

August 5, 2025

Via email

Zhang Yuxuan
Executive Director and General Manager
Hopeworks (Shenzhen) Technology Co., Ltd.
Hopeworkscorp@gmail.com

Dear Zhang Yuxuan:

I am writing on behalf of People for the Ethical Treatment of Animals (PETA) to demand that BunnyLulu immediately cease its misleading marketing claims that its keychains, plushies, and other products are “lovingly handmade” and perfect for “any bunny lover” when BunnyLulu’s products are made with “rabbit fur.” These representations are likely to mislead consumers unless and until BunnyLulu ceases using rabbit fur for its products.

Products made with animal fur are anything but lovingly handmade because animals used for fur endure extreme physical and psychological pain and suffering. Any person who loves bunnies would be horrified to learn about the suffering of animals used for the fur industry.¹ Most animals used for their fur spend their entire lives inside cramped wire cages. These animals suffer psychologically from being unable to adequately move and express natural behaviors, circling endlessly, chewing on the cage bars, and mutilating their own bodies. Workers electrocute, gas, break their necks, or beat them to death, and some animals are alive when workers skin them.²

The Federal Trade Commission Act, 15 U.S.C. § 45, prohibits unfair methods of competition, including misleading marketing claims. BunnyLulu’s claims that its products are “lovingly handmade” and perfect for “any bunny lover” are clearly intended to convey to consumers that its products are made in ways that are kind to animals. Yet, as described above, animals used for the fur industry endure extreme pain and suffering. Therefore, BunnyLulu’s claims are likely to mislead ordinary consumers.

In addition, California has banned the sale and manufacturing of non-used fur products across the state, *see* Cal. Fish & Game Code § 2023. Despite this ban, BunnyLulu’s products made with rabbit fur are available for purchase in California by California consumers, in apparent violation of this ban.

PEOPLE FOR
THE ETHICAL
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OF ANIMALS
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PETA FOUNDATION IS AN OPERATING
NAME OF THE FOUNDATION TO
SUPPORT ANIMAL PROTECTION.

ENTITIES:

- PETA U.S.
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Switzerland
- PETA Netherlands
- PETA Foundation (U.K.)

¹ See generally *Rabbits Hit, Hung Up, and Skinned Alive in the Chinese Fur Trade*, PETA, <https://support.peta.org/page/8985/ac.../1> (last visited July 28, 2025).

² See *The Fur Industry*, PETA, <https://www.peta.org/issues/animals-used-for-clothing/fur/> (last visited July 28, 2025); *Issues in the Fur Supply Chain*, COLLECTIVE FASHION JUSTICE, <https://www.collectivefashionjustice.org/fur> (last visited July 29, 2025).

PETA looks forward to your prompt confirmation that you have removed misleading claims from your website and ceased using fur. Absent your confirmation, PETA will be forced to consider its legal remedies and expressly reserves its rights in this matter.

Respectfully,

Ashely Monti

A large black rectangular redaction box covering a signature.

Counsel
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