

Humane education is the key to changing people's attitudes towards animals; they have lives that are meaningful to them and although they may be different from humans, that does not mean they are inferior!

All life is valuable and BWC promotes respect and consideration for all species, including invertebrates.

BWC works to encourage compassion, respect and care for animals, especially in young people, which will in turn lead to a the humane treatment of humans and a more compassionate society.

PLEASE VISIT OUR WEBSITE for information on the results of wool and angora farming, The Ban Animal Trading initiative, foie gras, 'damage-causing' animals, sea-life, shark cage diving, cat poop coffee, ritual killings, silk, palm oil and more. Every decision we make has consequences, and we can all make a difference in the lives of animals, humans and the planet, today.

HOW YOU CAN HELP

- Use the BWC approved humane guide found on www.bwcsa.co.za.
- Avoid animal based entertainment such as animal– circuses, cub petting, aquaria that include dolphins / orcas.
- Use man-made materials where possible, instead of wool or leather.
- Support us with your donations.
- Join us and let your voice be heard at protests and demonstrations.
- Spread the word. Encourage others to visit our website.
- Invite us to your school for a free, age appropriate, interactive presentation.

SAVE A LIFE!



ADOPT A PET!

BAN ANIMAL TRADING is a BWC initiative. Animal Rights and Animal Welfare groups agree that pet shops should not be trading animals. Pet shops do not promote responsible pet ownership for the following reasons:

- Animals do not receive permanent identification (e.g. Microchip)
- Pet shops do not provide appropriate veterinary attention to the animals in their care;
- Home checks are not done
- Pet shops promote and encourage impulse buying;
- Pet shops promote the indiscriminate breeding of animals, as these animals are not sterilized, and
- It is without a doubt that pet shops contribute hugely to the domestic animal overpopulation crisis in South Africa.

Noise, artificial lighting, absence of appropriate stimulation or behavioural enrichment, cramped, confined cages, constant attention and touching from customers make pet shops an extremely distressing place for animals.



Beauty Without Cruelty
Defending Animal Rights

Beauty without Cruelty | Standard Bank

Branch: 025109 - Savings Acc: 077 491 645

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Send proof to Cape Town Head Office Tel / Fax: 021 438 2282 | Chairperson: chairperson@bwcsa.co.za

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Beauty Without Cruelty. Est 1975.

Defending Animal Rights



Beauty Without Cruelty

Defending Animal Rights

Animals have natural rights which must be acknowledged in South African law; these include

- the right to freedom from unnaturally induced pain;
- the right to shelter;
- the right to nourishment;
- the right to indulge their natural instincts;
- the right to freedom of movement and most importantly,
- the right to exist.

Animals have intrinsic worth and their value should not be based on their usefulness to humans. BWC supports the rights of animals and will work forcefully to obtain such rights on behalf of animals.

www.bwcsa.co.za



ISSUES

ANIMAL BASED ENTERTAINMENT

Animals are forced into entertainment industries by being trapped, torn from their mothers or born into entertainment slavery. This includes television advertisements, magazine shoots, films, circuses or canned hunting; there is, for some at least, 'entertainment' value to be had in hunting, as there is in rodeos, tag fishing, bullfights and other entertainments that involve the inclusion of animals. Horse and dog racing does not benefit horses and dogs; if people wish to gamble, let them indulge their need in human or car races instead.

BWC started campaigning against animal circuses in 2009. We have discussed the issue in the papers, on radio, approached the

The circus is no fun for me!



venues over the years and held demonstrations and leafleted, raising the subject one on one with the public. BWC was complimented and commended by many who gladly took the leaflets, and many others spontaneously commented that they never supported animal circuses. 2013 alone saw well over 12 000 leaflets distributed in two months and several BWC demonstrations in both CT and in Jhb.

Our efforts in this regard are ongoing, but the most important factor in bringing about change lies with a public that attends only animal free circuses!

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FUR, LEATHER and FEATHERS

Despite what the fur retailers will tell you, there is no such thing as 'humane' fur or cruelty free fur. You can buy a child's or companion animals toy or an item of clothing with a trim without realizing you are buying the product of a Chinese fur farm—an animal who was once captive in a wire cage, eventually skinned alive. The demand of the West, the absence of animal welfare and cheap labour makes China a literal breeding ground of terror and suffering, and annually, millions of cats, dogs and other animals suffer unspeakable horrors.

Fur trim and toys together with a gullible or uncaring public has resulted in a fur boom. Most people wouldn't dream of buying a full length fur coat, but will happily purchase a jersey with furry buttons, a jacket with a fur trim hood, even a wedding dress with fur detail! The animal dies just the same.

These days it is easy to look glamorous and gorgeous without causing harm or suffering to another being. If you won't wear your companion cat or dog, why wear anyone else?

Those car leather seats usually originate from India, where the skins are worth more than the 'contents', and the animals suffer appallingly and footage has revealed the live skinning of cattle, due to blunt knives and the conveyor belt process of the industry.

DYING FOR A DOWN DUVET? It seems that a fairly common custom is to pick the feathers out of living geese. The practise is forbidden in the EU, but apparently this law is not enforced in Poland and Hungary. Video footage shows geese screaming with pain. The biggest wounds are sown together by their torturers - so that the animals will not bleed to death but be ready for another "treatment" later on.

Geese suffer the agony of being plucked alive four or five times during their short lives, despite the arrival on the market in the 1960s of warm lightweight, non-allergenic synthetics to replace down.

COSMETIC TESTING

Would you wash your face in the fat of a slaughtered animal? Or shampoo your hair with boiled animal skin, or like to find acids, fats and placenta from the slaughterhouse in your lipstick, toothpaste or shaving cream? Unless you choose your cosmetics and toiletries extremely carefully, the likelihood is that you are doing just that! Beauty Without Cruelty has been investigating the humane status of manufacturers and their products since 1975 and the results are listed in the BWC approved guide as a free service to the public.

There is no charge made to companies whose products are endorsed by BWC ever, and they may, by arrangement, use the BWC name and logo on their products free of charge, if they so wish.



If a range is not on the BWC approved list, they should be considered suspect, regardless of any animal-testing free claims the company makes. Advertising Standards Authority states that companies must be able to provide proof of their humane claims. BWC is an accepted independent organisation able to audit such proof. **Find the approved guide on our website www.bwcsa.co.za**