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5th Block

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The Dark Side Of Lipstick.

Makeup, or cosmetics as it is often called, is a substance used mainly by women for facial brightening and radiance for bringing out of the facial features. Makeup has been used for over ten complete centuries, and has come a long way since being first created. It has since been used on more than just woman and no longer used to just create facial beauty. In other cases, the overall use for cosmetics have changed. Makeup is also changing by being presented to our society in a new way. Makeup is also changing by new production methods. It has also started a stern and cruel way of testing cosmetics on animals.

Animal testing is a performed procedure for most cosmetic brands. Before the process of testing on animals, cosmetics were tested through the poor and unhealthy orphans. This soon lead to the testing of African Americans and later Traveling Gypsies (“Humane Society USA”).

Over time, the laws within countries where testing took place, changed. This meaning restrictions were put onto chemical or cosmetic testing for people in general. The overall ways of cosmetic testing had a complete turn around. As a result , jobs were lost and companies failed. Because of this, companies decided to move on to animals instead for testing instead (Humane Society International).

Animal testing is done by having chemicals that are being used for makeup products, inserted into an animal’s eyes or on shaved skin (“Humane Society International”). Testing is usually done because companies worry that terrible human reactions will happen. Which can end

up affecting the company in general. This is because certain cosmetic companies can become sued. That's because some people suffer allergic reactions to cosmetic chemicals (All About Animal Testing).

When animal testing takes place, each animal is surveyed for over a month. There are then daily doses of the chemicals inserted into their reaction survey spot. The company in which the testing is, will keep doing this until the animal in testing has a dramatic reaction. These testing processes have been continuing for almost one hundred and fifty years now (Humane Society International).

The animals used for most makeup testings are rabbits, hares, monkeys, guinea pigs, hamsters, cats and dogs. The most common animals used are guinea pigs, rabbits, hares, mice and rats. Now, an average of two hundred and fifty thousand animals are in cosmetic related tests in the country every year ("Peta Official Website"). The annual total of animals worldwide is two million. However, in some countries such as China, animal testing for any beauty related product is required by the law for data and research.

China's insisted testing policies are government enforced. This is because a large percentage of their products are shipped overseas and later paid for. In two-thousand fifteen, China was one of the very first countries to enforce laws to have any beauty or care product be tested before being sold through foreign shipping (Humane Society International). Meaning that in the country it is illegal to not chemical test animals for cosmetics. All tests must be completed before any foreign importing ,advertisement or sale.

Throughout the testing in our country, there are over twenty-five companies in the U.S. that test. Even though there are more cosmetic brands that use China's importing method. There is one company that has the highest ranks of animal testing up to date. That company is MAC.

MAC's high testing and importing methods include performing over ten thousand tests each year. The company also produces over half a billion dollars each year in sales and has an overall net worth of 6.3 billion dollars. ("Fast Company"). The company isn't afraid to admit they've used animals to test either. In two-thousand fifteen, the company set out an article on their own website admitting they test as well.

The reactions in surveys from the testing scores can have a dramatic effect on the brands advertisement as well as sales ("Humane Society USA). When testing takes place, the results are marked as data, and recorded in a survey. The results marked down are from each animal's daily reactions to the harmful chemicals. These results can have some animals experience the most intense reactions. They consist of, going blind, internal bleeding, hearing issues, brain cell development fractures, skin irritation, eye irritations, eye infections and unfortunately, sometimes death (Humane Society International).

The results of chemicals can also affect the overall price of cosmetics, advertisement and warning labels are needed for some cosmetics. If a test results with few and non complicated reactions, the price of the cosmetic increases. If a test has results with many complications in their reactions, the price of the cosmetic decrease (Humane Society International)

There are also prices created to perform cosmetic chemical tests . For a test that is created for reactions in the eyes, the price can retail from fourteen to eighteen hundred dollars ("Humane Society International"). The test must consist of, one to five rabbits or hares. This is to make sure the testing results are precise and in order. For the testing of skin irritations, prices ranges from three to six thousand dollars ("Humane Society International"). The animals used for one test are one to five rabbits or hares, thirty-two guinea pigs and sixteen mice. The most expensive test to perform is a nongenotoxic cancer risk test. A non genotoxic

risk test is when chemicals that could possibly create tumors that are being used within the cosmetics are inserted from a syringe in the animal. They chemicals are added in a daily process for twenty four months. Each test range from prices of twenty two to seven hundred thousand dollars (“Humane Society International”). The animals to be used are four hundred-eighty rabbits or hares and twenty six hundred mice or rats.

However, in some countries testing is required. For other countries, it’s actually banned. In the country of India, testing on animals for any beauty product is banned. India consists of over fifteen hundred companies. Despite the fact, that less than two hundred years ago over half of the companies invested in tested animals. This was later interfered over time, mostly because, intense riots and protests broke out. A majority of the movements were from the animal peace and independence organisation known as Peta. This was a concern, because some of the biggest beauty care companies around, such as Bath and Body Works and Lush, were being processed in the country. It was extremely concerning because the companies had net worths of over fourteen billion dollars combined (“Forbes Net Worths”). Going animal test free could very well affect their economy in a negative way.

Fortunately after tens of government decisions, in the year two-thousand and fourteen, large companies decided to still allow processing in India. The companies decided to make an adjustment, and go test free. After six months, in late two-thousand and fourteen, India decided to ban animal testing in the country (Peta).

Unfortunately, the United States is still very far from becoming one hundred percent cruelty free in beauty care. However people to this day still protest for this action to happen. The cosmetic branding system here in the country, consists of over thirty five animal testing brands.

Companies like Peta and Lush, choose to riot and protest against animal testing. In the years two-thousand and fifteen to two-thousand and sixteen, animal right supporter and leagues, formed the most protests against testing in the country (“About Animal Testing.com”). There were a total of over three hundred protests performed in the country.

Even though many other countries like China, believe in the power of animal testing for cosmetics. The United States is far from accomplishing the goals of being cosmetic testing free. The estimation for when the country could ever so possibly become free of testing, would be by the year of two-thousand twenty five. Though it seems like the overall process could take a while to accomplish. You should also be reminded that animal testing has happened for over one-hundred and fifty years now.

Despite the fact this cruel and unusual procedure still continues today, hundreds of thousands of people still refuse to see this happen. No matter what, protests will continue to happen, unless animal cosmetic testing stops. The main reasoning is that no animal should suffer or even lose their live, for someone’s looks.

Costs will continue to rise as well as the death toll for animals in the processes. Testing an animal for a product that is applied onto humans has no right. Considering the action is needed for overseas shipping companies, there is no proof that the results will line up with humane reactions. It is simply just an act of animal cruelty (Humane Society USA).

Why does it still continue today? No one really knows. This is because the process has been continuing for over one hundred and fifty years. It’s been done so much, a large fraction of society has adapted and accepted it. Even though it is no longer needed when it comes to allergic reactions in general. Hopefully, one day. It won’t be anymore.

Citations and credit:

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