



CRUELTY FREE FUTURE

Action Pack

WELCOME



Thank you for downloading Naturewatch Foundation's Cruelty Free Future Action Pack!

In this pack, you'll find lots of quick and simple ideas for actions you can take to help end animal testing.

Whether it's buying or making truly cruelty free products, or asking your local MP to speak up for animals trapped in laboratories, YOU can make a difference and help create a cruelty free future.



BE A COMPASSIONATE SHOPPER



Did you know, Naturewatch Foundation has been producing the Compassionate Shopping Guide for three decades! We only endorse companies that have zero ties to animal testing because we take into account parent and sister companies, too. So, if you buy from an endorsed brand in our guide, you can be confident your money isn't being used to support animal testing at all.

Visit compassionateshoppingguide.org to find out which brands are cruelty free from top to tail! If your favourite brand isn't in the guide, why not drop them an email and ask them to become endorsed for free? Use our handy template email on the next page.



BE A COMPASSIONATE SHOPPER



New message

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Dear [insert brand name],

I'm getting in touch to ask if you've heard about the Compassionate Shopping Guide?

It's an ethical shopping guide produced by the animal welfare charity, Naturewatch Foundation. It helps consumers find and support personal care and household brands that have zero ties to animal testing.

I love your products but I noticed you're not in the guide, and I wanted to ask if you would consider applying to become endorsed, please? It's completely free! You can find out more at compassionateshoppingguide.org.

The guide is unique because it takes into account parent and sister companies, so shoppers can be sure endorsed brands are completely cruelty free - from top to tail!

Thank you for your time and I hope you will consider applying to become endorsed.

Kind regards,
[Insert your name]

Send



MAKE YOUR OWN



You can find lots of cruelty free cleaning and beauty products in our Compassionate Shopping Guide, but it's also easy and cheap to make your own using some common household ingredients.

SURFACE CLEANER

- White distilled vinegar 250ml
- Bicarbonate of soda 1 tbsp
- Hot water 250ml
- 2 tsbp lemon juice or 10 drops of your favourite essential oil

Add all of the ingredients to a 500ml spray bottle and shake well. To make glass cleaner, simply leave out the bicarbonate of soda.

Remember to check manufacturer guidance for surfaces and appliances and do a patch test before using on a new surface. Keep away from children and animals.





MAKE YOUR OWN

LIP BALM

- Soy or candelilla wax 2 tbsp
- Shea butter 1 tbsp
- Coconut oil 1 tbsp
- 10 drops essential oil to scent

Melt the wax, shea butter and coconut oil together. Leave to cool for five minutes before stirring in your essential oil. Carefully pour into a small jar, leave to cool for a couple of hours and voila!

DEEP CONDITIONING HAIR MASK

- 2 tbsp ripe banana
- 2 tbsp ripe avocado
- Coconut oil 1 tbsp

Blend or mash the ingredients together and apply to your roots. Rinse after 20-30 minutes.



FUNDRAISE FOR US



Our work for animals is only possible thanks to the generous support of people like you, so why not have a go at one of our fundraising ideas?

FOR MAKERS...

Make and sell homemade cruelty free products

Homemade cleaning and beauty products are often much cheaper to make than they are to buy in the shops. If you enjoy making things, why not try our simple recipes and fundraise for us by selling your creations to family or friends?

...AND BAKERS

Hold a bake sale for bunnies

Bake sales are a fantastic way to fundraise, and they're fun for the whole family, too. This [cupcake recipe](#) is simple but delicious, and easy to customise with your favourite sweet ingredients. If you're feeling creative, add some fondant bunny ears!

FOR FITNESS FANS

Race for animals

Feeling energetic? Get your running shoes on and do a sponsored race. You could participate in an organised run (you can find lots at findarace.com) or just do your own thing!

We love to see fundraising photos from our lovely supporters. If you try one of these fundraising ideas, or decide to do something else, send us your snaps at info@naturewatch.org.

FOR SOCIAL BUTTERFLIES

Set up a Facebook fundraiser

If you don't have a lot of time or just love tech, social media fundraising is a great way to support us. Setting up a Facebook Fundraiser is simple - follow these [instructions](#), set your target and share with friends!

