



Dear Mr. and Mrs. Jackson,

We are pleased to announce that Zara's first cosmetics line officially enters the development phase. Zara, as a traditional brand focusing on clothing, is our first attempt in the cosmetics field, and we hope to bring new experiences to our consumers. However, our team encountered some problems during the development process, which were related to our products and related to your and my life.

According to the statistics from People for the Ethical Treatment of Animals (PETA), there are more than 100 million animals, including rats, dogs, rabbits, mice, rats, hamsters, guinea pigs, monkeys, fish, and birds, are killed in the United States because of cosmetics test, medical training, and biological studies each year. These animals are being used as experimental equipment and thus devote their lives to it. In the laboratory, they are forced to be coated with chemicals or breathe in chemical gases. Besides, the laboratory animals are cooped up, unable to follow their nature's habits, and lose nature.

We do not want Zara's products to be based on the suffering of animals.

Data is just frozen numbers, but Zara's actions are visible, that we are determined to try to change the status quo. Zara has focused on various social issues in the past few years, and various charitable projects have been successful, so we believe that we can now become the most action-oriented organization to focus on the animal testing issue. Since that, Zara is partnering with PETA to host a charity dinner entitled "Say No to Animal Testing: Protecting Our Neighbors" next Friday, Dec. 5, 2020, at the Metropolitan Museum of Art of New York City, and we want to invite you to join and help us address this significant social issue.

PETA, the organization that provides animal testing data, is one of the organizations focusing on fighting against regulatory testing on animals around the world. They are passionate about animal protection, but their actions are insensitive and logical, including spent more than \$1 million to find non-animal testing methods in various fields. Because of their passion and tireless efforts, they received an award from the Institute for In Vitro Sciences to recognize their achievements.

The charity dinner in cooperation with PETA will be divided into two parts. PETA's representatives will tell you the real situation they have seen and encountered during their work in detail, and Zara will offer you an incredible auction. The auction will include Zara's vintage products and charity lots, including but not limited to donations to animal protection organizations and zoo facilities. A third of the money raised after the auction will be donated

to PETA for their aid campaign. Zara will use the rest of the fund to develop a cosmetics production model that is not related to animal testing.

As Zara always does, we will develop this project into a long-term charity. We hope that we can help the planet we live on while serving our customers. If you have any questions about the charity dinner, please contact Jalyann Zhang at [jalyannzhangjy@gmail.com](mailto:jalyannzhangjy@gmail.com) or call 315-278-9921.

In case you are interested in our partner PETA, you can find further information by clicking [here](#). On behalf of Zara, we thank you for your support to our common friends—animals—and living environment.

Best regards,

The management team at Zara