

# Encourage your favourite brands to become endorsed



Dear [insert brand name],

I'm getting in touch to ask if you've heard about the Compassionate Shopping Guide?

It's an ethical shopping guide produced by the animal welfare charity, Naturewatch Foundation. It helps consumers find and support personal care and household brands that have zero ties to animal testing.

I love your products but I noticed you're not in the guide, and I wanted to ask if you would consider applying to become endorsed, please? It's completely free! You can find out more at [compassionateshoppingguide.org](http://compassionateshoppingguide.org).

The guide is unique because it takes into account parent and sister companies, so shoppers can be sure endorsed brands are completely cruelty free!

Thank you for your time and I hope you will consider applying to become endorsed.

Kind regards,  
[Insert your name]

