

# **Uncaged's Rough Guide to: Global Boycott Procter & Gamble Day XV Saturday 14th May 2011**

## **What is Global Boycott Procter & Gamble Day?**

[Global Boycott P&G Day](#) is the annual centre-piece of our international consumer boycott of [P&G products](#) in protest at the company's cruel and gratuitous animal testing for cosmetics and household products. With most people opposed to animal testing for consumer products, together we can persuade P&G that they need to stop their animal testing to stem the loss of revenue they are suffering due to this growing boycott.

On Saturday 14th May 2011 there will be hundreds of actions in towns and cities across the world to protest at Procter & Gamble's (P&G) cruel & unnecessary [animal testing practices](#), and raise awareness about [cruelty-free shopping](#). It is the biggest Day of Action of its kind in the world. It is a fantastic opportunity to spread the message about P&G's animal testing and [how to shop cruelty-free](#) directly to consumers and through media coverage.

Events will include: demonstrations, stunts and leafleting at P&G facilities, supermarkets, and town centres; public information & petition stalls in town centres and High Streets; and displays in libraries, colleges and workplaces. In addition, writing letters to national and regional newspapers about the campaign is a great way to publicise the Day of Action, P&G's animal testing and cruelty free shopping.

## **"Hurtful Essences"**

This year, in order to ramp up the effectiveness of this day of action, we're encouraging our fellow campaigners to focus on one of P&G's most infamous brands – 'Herbal Essences'.

## **Why target Procter & Gamble and Herbal Essences?**

1. P&G test on animals in the development of household cleaning, cosmetic and 'pet' food products and ingredients despite there being no legal requirements to do so, and repeated demands from consumers, requests from its own shareholders, and ever-increasing public pressure.
2. An internal P&G memo reveals how the company secretly lobbied the European Union and member state Governments to try to block a popular proposal to stop testing cosmetics and toiletries on animals within the EU.
3. Even P&G's 'pet' food subsidiary, IAMS test on animals in 'pet' food research.
4. The boycott campaign is costing P&G millions of pounds every year in the UK alone. They are worried - as is evidenced by the increasingly desperate spin they have resorted to in vain attempts to disguise P&G animal testing.
5. P&G is the largest consumer product corporation on the planet, selling its brands in 140 countries worldwide. Once P&G relents, other companies will come under inexorable pressure to also cease animal testing.
6. We launched the boycott of Herbal Essences (a P&G hair care brand) in July 2008 when we revealed that P&G scientists had poisoned and killed over a thousand animals and their babies in a gratuitous test for a chemical ingredient already in use by humans for decades (butylparaben).
7. We have found that targeting this recognised brand name over a specific animal test has made a significant difference to the success of the campaign. Interestingly, narrowing the focus actually makes it easier for many more people to make the first step to compassionate enlightenment as they discover the true horror of the whole animal testing industry.

## **What you can do for Global Boycott P&G Day XV**

For pictures & reports of events from last year's (& earlier) P&G Days, please see: [www.uncaged.co.uk/pgday.htm](http://www.uncaged.co.uk/pgday.htm) .

### **1) Protest at a supermarket/personal care store**

Many of these took place last year - an excellent way of targeting the message directly at shoppers. These usually receive an excellent response from consumers who are keen to learn more about P&G & Herbal Essences' animal testing and cruelty-free alternatives. Again, make the protest as visual as possible. You could set up a few paste tables containing information and boycott pledges - and news release the protest.

### **2) In-store supermarket protests**

Fill a trolley with Herbal Essences and other P&G brands and abandon it with leaflets underneath the shopping, or - in a busy supermarket - plastered with campaign leaflets & posters to be admired by shoppers until found later.

Or, go in with posters and animal costumes, stack trolleys and baskets, and distribute leaflets. This is what Donna Thomas did and she really enjoyed it. Here are her tips for a successful in-store protest:

- **Round up the troops:** The more people you can get the better.
- **Sort out transport:** This kind of action is much more effective as a mobile demonstration visiting several stores.
- **Parking:** It's useful to park the car fairly closely to the car park exit so that it's easy to get out of the supermarket to move to the next one.
- **Make yourselves seen:** Order plenty of leaflets & posters. Make posters, mounted on cardboard, with a piece of string around the top to be worn around the neck.
- **Give leaflets:** to every customer you pass. People will be intrigued about what you are doing, ask them politely 'Would you like to find out about some of the products sold here?'
- **Allocate tasks:** E.g. a couple of people responsible for filling baskets and trolleys
- **Costume:** A really useful tool is to have someone dressed as a rabbit or another animal that is often tested on. It's best for the person/people who are dressed up to enter the supermarket a few minutes after the others have entered. Having a huge rabbit wandering the supermarket is not something that happens on a daily basis! If the rabbit comes in later that will buy some time to distribute a good few leaflets and fill up a couple of trolleys. The security guards will be quick to ask the rabbit to leave, and it won't be long before you're asked to do the same.
- **Security: When the security guard asks you to leave then you MUST leave.** There should be no problems if you leave when they have asked you to.
- **Time:** You usually have around 15-20 minutes in each supermarket.
- **Getaway:** Ensure that everyone is out of the supermarket before you make your getaway!

