



Beauty Without Cruelty

Defending Animal Rights

NEWSLETTER JUNE 2009

Hello fellow animal rights defenders

We are delighted to announce that finally, our fabulous new Beauty Without Cruelty website, www.bwcsa.co.za has been updated and live.

There is information on animals as fashion, as food, wildlife exploitation, downloadable posters, links to movie clips and more.

This collaborative effort has taken much of our time in the last month, and will be updated regularly and so new information and subject matter will be available, such as the latest campaigns, a recipe page, a kids page and more. Visit and join the Facebook Group, 'Beauty Without Cruelty—the official site' for your regular updates and event information.

We are most grateful to Karen at Alton SA, our webmaster, for their patience with us and diligence with our site. I am told that I (Toni) sent 37 e-mails to Karen in one day!

EDUCATION

We would like to remind you that our Education Officers, Heather Howe in Cape Town and Denis Fagans in Jhb are available to do presentations at schools, to introduce Beauty Without Cruelty and the work done to alleviate animal suffering. The emphasis is on what every individual can do in their personal capacity. These presentations can be done to suit the school and the pupils and are suitable for those of 12 years of age and up.



In Heather's absence, Toni did a presentation to a newly formed school animal welfare group at Rustenberg Girls High recently, where about 100 girls were introduced to the ideals of Beauty Without Cruelty.

School-goers / students are encouraged to create awareness around animal issues through

- Organizing a poetry competition for the class or grade using the theme Animal Sentience, where Beauty Without Cruelty would help with setting up the rules and judging the competition.
- Supporting the Meat Free Monday campaign and introducing vegetarian / vegan day at school.
- Organising a photographic or art competition for the class / grade / school club entitled Animal Moods. Beauty Without Cruelty would help with setting up the rules and judging the competition
- Organising a class assembly around a poetry reading or drama production on animals
- Asking the tuck-shop if they will provide tasty vegetarian or vegan options

ALTERNATIVES TO ANIMAL TESTS

Four international organisations have rallied together and signed an agreement that aims to significantly reduce the number of animals used in basic and biomedical experiments in commercial and basic research.

The Japanese Center for the Validation of Alternative Methods, the European Centre for the Validation of Alternative Methods, the US National Toxicology Program and Canada's Environmental Health Science and Research Bureau have signed the memorandum of cooperation.

The agreement is meant to strengthen the joint activities of the organisations in reducing the number of animals used in scientific and product testing, while speeding up development and regulation of alternative methods.

Anticipated results from the agreement include improvements in design and conduct of studies with increased opportunities for peer reviews of the alternative methods. Also, the deal foresees more efficient use of limited resources by pooling results of scientific studies into non-animal tests.

"Reducing animal testing, both out of concern for animal welfare and ethical issues, and protecting consumer safety are two major objectives of this international agreement," said the European Union's science and research Commissioner Janez Potocnik.

"I expect that European, American, Japanese and Canadian scientists working together will more rapidly identify scientifically sound alternative testing methods."

Dr Linda Birnbaum, Director of the US National Toxicology Program and National Institute of Environmental Health Sciences, added: "This agreement will help us achieve greater efficiency by avoiding duplication of effort and allowing us to leverage limited resources."

Every year, an estimated 12 million animals are used in scientific and biomedical experiments. Just two weeks ago, the European Commission released a report stating the use of non-human primates such as chimpanzees and baboons was still an integral part of basic and applied biomedical research.

But in another report released on 5 May, the European Parliament called for the use of animals in scientific research to be re-evaluated and restricted for ethical reasons. The report includes a policy that would significantly reduce the number of animals used in planned testing and would insist on compulsory ethical assessments to promote practical transparency in the research field.

Members of parliament also want an end to tests on endangered ape species and the capturing of wild animals for experiments.



The Guardian. 26 June 2009.

International whaling summit ends in disarray.

The IWC conference ended a day ahead of schedule with no resolution on the future of whaling. International talks on the future of whaling ended in shambles last night, with no deal between pro- and anti-whaling nations.

GOOD NEWS!

The 2009 Canadian seal hunt has OFFICIALLY closed and only a quarter of the quota of seals were caught.

Each year the Canadian government sets a legal limit for how many animals may be slaughtered during the season. The quote this year was 273,000, but fisherman only managed to kill 70,000. While 70,000 is still a HUGE number, it's far from the maximum and a sure sign that the hunt is on a downward spiral.

