

# Congratulations on CAAT's 40<sup>th</sup> Anniversary

## What the US Animal Issue Looked Like in 1980/1

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# US Animal Protection Movement

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**In 1980, APM spending ca. \$6 per capita (\$ 2020) – perhaps 2,000 organizations. Animal research and Animal testing was a major focus of many natl groups**

**In 2020, APM spending ca. \$12 per capita – or around \$3.7 billion in total – mainly (80%+) on dog, cat & other pet rescue & advocacy – 22,000 animal organizations – animal research and testing no longer a major focus – but still present – but now Unilever, P&G & L’Oreal working with animal advocates!**



# 1980/1981: Animal Testing & Animal Advocacy

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- Campaign against cosmetic companies started in 1979 (UK campaign in 1977)
- The CTFA (as it was then known), initially ridiculed the efforts of animal advocates
- Focus on Revlon through 1980 – in December, Revlon announced \$750K effort to find an alternative to the Draize – invited other companies to join the effort!
- NIH refused to talk about alternatives – used “complementary” instead – did not embrace alternatives until 20 years later.



# Conclusions

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- **Animal advocates viewed as misguided at best, misanthropic and emotional idiots at worst.**
- **Corporations engaged initially mostly for PR purposes.**
- **CAAT's establishment at Hopkins was a major change in the landscape – DA Henderson had the vision.**