Click [here](#) to see a fantastic demo in Cambridge!

### 3) Town centre campaign stalls/protests

A tried-and-tested method of alerting hundreds of concerned citizens to P&G/Herbal Essences animal testing and the "Buy Cruelty-Free" message. They also provide good opportunities for collecting signatures on the Boycott Pledge and fundraising for the campaign. You will need leaflets, posters, pledge sheets, stickers and collection tins. You will need to obtain a paste table (inexpensively available from hardware stores), pens and clipboards. Use hardboard or cardboard to mount your posters. Banners and props can be used on stalls too, which as part of a Global Campaign will still interest your local media - so don't forget to send news releases!

### 4) Stunts

Many different stunts have been staged for Global Boycott P&G Day - you are only limited by your imagination! These have included: a parade of chanting and singing 'fairies' through in a city centre distributing information about P&G/Herbal Essences; 'die ins' outside supermarkets or P&G facilities; and various forms of street theatre. The media love stunts, so send those news releases! Browse for photos and reports of previous P&G Days at [www.uncaged.co.uk/pgday.htm](http://www.uncaged.co.uk/pgday.htm) .

### 5) Protest outside a P&G facility

P&G have offices and factories all over the world. Check their website [www.pg.com](http://www.pg.com) for details. Make your protest as visual as possible, with banners, posters, placards, props and animal costumes. Hand out leaflets to passers-by and send news releases to the local TV, radio and print media - include the local free papers. There is a sample news release in this guide.

### 6) Workplace/college/home displays

Display posters &/or leaflets at your factory/office/college/outside your home. Talk to your colleagues, friends and neighbours about the importance of taking responsibility for our consumer choices, give them the information leaflets and get the pledge sheets signed. Some students have even waged successful campaigns to get P&G products banned from their school shops!

### 7) Library displays

You will need posters, leaflets, pledge sheets, stickers, and any props you have or can make (like stuffed toys, a cage, P&G product boxes) etc. You will need to ask the permission of the person in charge of the library.

### 8) Write to Procter & Gamble

Address letters to Gary Cunningham, Procter & Gamble UK, Cobalt 3, Silver Fox Way, Cobalt Business Park, Newcastle-upon-Tyne, NE27 0QN – for head offices in other countries check [www.pg.com](http://www.pg.com). Express your feelings on the subject, **but be polite**. Let them know that you are spreading the news about the boycott to friends, family and work/schoolmates, and will be actively campaigning on Global Boycott P&G Day.

## 9) Write to other organisations who are promoting P&G and Herbal Essences

P&G seek positive publicity by aligning themselves with good causes and organisations. They toss the good cause a small (for P&G) amount of money, but a large amount for the cause/organisation. It is a cynical and cheap attempt to 'greenwash' over their animal testing and appropriate the good cause's positive reputation. The good cause is being used to con people into thinking that P&G is a 'good' company, so they carry on buying P&G's products and the company neutralises pressure to cease its horrific animal testing programmes.

## 10) Write to the letters page of your local and national newspapers & to online forums

Explain about P&G/Herbal Essences' animal testing and Global Boycott P&G Day, mention the event in your area if there is one (if there is none planned, you can still write!), and how important it is people buy cruelty-free. Also write to the online letters pages of newspapers, radio and TV stations, social networks and other on-line fora. Include the address of the P&G section of our website for more information: [www.uncaged.co.uk/pg.htm](http://www.uncaged.co.uk/pg.htm). There is a sample letter in this guide.

## 11) Link and promote the Day of Action via your web pages and emails

Please promote the Day whether or not you're planning an real event for Global Boycott P&G Day. Feel free to use any pictures/graphics and text from our website. Also, send emails out about P&G Day to people on your email list. Ask them to get involved.

## Sample News Release (for Hurtful Essences-focused events)

News Release - For immediate use

**[City/Town – delete as appropriate] protest against shampoo tested on animals**

**Campaign urges [name of town/city] to shun 'Hurtful Essences'**

[insert date your are sending it - e.g. 9th May 2011] – In [your town/city] between [state time, e.g. 11am and 3pm] on Saturday 14th May 2011, a [describe protest/event in an interesting and positive way] will take place at [state location precisely] in a bid to save animals from being force-fed poisonous doses of shampoo ingredients. Campaigners will ask shoppers to sign a pledge to boycott the well-known hair care range until they stop testing on animals. The public will also be urged to lobby their MEPs to defend a scheduled European ban on animal-tested cosmetics due to come into force in 2013.

The [name of town/city] protest is part of an international day of action led by leading UK group Uncaged to raise consumer awareness of this 'hidden' animal testing. Celebrities such as 'Maestro' star Sue Perkins, Bill Bailey, Michaela Strachan, Chrissie Hynde and Benjamin Zephaniah have all pledged their support.

In one of the animal tests, chemical ingredients of Herbal Essences shampoos and conditioners were repeatedly tested on animals by scientists working for the manufacturer, US giant Procter & Gamble (P&G). Over 1600 animals were killed in two toxicity tests, which have been banned in Britain since 1998. Herbal Essences have also been discredited after being rapped by the Advertising Standards Authority for falsely claiming 'We don't test on animals'.

