

Slaughter for Beauty

Charlotte Tilbury, Catrice, Zoeva, The Body Shop, and Natasha Denona. For make-up enthusiasts, these brands are known to be distinguished frontrunners in the industry. Be that as it may, some are not aware that these brands also execute a common business practice - being cruelty-free. Today's increasingly responsible world encourages consumers to be wiser before buying; thus they research about the products that they are interested in before making a purchase. As people are said to be increasingly responsible, they are more drawn to cruelty-free cosmetics.

Cruelty-free, a business practice most make-up brands adhere to, means that they do not test their products on animals. In addition to being cruelty-free, some brands practice being vegan-free. This means that their products do not contain any animal products or animal-derived ingredients. Cosmetic brands that follow these practices are featured in the People for the Ethical Treatment of Animals (PETA)'s website, which is the largest animal rights organization in the world. Although these practices are being executed, there are still cosmetic brands who do not conform.

As we know, make-up is used in various occasions such as preparing for a play or an event, testing out new looks for different holidays, or even just when you feel like it. But underneath all the beauty it brings is something not even the best concealers can hide, and that is animal testing. To date, huge beauty companies such as Christian Dior, Make Up Forever, Lancome, and Nars along with 9 other European cosmetic companies still test on animals. In fact, according to Human Society International, about 100,000 to 200,000 animals around the world die from cosmetic testing every year. Animals commonly used for tests are mice, guinea pigs, and rabbits, all of which are put under gruesome tests and are killed after. This is a problem, as it not only affects biodiversity, but also the health of the people since dangerous chemicals are also disposed along with the animals.

In response to this, scientists have discovered several ways to test cosmetics products without the use of animals. First is through Episkin, which is an in vitro made human skin for skin irritation testing. Second is through the Bovine Cornea Opacity/Permeability test (BCOP), which is designed to replace the draize test (test used for measuring skin and eye irritation using an animal eye) for testing eye irritation. Lastly is by XCellR8, which is a redefining testing company. In their website, different tests are listed along with their purpose and how it is executed. Of course, there are other methods that may be used, but even through these three tests, cosmetic companies can already switch to being vegan and cruelty-free.

Let us all remember that animals have different purposes that are going to waste whenever they are being used for product-testing. It is unnecessary to test on animals - the world doesn't need another cosmetics product at the expense of another animal. Subsequently, as stated by the Food and Drug Administration, 92 out of 100 drugs that pass in animals fail in humans, which further strengthens the notion that animal-testing is unnecessary and unethical. Though it is vital to know the importance of being cruelty-free we should always remember, "Fighting animal-testing should be more than a slogan; it needs to be a genuine practice." (Lush, n.d.).

References

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