



When fur is used for fashion, *animals pay the price*

Every year, over 40 million mammals are brutally killed and skinned to make the fur products sold in stores.

Fashion advertisements present fur as stylish and glamorous, but the undeniable reality behind their glossy promotional fantasies is one of blood, pain and death for the powerless victims of this brutal trade.

On fur farms, mink, fox, raccoon and other wild species are bred and raised in crowded, filthy wire cages unprotected from temperature and weather extremes. After a lifetime of being denied all natural instincts and behaviors, animals are killed painfully by poisoning, electrocution or having their necks broken. Some don't die right away, and are skinned while still alive and conscious.



Animals trapped in the wild suffer other horrors. Caught in steel-jaw traps with pointed teeth or strangled by wire snares, prisoners of these barbaric devices can linger for days or weeks in the frigid winter before a trapper comes to kill them. These animals are so terrified that

about one quarter of them chews their own limbs off to escape, only to be killed later by predators.





If you wouldn't let someone kill and skin your dog or cat to make a coat, as they do in China, then don't buy fur or fur-trimmed products. Even the slightest bit of fur on a jacket collar or boot caused immeasurable suffering for an intelligent, feeling individual who was much like your own animal friend.

In addition to being a bold fashion statement, choosing compassionate alternatives is a powerful declaration that fur is only beautiful on those it belongs to—the animals. With the wide availability of warmer, less expensive and more stylish non-animal fashions, everyone can make kinder consumer choices that don't support cruelty to other species.

How you can help fur-bearing animals:

- Choose only fur-free fashions. If you want to go faux, beware of unlabeled fur trim: since manufacturers are not legally required to label items under \$150, it could be real animal fur.
- Give this flyer to friends, family, co-workers or shoppers in busy areas near stores where fur is sold. Email antifur@idausa.org to order copies, as well as our powerful anti-fur stickers.
- Tell stores that sell fur or fur-trimmed products that you will shop elsewhere as long as they continue to support cruelty to animals.
- Write letters to magazines and newspapers that feature ads or articles promoting fur. Read sample letters and get more information at furkills.org.

