



July 18, 2014

John Replogle, President and CEO
Seventh Generation
60 Lake Street
Burlington, VT 05401

Dear Mr. Replogle,

PETA has corresponded with Seventh Generation a number of times over the past several years with regard to your company's involvement with various campaigns that promote animal testing, such as the Safer Chemicals Happy Families campaign, the Companies for Safer Chemicals coalition, and Seventh Generation's Million Baby crawl website. These campaigns push legislation that would translate directly into massive amounts of new animal testing. We have asked that your support for reform of the Toxic Substances Control Act (TSCA) be conditioned on the inclusion of language calling for the use of nonanimal testing methods where available, as is the case in European law. In 2011, I attempted to set up a meeting to discuss these issues with your representatives to no avail.

In December 2013, representatives from PETA and the Physicians Committee for Responsible Medicine (PCRM) spoke with you by phone and you 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 your company is an active driver in the reform of chemical safety legislation and in promoting policy issues to the public for environmental organizations that favor animal testing. On that call, we also proposed a few ways in which Seventh Generation could work with PETA or PCRM to help promote nonanimal test methods in the context of TSCA reform.

In May, PCRM requested that Seventh Generation join an organizational sign-on letter requesting that Congress incorporate into any legislation the concept that animals be used only as a last resort, when all other methods of obtaining information on chemicals have been exhausted. Such a requirement is crucial to the rapid development and use of superior nonanimal methods necessary for protecting public health and the environment and would ensure that animal testing is minimized. In June, PCRM received a reply from Seventh Generation stating that "Seventh Generation will not be signing onto the letter as it is not really compatible with our position/approach to chemical reform."

It is shocking that Seventh Generation appears to believe that protecting the environment by using safer chemicals and protecting animals from laboratory experiments are incompatible goals, particularly when PCRM and PETA have repeatedly demonstrated—and are now supported in these findings by the National Academy of Sciences—that animal tests delay effective regulation and do not protect public health or the environment.

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It is widely recognized that reform of chemical safety legislation will succeed only by modernizing toxicity testing. It is doubly shocking that a company that promotes itself as cruelty-free—and therefore enjoys the support of many customers who want products that have been produced without harming animals—would promote policies that will lead directly to the suffering and death of tens of millions of animals.

As Seventh Generation has been included on PETA's list of companies that don't test on animals since 1996, your promotion and support of legislation and campaigns that promote animal testing creates a difficult situation. We have no choice but to notate our cruelty-free guide with your stance on this issue and will inform our members accordingly. Again, we would be happy to work with you and do not think our goals are incompatible.

Sincerely,

Jessica Sandler
Senior Director
Regulatory Testing Division