

LIAR, LIAR

PANTS ON FIRE

AWARD

PETA condemns and shames

Eli Lilly

for preaching its “commitment to responsible animal research” while refusing to ban the forced swim test, in which gentle mice and rats, typically dosed with a test substance, are dropped into water-filled beakers and forced to swim for their lives.

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INGRID E. NEWKIRK, PRESIDENT



PETA

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS