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Title : Supporting Cruelty-Free Cosmetics

ABSTRACT

Cruelty-Free cosmetics is a range of cosmetics that are not being tested on animals. Cruelty Free International reported that Animal testing is still a problem in 2018 and there are over million animals were used for animal testing. Based on the pillars study that has been conducted earlier, most respondents said they are aware of animal cruelty in the cosmetics industry. However, they did not realize the product they used is actually animal tested. Lack of advertisement for cruelty-free cosmetics and no easy access platform that suits the consumer needs apart from websites lead to this case. This research is to spread the awareness in supporting cruelty-free cosmetics as well as to help to reduce the usage of animal-tested cosmetics among consumers by running a campaign. This could as well attract industry player that still experiment towards animals to make a change as many respondents opposed animal testing.

1. INTRODUCTION

Animals and beauty products were an important part of people's lives. It is upsetting to hear that animals are still used to experiment with cosmetics, although there are many other effective methods that the scientist has developed as an alternative to animal testing. Animal experimentation is worse than people think. Animals go through cruel tests that can cause deaths and not just that they also being imprisoned in tiny cages. Animals life will be filled with pain, fear and suffering. Experimenters force animals to consume chemicals, go through repeated surgeries, implant wires in the brains, and more. After the frightening and painful procedures, animals were thrown back in the cage without any painkillers. Zero number of animals are safe from testing.

Today, as animal experiments are harsh, expensive and not relevant generally to humans, the most effective scientists have developed the methods of animal replacement products that are relevant to human health. The alternatives to animal testing include avant-garde experiment using human cells in vitro methods, excellent computer modeling and human volunteer studies. These and other non-animal methods are usually take less time and less money (People for the Ethical Treatment of Animals).

Research has been conducted earlier, the respondents stated that they are aware of animal testing in cosmetics, but the cosmetics they used are somehow tested on animals because there seems to be lacking in terms of promotion amongst beauty brands that are free from animal cruelty. There is also no easy access platform that fulfils the consumer needs. The consumer spends more time checking the list of cruelty-free cosmetics and animal-tested cosmetics on the website, while some of them have not checked because they do not have much time. This research aims to raise awareness in supporting cruelty-free cosmetics by reducing the use of animal-tested cosmetics among women, animal lovers and enthusiasts of beauty. In order to create and promote a platform where consumers can easily scan the barcode anywhere to check whether the cosmetics are cruelty-free or animal-tested, do and read cosmetics reviews, report cosmetics that still experiments on animals, learn more about cruelty-free and share the benefits of buying cruelty-free cosmetics. This method could as well attract industry player that still experiment towards animals to make a change as many respondents opposed animal testing.

2. LITERATURE REVIEW

2.1 Cosmetics

To enhance your appearance, cosmetics are often used. For many centuries, makeup has been with us. Egyptians were the first people to use cosmetics to boost their beauty confidence. Makeup those days was just focusing on eye and some on the body parts. (Beyond Beauty, 2016) Makeup now plays an important role for men and women. That's true that even men are more aware and worry about their looks. Cosmetics can be natural and hypoallergenic in order to satisfy consumer needs. The concern of cosmetics has increased mostly because many people want to stay attractive and young. However, people only care to be beautiful without thinking about how the cosmetic ingredients have experimented. There are many other methods that have delivered more precise results, however, people end up harming animals for an experiment.

2.2 Animals and Animal Testing

Animals also have feelings and pain, but some aspects of pain experience and expression are probably not the same as in humans. First, animals couldn't even communicate their pain verbally. In order to recognize pain, animals rely on human observations (Andrea Nolan, 2015). All types of animals affect our lives every day like rabbit, dogs, and cats that are friends and protect us. Most of us may respect and understand their importance in our lives. Animals have appeared in our stories, our food as well as our homes. That's why it's hurt to see animals being abused and killed for cosmetics experiments in today's society. The phrase " animal testing " is a process that actually killed animals after experiments because some may be used again in upcoming experiments until they died (Human Society International, 2004) Animal testing is a serious question as to whether it is necessary and good or whether it is cruel and unnecessary (Speaking of Research, 2008).

“Firstly, medical development can continue without the use of animals- using alternative processes, non- animal processes" (People for the Ethical Treatment of Animals, 2001). Animal testing may be beneficial, but cruelty may be the reason why people look at it. Painkiller is hardly provided and the animals will die at the end of the experiments (Human Society, 2014). There are various options to animal testing that scientists could use. “Cell and tissue experiments, computer prototype and other progressive ways to replace animal tests are being developed by researchers. Human volunteers their blood to test the chemicals can help thousands of animals from painful test (Humane Society, 2013). These alternatives are convenient and could stop the use of animal in an experiment.

Beauty products are very high and demanding in cosmetics. The beauty industry remains one of the most resilient industries but also one of the most competitive. In some large companies, animals are used to test their products. Most are high-end and well-known beauty brands. “In the United States, experiments using animals for the cosmetics safety are common” (Humane Society, 2014). It’s estimated that thousands of animals suffer and die during experiments every year.

2.3 Conclusion

A platform such as applications makes it easier for the consumer to support, spreading awareness and sharing information about cruelty-free cosmetics as well as cosmetics that experiments on animals. It is important to spread awareness and information about cosmetics and the brands that do animal testing. This will allow the consumer to know what companies are doing to these animals. If the consumer knows what goes on behind closed doors to these helpless animals, the number of products being sold by these companies may be decreasing. If beauty companies start to see that their numbers are going down because many consumers opposed animal testing in cosmetics they may want to stop animal testing for the sake of their company possibly going down.

