

# DAILY NEWS

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## "Cruelty-free" cosmetics: are you being tricked?

### Labels such as 'not tested on animals' or 'against animal testing' can cause confusion

Consumers are being misled by certain beauty products labeled as "cruelty-free," according to a new US study.

Researchers at the University of Missouri and University of Oregon revealed their findings at the recent American Academy of Advertising 2012 Annual Conference, arguing manufacturers should be required to abide by a legal use of the label.

**"Because there is no legal standard for what is and isn't cruelty-free, consumers are vulnerable to deceptive advertising," explained Joonghwa Lee, a doctoral candidate at the University of Missouri School of Journalism.**

"A company may claim their product is cruelty-free, but there still may be some animal testing done somewhere along the manufacturing process. This could lead to consumers being tricked into buying products that they do not support."

Beauty items that can be labeled cruelty-free range from daily essentials such as deodorants and shampoo to skincare, cosmetics and perfume.

In an online survey as part of the study, consumers indicated they would be more likely to buy cruelty-free labeled products, although once they knew more about the ambiguous nature of cruelty-free labels their opinions changed.

"(However), once the participants learned the wide range of definitions that exist for cruelty-free products, they found using the cruelty-free designation to be less socially responsible and less safe than they did before learning that information." added Kim Sheehan, a professor at the University of Oregon School of Journalism and Communication.

Labels such as "not tested on animals" or "against animal testing" can cause confusion since although a final product may not have been tested on animals, the ingredients could have been.

Currently, the easiest way for consumers across the globe to decipher cruelty-free products is via the international Leaping Bunny logo -- products featuring this mark are certified cruelty-free under the internationally recognized Humane Cosmetics or Humane Household Products Standards. These specify that no animal testing is conducted or commissioned for finished products or ingredients in any stage of development by the firm, its laboratories or suppliers after a fixed cut-off date. To search for brands that carry the logo visit: <http://www.gocrueltyfree.org/search>.

## Local business donates to MU Thompson Center for World Autism Day

By [Jake Kreinberg](#)

April 2, 2012 | 7:28 p.m. CDT

**COLUMBIA — Two local organizations partnered to donate money to MU's Thompson Center for Autism and Neurodevelopmental Disorders last week, helping kick off Autism Awareness Month in Columbia.**

World Autism Awareness Day, which has been held every April 2 since 2008, highlights a month full of events designed to benefit autism organizations worldwide and promote awareness of the disorder, a neurodevelopmental disorder that affects roughly 1 million U.S. children and teens.

The day had added importance this year, following recently updated estimates of autism's prevalence. On Thursday, the Centers for Disease Control and Prevention released findings that increased its estimate of the disorder's frequency to 1 in every 88 children, based on 2008 data from 14 states. Previously, the CDC had estimated that the disorder affected 1 in every 110 children, based on 2006 data from 11 states.

In Missouri, that number jumps to 1 in every 72 children, as found by the Missouri Autism and Developmental Disabilities Monitoring Project, a collaborative effort led by Washington University in St. Louis that screened more than 25,000 children in St. Louis City and St. Louis, Franklin, Jefferson and St. Charles counties for its study.

Currently, no data exists for Columbia or Boone County because the city's Department of Public Health and Human Services doesn't track autism, public health planner Linda Cooperstock said.

### **A local effort**

This year, Marathon Building Environments partnered with Fresh Ideas' Food Service kitchen — located at Stephens College — to hold an online bake sale benefiting MU's Thompson

Center. The sale raised \$750 for the center, which will likely be used to provide services to families needing financial assistance or for the center's early intervention program.

Cheryl Unterschultz, senior information specialist at the center, attributed the increased estimates to greater awareness and advanced diagnostic tools through research.

The center, located on Portland Street near the Women's and Children's Hospital, saw a more than 10 percent spike in its number of annual visits, to around 10,000 between 2010 and 2011.

"We are always busy at the Thompson Center, and always have been," Unterschultz said.

Unterschultz touted the benefits of early intervention, saying: "It makes the difference. The earlier a child can be diagnosed and receive early intensive behavior intervention, the better their chances of having an independent, productive future."

Unterschultz cited examples of children being unable to speak and uninterested in social interaction at age 2 or 3, but after going to the center for a year, learning to speak in complete sentences and initiate conversations.

Marathon decided to raise funds for the center in conjunction with World Autism Awareness Day after Jim O'Neill, a maintenance service technician at the center, mentioned the day's importance. Previously, the center purchased furnishings and window treatments through Marathon.

"It just made sense for us to partner with them," said Larry Schuster, Marathon's Pioneer Window Works manager. "We do have a team member here that has a child with autism. So it was just serendipitous that everything was coming together."

Marathon and Fresh Ideas raised funds for the center between Wednesday and Friday last week through the online sale of cake pops — a ball of cake on a stick. The initial goal was to raise \$250 by selling 10 dozen cake pops. By the end of the sale, Marathon had more than four times the number of orders it set out to make.

Kim Conrad, director of the Fresh Ideas' kitchen, and some assistants made 44 dozen — 528 — cake pops.

"We were thrilled to be able to do that for (Marathon), and knew we could handle it," she said. "It just meant a long weekend."

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## Forum on contraceptive mandate controversy to occur Wednesday night

By Grace Lyden

April 2, 2012 | 6:17 p.m. CDT

COLUMBIA — When the Obama administration announced its birth control mandate for insurance providers in January, it sparked a nationwide debate.

As part of the contentious health care reform law, the policy requires even nonprofit hospitals affiliated with religious organizations to cover contraceptives.

On Wednesday, Columbia residents can participate in an open forum on this topic at "Courageous Conversations on Contraception: Women's Health and Religious Freedom."

This is the third annual Courageous Conversations, which is organized by the university's Difficult Dialogues program.

The event will begin with a brief discussion among the six panelists: **two local religious leaders and four MU professors, who represent the fields of law, medicine and women's and gender studies. After that, organizers said, it's up to the audience.**

**"Really, what we're interested in is having people in the audience then come forward, ask questions, and engage in the dialogue as well," said Roger Worthington, an MU professor and one of the project directors for Difficult Dialogues.**

Worthington will be the moderator at Wednesday's event and introduce basic guidelines prior to the discussion. Although controversial topics are always selected for Courageous Conversations, the event isn't supposed to provoke anger.

"The purpose of our work is not so much to get people worked up but to think about topics that have gotten people worked up and to bring them together to have civil dialogue about these really controversial and potentially emotionally laden topics," Worthington said.

The free event will be held from 5 to 6:30 p.m. in MU's Hulston Hall, Room 7.



## Star a finalist for IRE award

Investigative Reporters and Editors Inc. on Monday named its 2011 award winners and finalists, including Alan Bavley of The Kansas City Star.

Bavley was a finalist for IRE's Freedom of Information Award, which went to Bloomberg News for "The Fed's Trillion-Dollar Secret." Other FOI Award finalists were The Miami Herald, Milwaukee Journal Sentinel and The Associated Press.

Bavley's "Bad Medicine" stories focused on doctors with spotless medical licenses despite long histories of malpractice payments.

IRE is a nonprofit professional organization dedicated to training and supporting journalists who pursue investigative stories. It operates the National Institute for Computer-Assisted Reporting, a joint program of IRE and the University of Missouri School of Journalism in Columbia.