



FINDING  
**Alternatives**  
FOR PRODUCT SAFETY TESTING



Procter & Gamble's  
Commitment to Develop and Use  
Alternatives to Animal Research

# Our Commitment

Procter & Gamble is committed to using non-animal alternatives for product safety testing whenever possible. More important, we are focused on finding ways to ultimately eliminate the need for all animal testing of ingredients and products for human safety purposes.

P&G is a leading advocate of reforms around the world to speed the approval of reliable, non-animal safety test methods and to eliminate regulations that require unnecessary animal testing. We are proud to be a global leader in corporate funding for research and validation of alternative test methods.

**We have completely eliminated the use of animals in safety testing for the following finished products intended for human use:**

- **Color cosmetics**
- **Dishwashing detergents**
- **Hair-care products**
- **Household cleaners**
- **Laundry detergents**
- **Skin-care products**
- **Tissue and towel products**

Continuing advancements in science and technology have significantly lessened the need for animal testing at P&G. Animals are used in product safety testing only when required by law or to evaluate the human safety of new ingredients and products for which non-animal safety tests are not currently available.

The majority of the limited testing we carry out today is for drug and health-care products where testing is required for regulatory purposes. Also, new ingredients will commonly require animal testing. In Europe, for example, the Dangerous Substances Directive requires animal testing for any new material to be used in significant quantities in any consumer product.

## Need for Product Safety Testing



Every day, consumers in more than 140 countries purchase P&G products — from deodorants and shampoos to laundry detergents, household cleaners, and much more. People take for granted that these

products will be safe when used as intended, or under foreseeable conditions of misuse. It's our responsibility at P&G to confirm the safety of new ingredients and product formulations — using scientifically sound testing methodologies.

We take our responsibility for human safety seriously. As a business, we want to keep and honor the trust consumers place in our products. We have to know, for example, what will happen if children accidentally swallow one of our products or get it into their eyes.

Years ago, animal testing was the primary and most reliable way to confirm the safety of new ingredients and products. Today, the need for animal testing for human safety purposes has been greatly reduced by historical data, the increased sophistication of computer models, and the advent of alternative research methods.

## Pet Health and Nutrition

P&G also is dedicated to improving the health and well-being of its four-legged consumers through superior animal nutrition. Our research has resulted in major advances in nutritional health benefits for cats and dogs worldwide.

Our company's policy regarding animal research for pet health and nutrition products is compatible with how we develop products intended for people. We will not participate in any study requiring the euthanasia of cats or dogs for our pet health and nutritional research, nor will we conduct the veterinary equivalent of any tests on cats or dogs which are not acceptable in nutritional or medical studies in people.

A significant amount of our research relies on alternative methods, such as in vitro fiber fermentation that mimics the digestive process in the colon of a cat or dog. When research does involve the use of animals, like nutritional studies measuring dog and cat food preferences, we require that a strict code of ethics be followed — one that meets or exceeds any relevant animal welfare standards and regulations, including the Animal Welfare Act in the United States and Directive 86/609/EEC in the European Union.

# Animal Care and Treatment

When Procter & Gamble must use animals in product safety research, we ensure that each animal is given the best professional veterinary care and is treated with the utmost respect. We conduct only the minimal amount of animal testing necessary to prove our products are safe for human use or to comply with government regulations.

Before any safety study using animals begins at P&G, a special committee of veterinarians, scientists, and community representatives reviews and approves the research plans. Eighty-five percent of the animals used for human safety testing are rats or mice; the remainder are mostly guinea pigs, rabbits, hamsters, and ferrets.

All P&G animal research is conducted under the supervision of specially trained veterinarians. Our research centers are inspected regularly by government officials (such as the U.S. Department of Agriculture) and must meet the highest professional standards set by the Association of Assessment and Accreditation of Laboratory Animal Care International.

In addition, all research we sponsor at universities and other laboratories is reviewed to ensure each animal is treated humanely and is given the best professional veterinary care available.



## Did You Know?

► **Poison control centers around the world receive millions of calls related to “poisonings” each year. The majority of these calls involve young children. Safety-testing data can help poison control centers and emergency room physicians know which exposures are actually harmful and how to treat these in time to prevent serious consequences.**

## Research, Validation, and Acceptance

P&G has invested more than \$150 million to support the development and use of alternative research methods that can reduce, refine, or replace the use of animals in product safety tests. A significant portion of this funding has gone to universities and other organizations for research and educational efforts to develop and promote the use of alternative methods. We also are a leading sponsor of national and international conferences that bring top scientists together to discuss their research.

P&G is widely recognized as an industry leader in the development and validation of alternative research methods. Our scientists have successfully developed or adapted more than 20 alternative research methods, including non-animal tests for eye and skin irritation, respiratory and skin allergies, birth defects, and cancer screening.

Around the world — including in the United States, Europe, Latin America, and Asia — P&G has worked to change regulatory practices to promote the acceptance of alternative tests that reduce animal use.

In Europe, our scientists have worked closely with the European Centre for Validation of Alternative Methods (ECVAM) to gain acceptance for several alternative tests.

