

HEARTS: ETHICAL FASHION THAT MAKES ANIMAL WELFARE A PRIORITY

At Hearts, we take pride in our decision to fairly source animal by-products and provide you with options in the fashion industry so you have the choice to purchase with respect for our earth and wildlife.

Throughout the modern fashion industry, you'll find a range of animal by-products that can contribute to the suffering of farmed animals; whether it's how the animals were raised or the methods that were used to collect their skins, feathers, or teeth.

At Hearts, we place a high priority on the wellbeing of all animals. We want to celebrate the lives of animals with our fairly-sourced animal by-product fashion, and that means ensuring no animals were harmed in the making of our ethical fashion!

We carefully choose all of the materials and processes we use in our fashion line to ensure that the health and wellbeing of all animals involved is protected. To achieve this we have two approaches to our fairly-sourced animal by-product fashion:

- **Vegan materials and processes:** We source alternatives to leather for those of you who prefer handbags produced without any animal by-product. For example, we use Ultrasuede. The problem is that while vegan options may be better for animal welfare, they aren't necessarily always better for the environment. For this reason, we do not use any new synthetic "faux" leathers (such as PVC) or furs because of their long lifespan and long-term negative impact on the environment. Hearts opts instead to only use faux materials that are upcycled or deadstock and would otherwise end up in a landfill.
- **Cruelty free materials and processes:** Our respect for the earth is also held high on our priority list. Sourcing animal-based materials that are destined for waste avoids unnecessary consumption, prevents waste from entering the landfill and limits the emissions of methane gas. For example, we source "upcycled" leather remnants which are scraps that would otherwise be thrown away. We source our leather remnants from upholstery manufacturers, boot makers, second hand stores and deadstock dealers. We are also exploring options to source humanely produced hides which may be available in the future. In addition we source naturally shed-feathers and porcupine quills which are collected from high welfare animals and environmentally-beneficial farms.

The following list provides a breakdown of the fairly-sourced animal by-product and vegan fashion alternatives we use in our products:

VEGAN ULTRASUEDE AS AN ALTERNATIVE TO LEATHER

Ultrasuede was originally engineered by Dr. Miyoshi Okamoto in 1970, and is made today by a company called Toray. It is created using fine ultra-microfibers that are spun into even finer

threads, then turned into a felt-like material and finished with a protective polymer coating. The finished product is non-woven and has exceptional durability and snag-resistance.

Ultrasuede and other vegan leather materials (as well as upcycled leather) are excellent alternatives to commodity leather because they help to protect animals from the cruelty associated with the intensive livestock industry.

Naturally Shed Feathers are a Fairly-Sourced Animal By-Product

Most feathers that are used to create conventional clothing and jewelry are the by-products of the intensive poultry meat and egg industries. Intensive farms often raise thousands of birds indoors in appalling conditions in cages or large houses. The birds have very little space to move, let alone express their natural behaviors, and are routinely fed antibiotics to prevent disease and maximize growth.

At Hearts, we do not support the inhumane and cruel actions of the poultry meat and egg industries. Instead, we source our feathers from high-welfare poultry farmers or pet owners who pick up feathers that are naturally shed from their birds. Our cruelty free methods ensure the animals involved are raised in healthy environments and are treated humanely.

Fairly-sourced feathers come from birds that are raised in happy, healthy conditions. So what do we look for in a fairly-sourced animal by-product farm?

- **Spacious living quarters:** Birds in intensive poultry farms are kept indoors in cages or tightly confined in barns for their entire lives. In high-welfare farms, birds are free to roam outdoors, where they can express their natural behaviors with space to spread their wings, forage and peck, and run freely.
- **Suitable breeds:** Intensive farming systems use poultry breeds that have been selected for their rapid weight gain or high egg productivity. As a result, they are prone to particular health and welfare problems. High-welfare farms choose hardy breeds that are suited to life on pasture.
- **Natural diet:** Intensive farms feed a high grain diet laced with antibiotic growth promoters and other additives to maximize growth or egg production. On high-welfare farms, the bird's diet will consist of naturally-available plants, seeds and insects, and any supplemental feed given to the birds will be free from added pharmaceuticals.
- **Humane care:** On intensive farms, birds routinely have their beaks trimmed to avoid them harming each other when they peck other birds out of sheer frustration. Beak trimming and other mutilations are prohibited on high-welfare farms.

At Hearts, we only source fallen feathers from farms that are high-welfare.

Fairly-Sourced Alpaca Wool, Silk, and Cashmere

Today, there are numerous sources of fairly-sourced wool, silk, and cashmere.

- **Silk:** Silk is a natural material whose richness and quality has been highly sought for centuries. Silk is produced by the larvae of moth caterpillars. Typical practices for making silk involve killing the larvae either by heat or extreme cold in order to avoid the soiling of

the cocoon – 3,000 larvae must die to make one pound of silk.¹ However, our suppliers allow the larvae to hatch naturally. This does not diminish the quality of the silks and is much more humane.

