

Camps/letters/L'Oreal



Mr Robert Surma
Klub OK!
ul. Brzeczkwicka
41 - 412 Myslowice
POLAND

**British Union for the
Abolition of Vivisection**

16a Crane Grove,
London N7 8LB
Telephone 0171-700 4888
Fax 0171-700 0252

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Dear Robert,

Thank you for your recent enquiry about L'Oreal products, and their company policy in relation to animal testing.

I would like to advise you to be wary of the claims of L'Oreal when they say that their products are not tested on animals - the test ban relates only to finished products. By their own admission L'Oreal test less than 1% of all new finished products on animals as the vast majority of animal tests are conducted on raw ingredients which L'Oreal will continue to test.

L'Oreal have made a small step towards ending animal tests but still have a long way to go before their products are acceptable to consumers who wish to avoid animal suffering. I enclose a copy of L'Oreal's statement which illustrates quite clearly that they **do** still carry out tests on animals.

I enclose a copy of our latest **Approved Product Guide** (1996 edition) as requested, and sincerely hope that products by the 150 companies listed are available in Poland. Should this not be the case, I should like to inform you that many BUAV Approved companies offer a mail-order catalogue service, so you can be sure that your purchases are truly **Cruelty-Free**. Many thanks for your concern for animals being used in laboratory tests. Should you require any further information, please do not hesitate to contact me.

Yours sincerely

Adèle Archer
BUAV Campaigns