Thanks to the efforts made by numerous animal organizations, inspired citizens and celebrity friends, awareness is at an all-time high. Couple that with the recent European Union Ban on seal products and you've got the recipe for a dying industry.



Remembering that in the 'old' days, animals were not factory farmed as they are now, this is interesting reading on the first recorded birth of vegetarianism:

Avoidance of flesh eating is first recorded as a teaching of the philosopher Pythagorus of Samos (c. 530 bce), who alleged the kinship of all animals as one basis for human benevolence toward other creatures.

From Plato onward many philosophers (Epicurus and Plutarch), recommended a fleshless diet; the idea carried with it condemnation of bloody sacrifices in worship with a search for principles of cosmic harmony in accord with which humans could live.

WE ARE DELIGHTED TO HAVE REMOVED LA VIERGE FROM THE NO FOIE GRAS WALL OF SHAME!

To whom it may concern

Please note, that La Vierge Restaurant has not served Foie Gras in more than 16 months. Since our new chef, Helen Butler, took over the kitchen, she has refused to serve this. Also, in my own capacity have I refused certain group bookings due to the fact that they requested Foie Gras on their menu. I would like if you could change this on your website "Wall of Shame"

Thanks and Regards

Hein Kirstein
Operator
La Vierge Restaurant

Please, support them!

Donations Welcome

Beauty without Cruelty | Standard Bank - Branch: 025109 - Savings Acc: 077 491 645
Email EFT to Johannesburg office mwvliet@mweb.co.za | Fax: 086 648 6949 - Johannesburg 011 704 6367
Cape Town Head Office Tel / Fax: 021 438 2282 | Chairperson: chairperson@bwcsa.co.za

DID YOU KNOW?

Red food colouring is often the result of crushing a beetle, the **Cochineal** (*Dactylopius coccus*) which is a scale insect from which the crimson-colored dye, carmine, is derived.

Natural carmine dye used in food and cosmetics can render it unacceptable to vegetarian or vegan consumers, and many Muslims consider carmine-containing food forbidden because the dye is extracted from insects and Jews also avoid food containing this additive (even though it is not treif and some authorities allow its use because the insect is dried and reduced to powder).

The water-soluble form is used in alcoholic drinks with calcium carmine; the insoluble form is used in a wide variety of products. Together with ammonium carmine they can be found in meat, sausages, processed poultry products, marinades, bakery products and toppings, biscuits, desserts, icings, pie fillings, jams, preserves, , juice beverages, varieties of cheddar cheese and other dairy products, sauces and sweets.



LETTER IN RESPONSE TO OURS, regarding TOPS (Spar) posters depicting Lion pelts and mounted Lion heads

To whom it may concern:

Thank you for bringing to our attention your concerns with one of our recent campaigns advertising the “Lions vs South Africa”. The intention of this campaign was not to offend anyone but to raise some national spirit with the upcoming international rugby event.

TBWA internationally is an environmentally aware organization and apologises to all environmentalists, animal welfare organisations, animal rights organisations and the concerned public if the material concerned was offensive.

We did not by any means want to imply that trophy hunting is acceptable or admirable. Our intention as an ad agency is to create advertising that is noticed and apologise for oversight with regards to the issue of hunting, although it was purely a metaphor.

The campaign is now over and posters are in the process of being removed from all TOPS stores.

Please accept our apologies and if you have any further queries please do not hesitate to contact me.

Kind regards

ROBYN BUCHANAN – ACCOUNT DIRECTOR TBWA\HUNTLASCARIS\DURBAN

WE HIGHLY RECOMMEND!!

oudrif, situated on the banks of the Doring River in the Cederberg Mountains, an hour from the nearest town, Clanwilliam. Oudrif provides comfortable accommodation for up to 10 people who relish peace, quiet and being close to nature. The food is outstandingly vegetarian and vegan friendly. (there is a daily evening braai). No children under 12. The accommodation caters for 2 persons sharing in 5 unique, straw bale cottages perched on a rocky shelf overlooking the river.

Much of the area is still in a pristine state and unique plants, animals, fish and insect species abound. In spring the whole area comes alive with the biggest outdoor flower display in the world; in winter the river rises and provides exciting white water action for enthusiasts; The river provides ample opportunity for paddling, swimming and sun bathing on its secluded beaches. Oudrif's history can be traced from the artefacts left by Stone Age man to Rock Art by the Bushmen, and from stories of the Boer War up to recent organic farming and rafting activities. www.oudrif.co.za