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Revlon Advertisement

The Millennium Guild

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How many rabbits does Revlon blind for beauty's sake?



WHAT IS THE DRAIZE RABBIT EYE TEST?

Imagine someone placing your head in a stock. As you stare helplessly ahead, unable to defend yourself, your head is pulled back. Your lower eyelid is pulled away from your eyeball. Then chemicals are poured into the eye. There is pain. You scream and writhe helplessly. There is no escape. This is the Draize Test. The test which measures the harmfulness of chemicals by the damage inflicted on the unprotected eyes of conscious rabbits. The test that Revlon and other cosmetic firms force on thousands of rabbits to test their products.

FOR RABBITS THE ONLY RELIEF IS... DEATH!

There are no ifs, but's and maybe's. These bunny rabbits are bred to be blinded. It's happening today. In 1978, 2,692 rabbits were forced into Revlon's Research Center in the Bronx. And none was given any pain relief even though the Draize manual suggests that eye mutilations be observed for 21 days. Their only salvation from eyes slowly eaten away by chemicals, is death.

THE TERRIBLE IRONY: THE RELIABILITY OF THE DRAIZE TEST IS QUESTIONABLE!

And the intense suffering of innocent rabbits victimized by 36 years of Draize rabbit blindness may not even protect

our health. Some researchers consider this test crude and unreliable. For instance, a comprehensive study of 25 laboratories by the noted toxicologists, Weil and Scala found "extreme variation" in evaluating the same chemical in the eyes of rabbits (Toxicology & Applied Pharmacology 19:276-360). And we have the potential for developing better, elegant tests. Thus, ending the Draize horror will benefit both the tormented rabbits and ourselves.

IN THE NAME OF SANITY: STOP THE AGONY!

It appears that one public response which Revlon recognizes, would be a decline in sales. We appeal to you as intelligent, sensitive consumers, to speak to Revlon. When you stand at the cosmetics counter, before reaching for a Revlon product, think of the cries, of the unnecessary pain suffered by thousands of rabbits.

THE ALTERNATIVE: NON-ANIMAL TESTING!

Medical labs no longer kill rabbits in pregnancy tests. In fact, the equivalent of the old 2-4 day rabbit test is performed in a test tube in just minutes and with far greater certainty in the results. We want similar innovation for eye irritancy testing. Even Dr. D. H. Smyth, the late chairman of the Research Defense Society, which actively promotes the use of animals in research, suggested that developing non-animal alternatives to the Draize test may be a rela-

tively simple project which should be launched as soon as possible. We urge Revlon to lead the way in developing cell culture systems.

AND HERE'S WHAT YOU CAN DO!

Write Michel Bergerac, President, Revlon Inc., 767 Fifth Avenue, New York City, NY 10022, that you and your friends will not use Revlon products until Revlon funds a crash program to develop non-animal eye irritancy tests.

Focus on the media. Write letters to the editor. Ask your newspaper, radio and TV stations to tell the Draize rabbit test story. A healthy society does not inflict violence on the powerless; does not pursue "glamour" at the expense of innocent animals.

The Millennium Guild
Peggen Fitzgerald, President
40 Central Park South, New York, N.Y. 10019

- Please send me more information on what I can do to stop the Draize blindings.
 Here's my tax deductible contribution to place more ads to stop the Draize eye tests.

Name _____
Address _____
City _____ State _____ Zip Code _____