Works Cited

Henderson, C. (2012). The Procter & Gamble Company; patent issued for coated substrate with properties of keratinous tissue. *Marketing Weekly News*, 709.

 Expands upon a recent claim from The Procter & Gamble Company stating that they will begin to use a keratinous tissue to test products, in an effort to reduce their animal testing practices. Provides sufficient detail as to how this alternative test works, while demonstrating that the P&G Company is now moving towards a more animal friendly approach to product research.

Howard, C. (2009) Alternative Testing Can Replace Animal Experimentation. *Animal Experimentation*. (pp. 14-15) Farmington Hills: Greenhaven Press.

 Provides an in depth argument for the use of alternative methods as opposed to the use of animals in product research for cosmetic purposes. Includes information on the three types of alternatives, how to go about enforcing them, and even how to inform future generations of the dangers that animal testing presents.

Huff, E. (2012, March 27). “Procter & Gamble steeped in cruel animal testing of its consumer products, charge activist websites.” Retrieved from <http://www.naturalnews.com/035365_Procter_and_Gamble_animal_testing_cruelty.html>

Provides insight into the product research practices conducted at The Procter & Gamble Company. Includes vivid details about cruel animal testing tendencies associated with their various brands and products. Briefly mentions the possibility for P&G to begin using alternatives instead of continuing direct animal testing.

Miller, S. (2012, July 23). Top companies secretly engage in cosmetic animal testing: Their excuse for animal testing? Retrieved from <http://www.naturalhealingtipsblog.com/2012/07/top-companies-secretly-engage-in.html>

 Expresses concern about using animals for product testing and stresses that companies who claimed to no longer use animal testing are now resorting back to this practice. Mentions Herbal Essences as a brand that is owned by a company who continues to practice animal testing.

The Procter & Gamble Company. (2012, June 30). MarketLine Report.

 Provides a full report on Procter and Gamble as a company for the year of 2012, up until its publication in June. Includes specific data such as dollar amounts and percentages that pertain to the company’s annual success and/or failure.

 Welsh, H. (1990). *Animal Testing and Consumer Products*. (p. 50, 61 and 63). Washington D.C.: Investor Responsibility Research Center Inc.

Completely clarifies arguments both for and against animal testing. Provides statistics and data from various animal rights organizations, current tests, alternatives, and stories about actual companies who have used animal testing.

Wong, E. (2008). Nature Boy. *Brandweek, 49*(31), M036-M038.

Depicts the processes done by P&G employees to reposition the Herbal Essences product line as a sensual hair care brand targeted more for the young adult female population. Fully describes both the company before the changes and the particular changes that were made in order to fulfill their goal.