

Dear Supporter,

Thank you for standing up for animals by contacting Seventh Generation to tell the company that its support of legislation that will increase tests on animals is unethical and unacceptable. Unfortunately, Seventh Generation appears to have resorted to misleading statements and untruths in its responses to consumers.

Seventh Generation has profited from marketing itself as cruelty-free, and while the company itself does not test on animals, it is actively advocating for legislation that will lead to a drastic increase in the numbers of animals used in chemical tests in the U.S. We have tried unsuccessfully to explain to Seventh Generation officials the serious and deadly implications of their campaigns, to provide them with information on alternatives that promote good science and good ethics, and to work with them to help ensure that any legislation passed includes language minimizing animal use.

Specifically, we have asked Seventh Generation to condition its active support for reform of the Toxic Substances Control Act (TSCA) on the inclusion of language requiring that non-animal testing methods be used preferentially, as is the case in European law. Without this language, tens of millions of animals will be used in additional chemical testing.

In December 2013, scientists from PETA and the Physicians Committee for Responsible Medicine (PCRM) spoke with the CEO of Seventh Generation who rebuffed efforts to discuss minimizing animal use by telling us that Seventh Generation "does not get involved in the policy arena." This is obviously not the case as the company is an active driver in chemical legislation reform and in promoting policy issues that favor animal testing. We proposed ways in which Seventh Generation could work with us to promote non-animal test methods in TSCA reform. No action was taken by Seventh Generation despite PCRM's attempts to follow up with the company.

In May, PCRM requested that Seventh Generation join a [sign-on letter](#) asking that Congress incorporate the concept that animals be used only as a last resort—when all other methods of obtaining information on chemicals have been exhausted—into any legislation. This is similar to what Seventh Generation claims it wants in its response to consumers. Yet the company responded by stating that "Seventh Generation will not be signing onto the letter as it is not really compatible with our position/approach to chemical reform."

Modernizing TSCA requires modernizing the toxicity testing methods that are used. Doing so is crucial to the rapid development and use of superior non-animal methods necessary for protecting public health and the environment and would ensure that animal testing is minimized. Seventh Generation's stance is particularly shocking, given that scientists have [repeatedly demonstrated](#) that animal tests delay effective regulation and do not protect public health or the environment.

Seventh Generation's response to some consumers states that PETA should "engage with the Safer Chemicals, Healthy Families" coalition. Please be aware that for close to a year, PCRM attempted unsuccessfully to contact this coalition. At PCRM's urging, Seventh Generation representatives agreed to connect PCRM with the Companies for Safer Chemicals coalition but,

after being pressed, wrote to PCRM that they "have not had the opportunity yet to put this on the agenda."

Seventh Generation's response also states that it did not sign on to "PETA's" [*sic*] support letter because the company "does not have enough information on its implications." The sign-on letter was written and circulated by PCRM—not PETA—and PCRM has provided Seventh Generation with a massive amount of additional information addressing the issue. Seventh Generation never informed PCRM that it needed more information or that it was unsure of the implications of the letter.

In summary, Seventh Generation has rallied thousands of people to write to Congress in support of legislation that would require companies to conduct more chemical testing on animals. We're working hard to push for a requirement that non-animal methods always be used first, and Seventh Generation has so far refused to join this effort. Whether the company acknowledges it or not, the result of its actions will be a significant increase in animal testing.

Please write to Seventh Generation's CEO at jbr@seventhgeneration.com and ask him to help with our efforts and to sign on to [PCRM's letter to Congress](#). As long as the company refuses to do so, it is choosing to abandon a principled stance against animal testing—as well as abandoning its customers who are concerned about the suffering of animals in laboratory experiments.

PETA