We’re Committed to Eliminating Research Involving Animals
Procter & Gamble’s Policy, Practices, and Progress On Research Involving Animals
Procter & Gamble is at the forefront in efforts to eliminate animal testing in product safety research.

Today, we complete more than 99 percent of all safety evaluations without testing on animals. The remaining tiny percentage comes from studies required by law or in cases where there are no alternatives available.

Our commitment drives progress

We’ve invested more than $265 million to date to develop alternatives to animal research, resulting in the development of more than 50 alternative testing methods that we, and others, use right now.

We’ve shared our alternatives research broadly in more than 400 scientific publications and routinely present our findings at scientific meetings and workshops. We want other researchers and manufacturers to benefit from our advances so that everyone can evaluate safety without using animals.

We partner with leading animal protection groups, such as the Humane Society of the United States (HSUS) and the American Society for the Prevention of Cruelty to Animals (ASPCA), to promote alternative research methods and enhance animal welfare.

We support changes in laws and regulations around the world to reduce and eliminate unnecessary animal testing. We help educate policymakers about new alternative methods for evaluating product safety. We work with governments, universities, and other companies to end legal requirements that lead to unnecessary animal research.
“The Humane Society of the United States has collaborated with P&G scientists for over 20 years to successfully advocate for national and international changes in animal testing regulations and practices. Technological and scientific advances are providing the basis for an entirely new safety assessment paradigm. Eliminating animal testing is an ambitious goal. But working together, a coalition of animal protection groups and committed corporations can make this goal a reality.”

Andrew N. Rowan
Chief Scientific Officer
Humane Society of the United States

Research Policies at P&G

Four billion times a day, P&G brands touch the lives of people around the world, making life a little better. We’re committed to making sure our products are safe — for people and the environment.

Animal research is always a last resort. At P&G, safety research using animals has become an exceedingly rare event. It is performed only as a last option, and only after exhausting all other possibilities. When testing is necessary, we make sure such tests are performed humanely, with the highest standards of care, and with the fewest animals possible.

Because of the diversity of our product portfolio, we’ve developed animal research policies specific to our three major areas of product research: Consumer Goods, Health Care, and Pet Nutrition.
Consumer Goods Research – Our Policy

P&G’s consumer goods business includes body soaps, detergents, household cleaners, cosmetics, antiperspirants and deodorants, hair care products, shaving and skincare products, air fresheners, paper products like tissue towels, and more. For this wide range of products, our policy is quite simple and clear: We don’t test our consumer products on animals unless required by law, and we don’t ask suppliers to test them on our behalf. Likewise, we don’t test product ingredients on animals, except in rare cases where regulations still demand animal data, or when no alternatives exist.

How legal requirements impact our policy

In the United States, Canada, and in some countries in Asia and Latin America, laws and regulations still require some testing on animals to establish safety, even though most scientists agree such tests are unnecessary. But these requirements are beginning to change.

In the EU, the Seventh Amendment to the Cosmetic Directive took effect in 2009 and bans the use of certain types of animal tests for cosmetic products, with more tests scheduled to be banned in 2013. Changes in laws and regulations like this show worldwide efforts to eliminate animal safety evaluations continue to gain momentum. At P&G, we eliminated the testing of our cosmetic products on animals 10 years before the ban took effect. We even took it one step further and stopped testing globally, not just for products sold in the EU.

Another practical way to reduce testing

In the very few instances when we are still required to perform animal research, we reapply the findings across as many of our products as possible. In many cases the information generated from testing on one ingredient can be used to evaluate related ingredients. Maximizing information this way reduces the need for additional research using animals.

Health Care Product Research – Our Policy

Our health care business works every day to improve people’s lives by developing innovative medicines targeted against important therapeutic areas. Current scientific knowledge and regulatory standards require that we use animals during development of these products, both to safeguard humans and to direct the basic research process prior to testing in people. It is our policy to use the minimum number of animals necessary and to work toward reduction, refinement, and replacement of animal use on an ongoing basis.

When animal research is required, we follow the highest animal care and ethical standards

We prefer to evaluate ingredients and products without using animal tests, while at the same time working to ensure human safety. Our researchers have a wide array of alternatives to consider. If it is decided that animal testing is still necessary, our researchers are required to formally evaluate the ethics of the test and justify why an alternative evaluation is not sufficient. Then they must receive approval from an oversight committee prior to performing the studies.

In the few cases when animal evaluation cannot be avoided, we take care to treat the animals humanely and in compliance with animal welfare laws. We constantly monitor our facilities to ensure the highest standards of care. In addition, government agencies monitor the way our animals are treated to be sure all animal welfare laws and regulations are met.

Pet Nutrition Research – Our Policy

Through our Iams and Eukanuba businesses, we help dogs and cats live longer, healthier lives by creating innovative nutrition and pet care products.

