

A photograph of a man and a young boy looking at a purple cone-shaped object. The man is on the left, smiling, and the boy is in the center, also smiling. They are both looking at the object, which is a purple cone with a white base. The background is a blurred outdoor setting with greenery and a blue sky.

## **Our Commitment Our Approach**

Procter & Gamble's  
Practices, Policy and Progress  
On Research Involving Animals

**P&G**

Two billion times a day, people around the world use Procter & Gamble products in their homes. P&G is committed to improving lives with high-quality products while safeguarding the health of consumers. Sometimes, but only as a last resort, we must conduct research involving animals to ensure that materials are safe and effective.



## Our Approach

**We are passionate about continuing our progress in developing alternatives to research involving animals.**

- We are a global leader in supporting alternatives to animal research, having invested more than \$190 million to date in helping to develop more than 50 proven alternative methods.
- We collaborate with governments and universities to promote acceptance of alternatives. We actively share our discoveries so that others can benefit from our progress. Our work has appeared in more than 300 scientific publications.
- We approach our research with respect, openness and responsibility by involving animals only as a last resort, working with animal welfare organizations, and ensuring high standards of care.



## Our Practices

- Research involving animals is a last resort at P&G. We consider it only when we have exhausted all other reasonable options to ensure our products are safe and effective.
- The vast majority of our tests do not involve animals. Whenever possible, we use computer models, synthetic materials, published scientific studies, and the information our consumers tell us about the products they use.
- We seek input from the world's leading experts to continuously improve our approach, and have stopped working with researchers who fail to meet our high standards.
- We support independent review of our standards and inspection of our facilities by leaders in the field of animal care.

## Our Policy

Because P&G's product lines are diverse — we sell more than 250 brands — our policy covers three broad areas of research: **healthcare**, **pet nutrition**, and **consumer goods**.

**Q:** Why doesn't P&G make the claim "Not Tested on Animals" for those products that no longer involve animal research?

**A:** While many P&G products could be labeled "Not Tested on Animals," we believe this claim could be misleading. The safety information for all ingredients and product formulations in existence was developed from previously conducted animal studies. "Not Tested on Animals" claims do not make it clear if the claim applies to the product, its ingredients, tests by manufacturers or their suppliers, or even tests after a certain date.

## Healthcare Research:

Our Healthcare business works every day to improve people's lives by developing innovative medicines targeted against important therapeutic areas such as osteoporosis, cardiovascular disease, diabetes, and osteoarthritis, as well as products such as painkillers and cough/cold remedies.

Current regulatory standards and scientific knowledge require that healthcare companies use animals in the process of developing these products, both to safeguard humans and to direct the basic research process prior to testing in people.

It is our policy to involve the minimum number of animals necessary for this work and to progress toward the goals of reduction, refinement, and replacement of animal research on an ongoing basis.

We are working hard to identify screening techniques that can take the place of animal research in the earliest phase of drug discovery.



**Q: When is P&G required by law to use animal research?**

**A:** The majority of P&G's research involving animals is to develop new drugs and healthcare products. Regulatory agencies in many countries require manufacturers to ensure the safety of these products. Today, government authorities still consider animal tests to be the most appropriate way to determine the safety and effectiveness of these products before human exposure.

## Pet Nutrition Research

P&G helps dogs and cats live longer, healthier lives through innovative nutrition and pet care products from Iams.

We feed our pet foods to dogs and cats to help us develop nutrition that delivers true health benefits to millions of pets worldwide.

We make sure the dogs and cats we work with receive the best care — the standard we as pet owners set for our own pets. These animals help us only in studies that are the equivalent of those done with human volunteers. They are adopted into loving homes or placed in our retirement home when the studies have concluded.

At the same time, we are working hard to find even better ways of obtaining the information we need and eliminating research involving animals.



- More than half of the cats and dogs in Iams feeding studies live with their owners in the owners' homes.
- Iams has established an International Animal Care Advisory Board, which includes leaders from the United States and Europe in fields such as welfare, behavior, veterinary medicine, ethics, and human-animal interactions. The board advises Iams on research policy and practices and conducts unannounced site visits to see that Iams' research policy and the welfare of the cats and dogs meet their high expectations.

**Q:** What are alternative tests, and what types of alternatives does P&G use?

**A:** Alternative tests are those that refine, reduce or replace animal involvement in scientific studies. P&G uses worldwide computer networks and models, in vitro cell culture tests, advanced chemistry methods and human clinical studies. P&G scientists have worked with government agencies, animal welfare groups and other companies to develop new, non-animal tests for eye and skin irritation using cultured human tissue such as the type used in skin grafts.

## Consumer Goods Research

In the past, scientific and legal requirements meant that safeguarding consumers' health invariably involved the use of animal research.

Today, governments tell us that it remains impossible to avoid all research involving animals and maintain the same levels of health protection. At the same time, some of our consumers tell us they want to see more progress on alternatives to animal research.

We therefore work with interested partners in the scientific and academic communities to develop alternatives that offer the same level of health protection as current animal-based research, and we help promote their acceptance.

We are also working with governments around the world to challenge the remaining legal requirements for research involving animals and to find other options wherever possible. In this way, we will work to limit and ultimately eliminate animal research for chemicals.

In the meantime, we do not test our finished consumer products on animals unless forced to do so by law.



**Q:** When does P&G expect to be able to stop all animal research?

**A:** We are committed to ultimately eliminating research involving animals for consumer products and their ingredients as soon as science allows it. Despite advances, there are still scientific limits to the use of alternative methods. Government regulators tell us that it is impossible today to avoid all animal research and maintain the same levels of health protection. Even the most sophisticated technology cannot entirely mimic interactions among cells, tissues, and organs in humans and animals. We will continue our work to develop and promote the acceptance of alternatives that offer the same health protection as animal-based research.

## Progress and Accomplishments

- Use of computer modeling has enabled us to eliminate at least half the animal tests that would have been required two decades ago.
- P&G has a \$3 million research program under way on three-dimensional computer skin models to continually improve alternative tests for assessing skin and scalp safety.
- We work closely with governments around the world to develop and validate alternative methods. One of our top scientists is on loan with the European Center for the Evaluation of Alternative Methods (ECVAM) to partner in their efforts.
- We strive to eliminate regulatory requirements for research involving animals wherever possible. For example, in the United States, we are working with the Environmental Protection Agency to eliminate such tests for disinfectant products.
- P&G has won awards for our leadership and continuing progress in alternatives, including two awards from the Humane Society of the United States.
- P&G has state-of-the-art research facilities that include elements such as magnetic resonance imaging (MRI), full clinical analysis lab, radiography, and other advanced technologies.
- The Iams Company, a P&G subsidiary, is one of the only pet food companies that takes responsibility for the dogs and cats in its studies by finding them homes after the studies have concluded. Iams also is a leader in placing at each research site an Animal Welfare Specialist dedicated to the animals' socialization and enrichment.

Research

Leadership

Innovation

Collaboration

## Contact Us

For more information about P&G's policy on research involving animals, visit our Web site at [www.pg.com/researchinvolvinganimals](http://www.pg.com/researchinvolvinganimals) or [www.iams.com](http://www.iams.com).

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