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Pop Star Ke\$ha Sends Powerful Plea to Cosmetics Industry to Stop Cruel Animal Testing

Today I am celebrating something wonderful, something compassionate and selfless that combines two of my great loves: cosmetics and animals. Today, the European Union showed animal testing for beauty products the door by banning the sale of cruel cosmetics. From today, any new beauty product or ingredient that has been dripped in a rabbit's eyes, spread on a guinea pig's delicate skin or force fed to any animal, will not be welcome on shop shelves in the EU.

As a proud Global Ambassador for Humane Society International, which has led the campaign to achieve this historic ban, I can honestly say that today I have renewed faith in humanity. EU citizens showed their disgust at causing defenceless creatures pain and suffering for the sake of a new lip-liner or blusher, and their politicians listened and took action to change the world for the better. But this wasn't people caring because animals were suffering for cosmetics in their neighbourhood or even in their country—cosmetics testing on animals has been banned in the EU since 2009.

This was an act of collective kindness towards voiceless animals whose suffering is taking place many thousands of miles away. In laboratories in China, India, Brazil, and even here in the United States, animals are enduring toxicity tests with cosmetic chemicals all in the name of beauty. But then EU citizens decided enough was enough: they didn't want that suffering on their conscience; they didn't want that blood on their hands. So from today, no more newly animal-tested cosmetics in EU shops!

To care so deeply about the suffering of animals so very far away, demonstrates something beautiful about the human spirit. So that's why I'm writing this open letter

to the global cosmetics industry, because beauty is supposed to symbolise something wonderful and pure and transformational; something that inspires us and makes us happy.

None of those things are true of animal testing. Animal testing is ugly—period. There can be no better time than this for the cosmetics industry to walk away from animal testing; no better moment than now, when the world’s largest cosmetics market has refused to sell cruelly-produced products. This is *your* moment to make the world a better, kinder, more beautiful place. Take it. Join with Humane Society International’s *Be Cruelty-Free* campaign to create a world where no animal has to suffer and die for the sake of cosmetics.