- **Cashmere:** A highly coveted for luxurious fashion, cashmere is an animal-based textile which comes from the underbelly hair of cashmere goats. Intensive cashmere goat farming can involve cruel practices, such as late castration or dehorning without anesthesia. At Hearts, we are committed to fairly-sourced animal by-product fashion and we are working with organizations to source from high-welfare and wildlife friendly farmers and ranchers.
- **Alpaca wool:** Like cashmere goats, alpaca are increasingly being raised on intensive farms to meet the growing global demand for alpaca wool. As with all animal products used in Hearts fashion, we ensure that any alpaca wool is sourced from high-welfare farms where the alpacas are treated with respect.

Fairly-Sourced Shark's Teeth, Porcupine Quills – and more!

When sourcing other animal-based materials used in fashion we apply the same general principles that were used to identify fairly-sourced feathers. This list of fairly-sourced animal by-product jewelry materials will give you a good idea of other materials we use in our Hearts fashion:

- **Shark's teeth:** Look for companies that source their shark's teeth by collecting them from beaches from animals who have naturally shed their teeth during the normal course of their lives. Sometimes fossilized shark teeth are another sustainable alternative. These are collected as fossilized specimens from archeological sites. Be sure to verify this when shopping for eco jewelry made of shark's teeth.
- **Porcupine quills:** At Hearts, we make every effort to source porcupine quills from suppliers that gather naturally-shed quills. However, we will occasionally source quills from indigenous communities where wild porcupine is a main source of food and where the quills are harvested with a waste-not-want-not mentality.
- **Bone:** When sourcing bone, we ensure it comes from indigenous communities where people rely on animals as a means of food, caring for them with respect, attending to their needs with kindness, and allowing them to live a normal lifespan. After a natural death, the bones are harvested and used as beads and other components in our jewelry pieces.
- **Mother of pearl and freshwater pearls:** The unsustainable harvesting of marine life, such as fish or coral or shells, has a devastating impact on our marine ecosystems. At Hearts, we source mother of pearl through our artisans in Bethlehem and India who collect naturally-occurring and fairly-sourced animal by-products. In India they collect mother of pearl from the shores of the Dead Sea. In Bethlehem no mollusks are killed and no chemical enhancements are used during production. In addition to their responsible practices, they support their cultures art and ancient tradition of carving. Our partnerships harmoniously support cultural art, provide income for local communities, and respect all life.

With great pleasure, Hearts provides fairly-sourced animal fashion that is inspired by the wild, untamed natural state of our animal kingdom. Embrace our vision and feel good knowing that your

purchase does not harbor the negative energy created from cruelty.

GREEN LIVING TIPS FOR REDUCING YOUR SUPPORT FOR ANIMAL CRUELTY

There are many changes you can make in your everyday life to ensure you're not contributing to cruelty to animals and harming the planet at the same time:

- **Choose high-welfare, environmentally-positive food:** If giving up animal-based foods is not for you, try to choose only pasture-raised meat, dairy and eggs, such as those certified by [Animal Welfare Approved](#). The AWA logo guarantees that the animals were raised outdoors in accordance with the highest animal welfare standards of any program in the U.S. and Canada. AWA is also the *only* farm certification which guarantees animals were raised outdoors for their entire lives on an independent family farm, using truly sustainable agriculture methods.
- **Shop for fashion made of fairly-sourced animal by-products:** At Hearts, we source only fairly-sourced animal by-product materials for all of our eco fashion. For instance, feathers are taken from geese, chicken or duck raised on a high-welfare farm by farmers who care about their animals' health and wellbeing.
- **Lead a vegan fashion lifestyle:** If you can't find fairly-sourced animal by-product or faux leather, feather, quill, or shark teeth products, forgo animal byproducts in your fashion altogether. Go for vegan jewelry and other fashion products made with Ultrasuede, or that are made from recycled materials. Also, be sure to avoid polyvinyl chloride (PVC) pleather as it's associated with many serious eco and health concerns.
- **Take a tour of a local high-welfare, predator friendly, or sustainable farm:** If you can, get to know your local farmers by taking a tour of their facilities. Not only will you be able to confirm how well the animals are treated, you'll educate yourself (and your kids!) about how a sustainable farm functions. Many farms now hold open days where members of the public can visit and enjoy a day out in the countryside. See [Predator Friendly](#) or [AWA's farmer roster](#) for location ideas.
- **Talk to your grocer:** If you visit the same grocery store every week, talk to the manager and express your desire to see more high-welfare, [wildlife friendly and](#) sustainable food products in the store.
- **Visit your local farmer's market:** Many pasture-raised [and wildlife friendly](#) products are available at the local farmers market. And better yet, you'll be stimulating your local economy rather than lining the pockets of corporate food and farming companies.

- Choose [Animal Welfare Approved](#) and [Certified Wildlife Friendly™](#) or [Predator Friendly®](#)

Special thanks to Animal Welfare Approved and Certified Wildlife Friendly™ for providing comments and input. You can find additional details about these standards through [AWA's Wildlife Standards](#).

ⁱ *Silk, Cashmere, Shearling, and Other Animal Products Used for Clothing* . (n.d.). Retrieved September 11, 2012, from PETA: <http://www.peta.org/issues/animals-used-for-clothing/other-animals-used-for-their-skins.aspx>