We feed new food formulations to dogs and cats to make sure millions of pets around the world get the best nutrition. We give dogs and cats in these studies the best care – the same standard we set for the care of our own family pets. Over 70 percent of the animals in our feeding studies remain in their owners’ homes. Our animal studies are equivalent to those performed with human volunteers. And our policy requires that all pets in our care be adopted into loving homes, or they get a great home in our animal retirement facility with loving caretakers.

We care for the animals that help us

To make sure the animals in our pet nutrition research are treated well, we established an International Animal Welfare Advisory Board, which includes leaders from the United States and Europe in fields such as animal welfare, animal behavior, veterinary medicine, ethics, and human-animal interactions. The board advises Iams on research policy and practices, and individual members conduct unannounced site visits to confirm that Iams is in compliance with its research policy, and that the welfare of cats and dogs at our facilities meet the board’s high expectations.
Some manufacturers label their products as “Not Tested On Animals.” We believe such a claim is misleading.

While many companies no longer test their finished product, the fact is that safety information for most commonly-used ingredients in products today have been evaluated for safety through animal studies. All existing ingredients, including ones used by those making the “Not Tested On Animals” claim, have been tested on animals at some point in time. We believe it’s only fair to acknowledge this.

Our first commitment is to the safety of the people and pets that use our products. Safety evaluations are important because we must ensure that our products will not harm those who rely on them every day. Safety evaluations also provide critical information necessary for emergency personnel to provide appropriate treatment if the product is accidentally ingested. We educate physicians, medical staff, and veterinarians so that they can provide the best emergency room care for adults, children, or pets in cases of accidental poisoning.

What Safety Testing Really Means
Safety testing is a multi-step process conducted by highly-trained professionals to determine the safety of a substance. The first step is to understand the possible effects an ingredient may have on human health or the environment. This step traditionally required animal testing. But, with modern scientific approaches, we can now perform the vast majority of these evaluations using computer models, tests with cells, and/or applying existing data with other related ingredients. Today, more than 99 percent of our safety evaluations are completed without conducting animal tests.

Subsequent steps in the safety process evaluate relevant routes of exposure (skin, oral, inhalation, etc.) and expected levels of exposure. This is then compared to levels that are known to cause a biological effect. These steps are largely done through analytical means. In some cases, legal regulations still require the use of animals at this stage to confirm safety.

Animal alternatives are changing the science of safety
The elimination of animal testing is not only more humane and a better business practice, it’s also better science. Today, the need for animal testing has become so rare that many of our toxicologists have never conducted an animal safety test in their careers at P&G.

“Here at P&G, we’re committed to exploring all approaches that can lead us to the eventual elimination of testing with animals. If one approach doesn’t work, we keep trying until we find something that works. These ‘alternative’ tests are often more predictive than testing with animals, so they are our number one choice for evaluating safety.”

Alternate tests are more effective.

Petra Kern, Ph. D.
Principal Scientist
Technology

Technology advancements have enabled P&G to dramatically reduce the need for animal testing. We have used computer modeling and information from past studies to eliminate more than 80 percent of the animal tests that would have been necessary 20 years ago.

We have also reduced the need for animal tests by developing technologies such as in vitro cell culture tests, advanced chemistry methods, and cultured human tissue. We recently spent $3 million on a new research program that creates in vitro skin and cornea equivalents as alternatives to animal testing. The results obtained using these models have been shown to closely reflect the true human irritancy potential of test chemicals.

We’re investing in promising new areas of research, including toxicogenomics, a new sub-discipline of toxicology that provides a more complete picture of how cells respond to ingredients. This approach is expected to make the process of ingredient safety assessment more efficient and precise. We’re also making progress by leveraging the following areas of modern science:

- **Genomics** – Genetic mapping and DNA sequencing
- **Proteomics** – Using genetics to analyze proteins
- **Metabolomics** – Studying unique metabolic patterns of substances
- **Bioinformatics** – Solving molecular biological problems with mathematics, informatics, statistics, computer science, artificial intelligence, chemistry, and biochemistry

We are reducing the need for animal research.
Working Towards a Common Goal

We work closely with governments around the world to develop and validate alternative testing methods. We advocate eliminating regulations that require research involving animals wherever possible. For example, we’re currently working with the U.S. Environmental Protection Agency (EPA) to eliminate required animal tests for disinfectants.

