

To Whom It May Concern:

I really love the designs of the clothing you have available for purchase, and I would love to support your brand. However, I cannot in good conscience purchase clothing you produce made of animal fibers.

As someone who loves both animals and clothing, it is important to me that cruelty free clothing is available, not only as an option, but as the standard. With so many alternatives to animal products like wool available, including sustainable ones, there is no excuse to support this exploitation.

Today, I urge your brand to look further into the cruelty involved in the wool industry, and to make the compassionate choice to pledge to be free of it.

There is a common misconception that there is such thing as 'ethical', 'cruelty free' or 'humane' wool. This is simply false, for the following reasons:

Wool, like leather, is a **slaughter industry**. The meat and wool industries are tightly intertwined, and even sheep like Merinos, who are bred specifically for their wool, are 'cast for age' and slaughtered half way into their natural life span.

Young lambs farmed in Australia, where there are supposedly 'high ethical standards', are legally castrated, their tails cut or burnt off, and mulesed, **without any pain relief**.

Every year as part of the Australian lambing season, **10 to 15 million newborn lambs die** in the first 48 hours of their lives, (this is according to sheep industry figures) and it is legal for farmers to kill weaker lambs by means of blunt forced trauma, like a **hammer to the head**.

**There is no humane or ethical way to treat someone, like something.** To treat feeling, thinking beings as objects or materials is wrong.

I urge you to look at [wooltruth.com](http://wooltruth.com) to learn more. There is also information about other brands that have pledged to go wool free, and about how you can too.

I hope to support new vegan products from your brand in the future!

Regards,