him beyond the remarkable scope of his species' tolerance for human behaviour and makes him feel he needs to defend himself, he almost certainly doesn't want to hurt you and probably won't. This is partly because it's often obvious, even to humans, when a dog is saying, "I need you to stop that!" or "You're freaking me out. Please go away." It's also because dogs have evolved better abilities to read human body language than any other non-human animal and are emotionally inclined to form attachments with us.

In the billions of interactions people in this country have every day with the more than 73 million dogs living among us, very few result in significant injuries to either of us,<sup>[1]</sup> vanishingly fewer than those resulting from our dealings with our own species. Remarkable when you think that we've chosen to share our lives and homes with predators—often pretty large ones—with sharp teeth.

Just a little instruction can help us learn to recognize dogs' "please don't make me bite you"<sup>[\*]</sup> messages when they are uneasy with us and to defuse those emotions even in situations that dogs commonly find threatening.

This year, National Canine Research Council, together with the Department of Justice Office of Community Oriented Policing Services and Safe Humane Chicago, have produced [a series of videos](#) to help police stay safe in their encounters with dogs.<sup>[2]</sup> Brian Kilcommons, the trainer who works with police officers on the videos explains that "what dogs are telling you is true. . . They're telling you 'I'm uncomfortable.' That's what this video is about. . . how to communicate to a dog, reading what the dog is telling them, and then being able to communicate back to neutralize the situation."<sup>[3]</sup>

[Read the rest of this article on our website.](#)

Make a  
donation  
now

## ANIMAL WELFARE IN SCHOOLS

### Naturewatch teaches in Ukraine All children in Ukraine to receive lessons on Animal Welfare and Humane Attitudes to Animals

As part of Naturewatch Foundation's education project to teach all school children and university students across the whole of Ukraine about animal welfare and responsible pet ownership, we conducted our third seminar on 21 June, this time in Kyiv.

Our two previous seminars were attended by teachers, however, this seminar was aimed at animal welfarists and municipal inspectors who coordinate education programmes and conduct lessons for children on animal welfare and protection. The aim of the seminar was to assist them in working closely with teachers; to support and motivate them towards including animal welfare within their day-to-day lesson plans.

The seminar, named "Animal Welfare and Humane Attitude to Animals Education in Schools", was presented by Sasha Bogachyk to 21 delegates from 11 different regions across Ukraine.

Our Ukrainian representative, Natalie Sorokopud, thoroughly enjoyed the seminar, stating "*The delegates were completely absorbed with what Sasha was teaching them; they asked a lot of questions and contributed their own opinions and examples from their own experiences. Also I'd like to mention that the materials provided and the resources available on the website are precious!*"

The fourth seminar, which is due to be carried out later this year, will be attended by teacher trainers from the remaining areas of Ukraine that didn't attend either of our first two seminars held in Lutsk and Lviv.

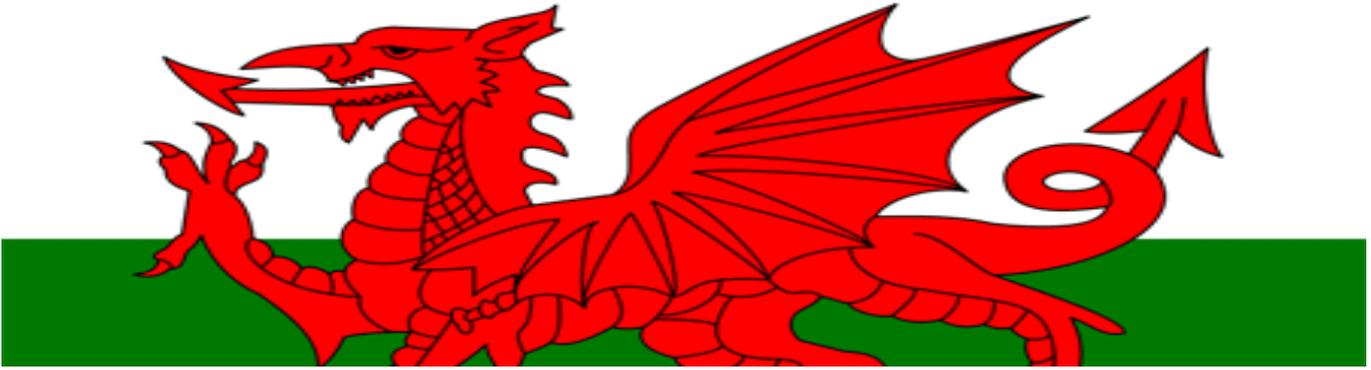
We are making good headway towards reaching all teacher trainers throughout Ukraine by the end of 2014!



#### Topics included:

- Importance of education as part of the work of animal welfare NGOs.
- What is animal welfare (animal's needs, five freedoms, use of animals, suffering of animals).
- Controversy regarding animals.
- Cognitive dissonance theory - the connection between cruelty to animals and man.
- How does the teaching of animal welfare and humane attitudes fit into school education?

[Read the rest of this article on our website.](#)



# Calling all Welsh citizens!

Tell your Assembly Member to vote YES and accept the proposed new dog breeding legislation. Please make your voice heard!

The Welsh Government has published the proposed new regulations for dog breeding in Wales, titled 'The Animal Welfare (Breeding of Dogs) (Wales) Regulations 2014'. On 15 July the Welsh Assembly will debate the proposed regulations and vote whether to accept them or not.

If you reside in Wales, this is your chance to contribute towards a momentous time in history for breeding dogs and their puppies.

Though these proposed regulations do not go as far as we would like, they are a significant step in the right direction, which is why Naturewatch Foundation and C.A.R.I.A.D are in support of them.

Here is a list of the positives:

1. Breeders will have to present and implement plans for how they will provide environmental enrichment for dogs kept, and how they will socialise puppies. (First time the emotional/social needs of dogs would be considered)
2. Breeders will have to employ a minimum dog to staff ratio of 20:1 (Currently no minimum set, with some breeders employing up to 100:1 ratio)
3. Detailed 'Guidance' associated with the Regulations will be provided to assist officials when inspecting breeding premises (Current Regulations have often been interpreted inconsistently and inadequately resulting in licences being wrongly granted)
4. The proposed breeding Regulations will require that both breeding dogs and puppies are micro-chipped and that a puppy may not be sold unless chipped and at least 56 days (8 weeks) old. In fact, at the Assembly debate on the 15th July, a second piece of legislation will be voted on also – a Bill to require that all dogs in Wales are micro-chipped from the 1st March, 2015. So the micro-chipping provision in the breeding regulations only slightly anticipates this coming in for all dogs.

[Read the rest of this article on our website here.](#)

## ACTION

Please write to your AM today! Stress to them the importance of voting YES to the proposed regulations, and how there can be no more delays.

[Click here to download a sample letter](#) or you can compose your own letter if you prefer. It will only take a few minutes.

Contact details for your own Assembly Members may be found at the following link <http://www.assemblywales.org/memhome.htm>