Dr Dan Lyons, Campaigns Director at Uncaged, explains: "Most people agree that it is wrong to be cruel to animals for such a trivial thing as shampoo. By raising awareness of this controversial issue, we're confident that falling sales will persuade Herbal Essences to stop testing on animals."

[Insert name of local spokesperson] said: "The good people of [name of town/city] have the power to spare thousands of animals if they stop buying Herbal Essences – sadly, money is the only language these companies understand."

"We simply want to shed light on what really goes on behind the glossy adverts for Herbal Essences, so consumers can make an informed choice," concludes [local spokesperson]. "If you knew that over a thousand innocent animals had suffered and died to sell a shampoo, would you want to buy it?"

For further information about this protest, contact: [Your name] on [Your phone number(s)]

For further information about the global campaign, contact: Dr Dan Lyons, Director  
Uncaged Campaigns, 0114 2831155 / 07799 117695

Or visit [www.hurtfulness.org](http://www.hurtfulness.org), [www.boycottpandg.co.uk](http://www.boycottpandg.co.uk) and [www.uncaged.co.uk/pg.htm](http://www.uncaged.co.uk/pg.htm)

## Sample letter to the editor / online forums etc.

You could use this letter, or amend it where necessary. If you are not taking part in a protest, you can still write to your local press other media, and online forums about Global Boycott P&G Day. Keep it relatively short, and include your name and address - otherwise it may not get printed!

Dear Sir/Madam

Many readers will presume that animal testing of shampoos and cosmetics is a thing of the past. But, although such testing is banned in Britain, there are products on sale here that are still being tested on animals abroad.

One such product is Herbal Essences. Behind the 'natural' and 'organic' branding lies the cruel reality of hundreds of animals poisoned and killed in crude and unnecessary testing. There are hundreds of shampoos on the market produced without animal testing, so there is absolutely no excuse for Herbal Essences to inflict suffering on innocent animals.

The one thing that will persuade Herbal Essences to stop animal testing is if people simply stop buying the product. Saturday 14<sup>th</sup> May 2011 is the annual Global Boycott 'Hurtful Essences' Day. There will be hundreds of protests and information events across the world to inform people about the Herbal Essences cruel animal testing practices, and how to buy cruelty free products instead. *[include details of a local event if applicable]*

I urge readers to help defend the defenceless and register their support for the campaign at [www.hurtfulness.org](http://www.hurtfulness.org). If enough people show their opposition to this animal testing then we have a great chance of persuading Herbal Essences to mend their cruel ways. You can also lobby your MEPs to ensure that animal-tested cosmetics are banned from sale on schedule in 2013.

Yours faithfully

*[Your name and address]*

## Campaign Resources

We have Boycott P&G campaign materials in several languages downloadable from [www.boycottpandg.co.uk/download.asp](http://www.boycottpandg.co.uk/download.asp). We are also offering a **FREE CAMPAIGN PACK TO UK ADDRESSES** with a ratio of 2:1 Herbal Essences:General P&G materials, including:

- 8 posters
- 100 campaign leaflets
- 100 protest postcards
- 100 Boycott P&G wallet cards
- A few sheets of campaign stickers
- Some boycott pledge sheets

To order your pack (if in the UK) and register your action, download and return an [order form](#) or send an email to [dan@uncaged.co.uk](mailto:dan@uncaged.co.uk) entitled 'PG Day 2011' or a letter to Uncaged, 5<sup>th</sup> Floor, Alliance House, 9 Leopold Street, Sheffield S1 2GY by **28 APRIL 2011** and let us know:

1. Your name
2. Your group's name (if applicable)
3. Your address (including postcode)
4. Your phone number
5. Your email address
6. Details of your proposed event for the Day of Action (what, where and when)
7. Any comments or specific requests

Of course, donations towards the cost of producing and posting materials are vital. If you would like additional materials please contact me for a price. It costs an average of £6 to print and send 100 leaflets.

## Remember!

- ☑ **Register your event** by emailing [dan@uncaged.co.uk](mailto:dan@uncaged.co.uk). This is very important so that we know what is happening and can publicise the day of action properly; and so that we can put people in touch with each other in the same area who want to do something.
- ☑ **Send news releases** to **all** your local media a week beforehand. Phone a day or two later to let them know you're serious! Take copies of the news release with you on the day.
- ☑ **Write letters** to all regional media and online forums about Global Boycott P&G Day.
- ☑ **Make any protest/stunt/information stall as visual as possible** in order to attract the attention of the public and provide good images for your local media.
- ☑ **Stay friendly and positive!** remember - we have huge public sympathy for this campaign.
- ☑ **Let us know how your day went**, and send us photographs of your protest (email us photos in jpeg format, preferably larger than 200KB in size) and copies of media coverage.

Finally, why not upload a picture of your action as a pledge on [www.boycottpandg.co.uk](http://www.boycottpandg.co.uk)

**Thank You for your Support!!**