FUNDRAISE FOR US





WRITE FOR ANIMALS

Something as simple as sending a letter or email can be a great way to affect change. Companies like to know what their customers think, politicians want to know what their constituents care about, and the Government needs to know how it can do better.

If you're thinking about writing a campaign letter or email, follow our tips:

- Be polite and courteous;
- Request a read receipt;
- Use your own words;
- Try to keep your message short and to the point;
- Send a polite follow-up message if you haven't received a response within 10 working days.



CHOOSE WHO TO WRITE TO



Companies

You can normally find customer service contact information on company websites. To make sure your email is picked up by the right person, put 'FAO the person responsible for your Animal Testing Policy' in the subject line.

Your MP

The Government is accountable to Parliament, so if you're not happy with something the Government is doing, it's a good idea to raise your concerns with your local MP. Find MPs' contact information on the [UK Parliament website](#).

Your MP can make enquiries in private on your behalf or raise your concerns publicly, so that everyone can see the response.

WRITE FOR ANIMALS



Government

Finding the right Government minister or department to write to can be tricky at the best of times, but it can be particularly difficult when it comes to contacting officials about animal testing because several departments are responsible. As a general rule, these departments can be contacted about the following issues:

Home Office - Overall regulation and policy relating to animal testing,
public.enquiries@homeoffice.gov.uk.

Department for Science, Innovation & Technology - Science, innovation and funding, including non-animal methods,
correspondence@dsit.gov.uk.

Department for Environment Food and Rural Affairs - Chemical testing, vet medicines, gene editing, animal welfare (general), defra.helpline@defra.gov.uk.

Department of Health and Social Care - Regulation of human medicines,
dhsc.publicenquiries@dhsc.gov.uk.



WRITE FOR ANIMALS

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ASK FOR SOMETHING SPECIFIC

Explaining why you care about an issue is really important, but it's just as important to tell the person what you want them to do about it. If you're new to campaigning, it can be difficult to know what to ask for, so here's some suggestions:

- Ask a company to explain or improve its animal testing policy;
- Ask a company to become endorsed in the Compassionate Shopping Guide (use our handy template email on page 4);
- Ask the Government to change or repeal part of a law or policy;
- Ask a Government department for further information about something you're concerned about;
- Ask your MP to help raise your concerns with the Government.

KNOW YOUR STUFF



You don't need to be an expert to advocate for animals in labs, but knowing some basics goes a long way when you're sending a campaign letter. Here's some facts about animal testing in Britain that might help:

2.76 MILLION

Number of animal experiments in 2022.

241 INSPECTIONS

Carried out on labs in 2021 - 200 were done remotely.

**MICE, RATS,
FISHES &
POULTRY**

The most commonly tested on animals.

CHEMICALS, MEDICINES, DEVICES

Some of the things that are tested on animals for humans.

WRITE FOR ANIMALS



KNOW YOUR STUFF



The UK banned the testing of cosmetic products and ingredients in 1998. Similarly, the UK banned the testing of household products and ingredients in 2015 - but exceptions can be made for ingredients to satisfy chemicals regulations.

COSMETICS

Skin products, inc
creams & lotions
Face masks
Soap
Perfume & cologne
Bath & shower gel
Tooth care
products

Deodorants
Hair products, inc
colours & shampoo
Shaving products
Make-up
Lip products
Sun protection
Tanning products

HOUSEHOLD PRODUCTS

Detergent
Polish
Cleaning products
Laundry products
Air fresheners
Sealants
Caulks

Toilet cleaner
Descalant
Deoderisers
Adhesives
Paint and varnish
Other decorating
material



WRITE FOR ANIMALS

WHO WE ARE

Naturewatch Foundation is a charity that has been speaking out on behalf of animals since 1991 by:

- Campaigning peacefully against animal abuse.
- Lobbying to improve animal protection legislation.
- Raising awareness through education.
- Coordinating the World Animal Day movement to raise the status of animals around the world.

Registered with



FUNDRAISING
REGULATOR



naturewatch foundation

ADVANCING ANIMAL WELFARE

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