

Kalel

Dear Mr. Temares,

I recently posed in an [ad for PETA](#) that will help raise awareness of geese and ducks suffering in the down industry. Time and again, investigators have found that workers clamp live birds upside down between their knees and rip out handfuls of feathers as the animals struggle and shriek. They're often plucked so violently that their skin rips open, leaving them with gaping wounds that are sewn up with a needle and thread—and without any pain relief or veterinary care.

No matter where the down comes from, all birds raised for their down feathers are eventually killed in a violent, painful manner at a slaughterhouse, where many are improperly stunned and therefore conscious while their throats are slit and they're plunged into the scalding-hot water of a defeathering tank.

Cruelty aside, more consumers than ever before are choosing sustainable vegan products, because they recognize that these conscious choices help the environment and human health as well. Innovative down-alternative pillows and comforters made from Thinsulate, Sorona, PrimaLoft, or Thermore, among others, are just as (or more) luxurious, warm, and cozy. Plus, they're allergen-free! I'm sure that you're well aware of this, since Bed Bath & Beyond already offers significantly more down-free options than those that contain birds' feathers.

If we can continue to do better, shouldn't we try? A business-savvy decision to drop Bed Bath and Beyond's down items would be one that my millions of friends supporting PETA and I would enthusiastically support. Please use your position as a leader in the home-goods industry to effect this positive change in the lives of countless animals.

Thank you for your compassion.

Sincerely,

A handwritten signature in black ink that reads "Kalel". The signature is written in a cursive, flowing style with a large initial "K" and a long horizontal stroke that loops under the name.

Kalel