We also collaborate with respected governmental and non-governmental organizations to raise awareness of the many existing alternatives and encourage regulatory changes to eliminate the need for animal testing entirely. Our partners include:

The Humane Society of the United States (HSUS)
The largest animal protection organization in the United States, HSUS is a nonprofit that works to protect all animals through legislation, litigation, investigation, education, advocacy and field work for over 20 years. www.hsus.org

The European Consensus-Platform for Alternatives (ecopa)
An international nonprofit, ecopa brings together national consensus platforms on alternative methods, including animal welfare groups, industry, academia and governmental institutions. www.ecopa.eu

The Institute for In Vitro Science (IIVS)
A nonprofit science-based organization dedicated to the advancement of alternative testing methods. IIVS seeks to refine the science, broaden the use, and increase the acceptance of in vitro testing worldwide. www.iivs.org

Interagency Coordinating Committee on the Validation of Alternative Methods (ICCVAM)
Made up of representatives from 15 U.S. federal regulatory and research agencies, ICCVAM promotes the regulatory acceptance of toxicological test methods that more accurately assess the safety of chemicals and products that reduce, refine (decrease or eliminate pain and distress), and/or replace animal use. www.iccvam.niehs.nih.gov

European Center for the Validation of Alternative Methods (ECVAM)
This organization brings European Commission and Member States together to actively support the development, validation, and acceptance of methods which could reduce, refine, or replace the use of laboratory animals. www.ecvam.jrc.it

The European Partnership for Alternative Approaches to Animal Testing (EPAA)
A joint initiative of the European Commission, companies, and trade federations, EPAA works to promote the development of new ‘3R’ methods (refine, reduce, replace) as modern alternative approaches to safety testing. www.epaa.eu.com

Promoting alternatives around the world

Various laws in the United States, Canada, the and some countries in Asia and Latin America still require specific animal tests to determine safety for certain products or ingredients, even though alternatives are often available. In other cases, alternative tests are accepted in some countries but not in others. We are working with governments and other organizations to harmonize existing regulations concerning animal alternatives.

We also work with trade associations such as the European Cosmetic Toiletry and Perfumery Association (Colipa), the Personal Care Products Council (PCPC), and academic organizations, to generate momentum for accelerating animal testing alternatives.

We have organized animal alternatives workshops in Moscow and Beijing to foster discussion in emerging markets about new testing alternatives that are now available.

P&G was a sponsor of each of the seven World Congresses on Alternatives and Animal Use in the Life Sciences. These events provided opportunities for researchers to share information, and for our scientists to present the latest animal alternative testing discoveries to the world community. We also provided travel funds for academics and representatives of animal welfare organizations to ensure all stakeholders were able to participate in this crucial global discussion.

We are working to harmonize regulations concerning alternatives
P&G’s Record of Commitment

Four decades of making a difference.
P&G has been actively pursuing animal alternatives for nearly 40 years. This abbreviated timeline highlights our accomplishments and initiatives.

1970s
P&G was one of the first companies to put safety testing data into a computer database, helping to avoid duplicate testing.

1980s
P&G recruited scientists and invested in state-of-the-art laboratories to build a research organization dedicated to reducing and eliminating the use of animals in toxicology studies.

1989
P&G established a program to award research grants to develop animal testing alternatives.

1990
P&G helped fund the first International Conference on Validation. P&G also joined the National Institutes of Health and Animal Rights International in co-sponsoring a feasibility study on data sharing for product testing.

1991
P&G testified before the U.S. Congress to support legislation directing the National Institutes of Health to promote alternatives research and to establish criteria for regulatory acceptance of alternatives.

1992
Johns Hopkins Center for Alternatives to Animal Testing recognized P&G for “outstanding contributions in finding alternatives” in product development and safety evaluations.

1993
P&G was a sponsor of the first World Congress on Alternatives held in Baltimore, Maryland.

1997
P&G joined other organizations, including the Humane Society of the United States (HSUS), in helping fund the launch of Altweb, a website resource on alternatives research and validation activities.

1998
P&G testified before the U.S. Congress to support legislation to accelerate the acceptance of alternative tests.

1999
P&G ended the use of animals in safety testing for its consumer products except when non-animal research alternatives are not available. The HSUS presented its prestigious Russell and Burch Award to a P&G research director in recognition of her work and leadership in advancing alternatives research.

2002
The HSUS presented its Humane Award to P&G in recognition of the company’s efforts to make the world a better place for animals.

2003
Iams established an independent animal care advisory board to provide expert advice on animal care standards in nutritional feeding studies.

2005
The HSUS and P&G announced a strategic partnership to work together to eliminate testing involving animals for consumer product safety.

2005
P&G provided funding for a senior P&G scientist to work directly with ECVAM to foster the validation of alternative methods, and to advocate for their acceptance by regulatory agencies.

2007
The website AltTox.org is launched through a collaboration with P&G and HSUS. The website is dedicated to advancing non-animal methods of toxicity testing.

2009
P&G presented 22 research papers on animal alternatives and animal welfare topics at the 7th World Congress on Animal Alternatives. P&G has sponsored each World Congress meeting.