3. RESEARCH METHODOLOGY

This research methodology involves surveys and direct observation towards beauty enthusiasts as well as animal lovers that concerns about cosmetics and animal testing in cosmetics. Qualitative research method had been used throughout this study. Qualitative research methods are aimed at helping reveals a target audience's behavior and perception related to a particular topic. There are numerous techniques often used for data collection in qualitative research. The approach is an observation also known as field research.

Moreover, the observation in qualitative research need a constant and organized evaluation. Qualitative is a strategy of research that categorize the relationship between theory and research and usually indicate how theories are created. Qualitative research is empirical, constructionist and conceptual as a strategy of research, but qualitative researchers may not always contribute to all the methods (Bryman & Bell, 2007).

The qualitative research method has given the researcher a great opportunity to determine the level of perception, thinking and experience of respondents through data collection. Hence, in this chapter, the researcher will cover the research methodology that has been used to obtain the research objectives. The methods will be explained in detail and accurate how the research project has already been planned and implemented.

Animal testing has been forgotten to some extent by the media and when something goes from the public eye, it's very easy to overlook it and assume it doesn't happen anymore (Lush Cosmetics, 2015). This chapter also explores and determines the method of doing a campaign and designing an app based on respondents needs in order to support cruelty-free cosmetics. The campaign and the app were developed based on the needs of the respondents.

The research study was based on evidence and facts gathered from the surveys, interview, information, and observation on how to support cruelty-free cosmetics among beauty enthusiasts. Perhaps those methods can also help to achieve the research objective and try to reach the desired target audience.

4. DATA ANALYSIS

4.1 Introduction

This chapter illustrates data analysis followed by the research findings. Data were reviewed to help identify, define and research on how to spread an effective awareness in supporting cruelty-free cosmetics to reduce the use of animal-tested cosmetics among consumers and to attract industry players who are still experimenting with animals. Data were obtained from gaining information through surveys completed by 245 random respondents, 90% of the respondents are female that are into cosmetics. This is also supported by the information and facts that many opposed animal testing however they are still using animal tested cosmetics due to lack of awareness about the benefits of cruelty-free cosmetics.

4.2 Data and Findings

A total of 245 respondents from the survey were received, but only 234 respondents were usable for this study and met the criteria discussed in the previous chapter. Of the remaining 11 respondents considered unusable, 4 did not complete the survey in that two or more questionnaire subsections. Surveys method was used to identify the amount and how the reactions of respondents to the questions. The first section is the demographic data consisted of age, sex, employment status. Meanwhile, the second section consists of the data of human perspective towards cruelty-free cosmetics.

For the demographic data section, participants were asked to choose their age category. All the participants responded to the question. 87 percent of the respondents were in the 17-25 years age category. 13% of the respondents were age 26-40 years. Overall, the large majority of the respondents belongs to the youth category. Participants were also asked to choose their gender. 90 percent of respondents were female, while 10% were male. As for the employment status, 70.8% of the total number of respondents were students, 19.9% were employed while the remaining unemployed.

The second section involves the data that demonstrates the human behavior towards cruelty-free cosmetics. 70% of them are cosmetic enthusiasts while the rest are not. The participants were asked if they are aware of the benefits of cruelty-free cosmetics, 67% of the total respondents said they were not aware of the matter so that they keep buying animal-tested cosmetics. Only 38% of respondents will avoid buying animal-tested cosmetics, while the remaining 62% will purchase it without considering the consequences. Moreover, the participants also were asked is it necessary to have a medium of a platform where they can easily support cruelty-free cosmetics and 95% answered that it is necessary. Thus, the results achieved this survey target.

4.3 Conclusion

The methods of data analysis, results of the study and discussions were presented in this chapter. The results of this study were consistent with human behavior studies to promote effective awareness of cruelty-free cosmetics in order to reduce the use of animal-tested cosmetics among consumers and to attract industry players who still experiment with animals. The impact of data on human behavior and ways of promoting cruelty-free cosmetics has also been investigated.

5. CONCLUSION

Animal for some people is like a family thus it is frustrating to know that animals are still an experiment for cosmetics even though various methods have been developed by the scientist as an alternative to animal testing. This issue is due to lack of promotion among beauty brands without animal cruelty and no easy access platform that meets the needs of the consumer. The consumer spends more time checking the list of cruelty-free cosmetics and animal-tested cosmetics on the website, while some of them have not checked because they do not have much time. This issue of supporting cruelty-free cosmetics among beauty enthusiasts and animal lovers can be solved by an easily accessible platform that ease the consumers to obtain information and check the status of cosmetics whether they are cruelty-free or animal-tested. A campaign with interactive advertisements explaining the benefits of cruelty-free cosmetics and the effect of animal experimental in cosmetics also contribute to solve this problem.

6. ACKNOWLEDGEMENT

First and foremost, I would like to give my sincere appreciation to my supervisor, Dr. Muhamad Fairus bin Kamaruzaman, Senior Lecturer in UiTM Puncak Alam for giving me the opportunity to complete my research and providing guidance throughout this research. He has taught me to produce the research works usefully and clearly. I am extremely thankful and grateful to learn under his guidance. I am grateful towards my parents for always being supportive, for their love, prayers, and sacrifices for educating me to be a better person and preparing me to survive for the future. Last but not least, I would like to say special thanks to my fellow friends for their assistance and support for me to complete this research. Finally, my thanks go to all the people who have lend me their precious time and being patience for me to complete the research work directly or indirectly.

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