In the United States, P&G joined leading animal welfare organizations to support enactment of a law that established the Inter-Agency Coordinating Committee on the Validation of Alternative Methods (ICCVAM) as a single permanent review body in the federal government for the approval of alternative test methods

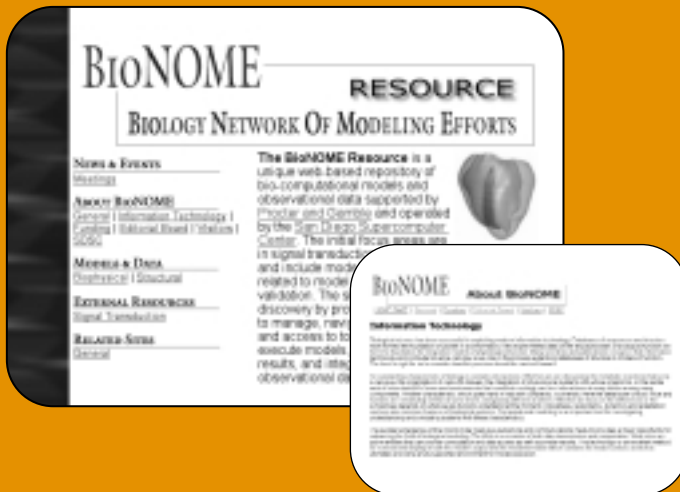
# Our Research Accomplishments

Over the past three decades, Procter & Gamble's research initiatives and honors have included:

- In 1999, a senior P&G research director became the first corporate sector recipient of The Humane Society of the United States' prestigious Russell and Burch Award for advancement of alternatives to the use of animals in research.
- Development of non-animal tests for eye irritation, skin irritation, and skin corrosion, and refinement tests to determine if new materials cause cancer or are toxic.
- Compilation of one of the industry's most extensive databases for use in predicting toxicity, which is used by all of our research scientists.
- Sponsorship of research that resulted in the first successful construction of a human cornea equivalent — an approach that may eventually replace the need to use animals in eye irritancy tests.
- The Johns Hopkins Center for Alternatives to Animal Testing has recognized P&G for its "outstanding contributions in finding alternatives" in product development and safety evaluations.
- P&G scientists have published or presented more than 400 scientific papers on their research so other scientists can use our methods, and government regulators will be able to judge our work. Our researchers are recognized international experts and are often asked to serve on committees set up by regulatory bodies to validate alternative test methods.
- P&G was a sponsor of the first International Conference on the Validation of Alternative Test Methods held in 1990. That same year, the company joined the National Institutes of Health (NIH) and Animal Rights International in sponsoring a feasibility study on data-sharing opportunities among companies to help reduce the need for animal testing.

## Did You Know?

► P&G was a key sponsor of the startup of **BioNOME (Biology Network of Modeling Efforts)**, a unique Web-based project of the San Diego Supercomputer Center at the University of California-San Diego. BioNOME is designed to promote the use of computer modeling of key biological processes, thereby reducing the need for animal-based research. For more information, visit <http://bionome.sdsc.edu>.



## Contact Us

For more information on P&G's work in this field:  
Phone: 1-800-331-3774

Visit our Web site:  
[www.pg.com/animalalternatives/](http://www.pg.com/animalalternatives/)

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# Frequently Asked Questions

## When is P&G required by law to use animal testing?

Approximately 90 percent of P&G's animal use is for research to develop new drugs and health-care products. The U.S. Food and Drug Administration, The European Medicine Evaluation Agency, and similar regulatory agencies in other countries require that manufacturers ensure the safety of these products. Government authorities still consider animal tests to be the most appropriate way to determine the safety and effectiveness of these products before human exposure.

## Why doesn't P&G make the claim "Not Tested on Animals"?

We think it would be misleading to label or advertise products as "not tested on animals." In nearly all cases, the safety information for all ingredients and product formulations on the market were developed, at least in part, from previously conducted animal studies.

## When does P&G expect to be able to stop all animal testing?

We are committed to eliminating the use of animal testing for human safety purposes as soon as science allows it. Despite major advances, there are still scientific limits to the use of today's non-animal methods in safety research. Even the most sophisticated technology can't entirely mimic the complicated interactions among cells, tissues, and organs that occur in humans and animals. But we are confident that science and technology will eventually make animal testing in these situations unnecessary.



## Did You Know?

► **Altweb, the world's most comprehensive Web site resource for information on alternatives research, validation, and regulatory acceptance, was launched with financial support from P&G in 1997. Altweb's content is managed by the staff at the Center for Alternatives to Animal Testing (CAAT) at Johns Hopkins University in Baltimore, Maryland. For more information, visit <http://caat.jhsph.edu>.**

## What You Can Do to Promote Alternatives

Citizens can urge their lawmakers to support government policies that will encourage the development of improved testing methods that do not use animals, and to simplify and accelerate the acceptance process for such tests.

You may also send contributions to nonprofit organizations that are working to develop research alternatives that help reduce or eliminate the need for animal testing. Among the leading organizations are:

**The Johns Hopkins Center for Alternatives to Animal Testing**  
111 Market Place, Suite 840  
Baltimore, MD 21202-6709 USA  
Web site: <http://caat.jhsph.edu>

**Institute for In Vitro Sciences**  
21 Firstfield Road, Suite 220  
Gaithersburg, MD 20878 USA  
Web site: [www.iivs.org](http://www.iivs.org)

**Fund for the Replacement of Animals in Medical Experiments**  
Russell & Burch House, 96-98 North Sherwood Street  
Nottingham NG1 4EE UNITED KINGDOM  
Web site: [www.frame.org.uk](http://www.frame.org.uk)

**The Humane Society of the United States**  
Animal Research Issues  
2100 L Street, N.W.  
Washington, DC 20037 USA  
Web site: [www.hsus.org](http://www.hsus.org)



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