

# FAUX PAWS

September 2021

## ***Down***

CAN YOU SLEEP SOUNDLY ON A  
PILLOW STUFFED WITH CRUELTY?

**FORCE-FED  
FOR FEATHERS**

**AUTUMN'S NEW TREND**

## ***Ditch the Down***

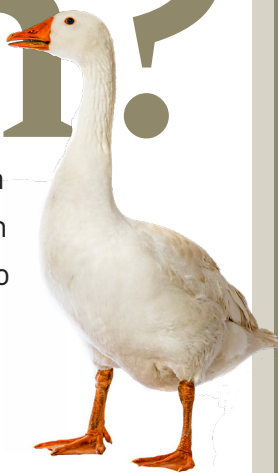
Wear it Kind

Animal Welfare.  
Worldwide.



# What's the deal with down?

Down is the soft fluffy layer of feathers closest to a birds' body. It helps ducks and geese keep warm in winter and helps keep them afloat on water. Due to its warmth and softness, you can often find down feathers being used to stuff pillows, winter coats, sleeping bags and duvets. But behind the fluff lies a harsh truth...



## DID YOU KNOW?



Around 15 million ducks and geese are killed in the UK each year. Over half are kept inside with no access to water to swim.



In 2020, the UK imported over 3,000 tonnes of down feathers from China.



It is illegal to produce foie gras in the UK, but we still import it from France, Belgium, Spain and Hungary - an estimated 200 tonnes in 2019 alone!

## LIVE PLUCKING

**Restrain, Rip, Re-sew, Repeat.** The barbaric life cycle of geese and ducks farmed for their feathers. Hidden from view, these birds are pinned down as their feathers are torn out without pain relief. Rough handling causes wing and leg fractures, and wounds caused by feathers being



ripped out at speed are crudely sewn shut without anaesthetic. And, the worst part? Plucking is repeated every five weeks once new feathers have grown back, up until the day they are slaughtered for meat.

## FORCE FEEDING

Ducks and geese that are bred for foie gras are often used to supply down as well. In addition to live plucking, these birds have a metal pipe rammed down their throats and have a mixture of corn and fat pumped into their stomachs three times a day. Force-feeding causes the birds' liver to grow up to 10 times its normal size. If humans were force-fed like this, our liver would grow to the size of a car tyre!

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## GEESE AND DUCKS



**ARE PLUCKED TO MAKE JUST ONE DUVET**

## THE SOLUTION

- + Go down-free! Many brands including Topshop, Primark and The Northface sell cosy insulated jackets made from recycled polyester that does no harm to animals.
- + If you still decide to purchase down, at a minimum ensure it is certified by the Responsible Down Standard. While this provides some assurance, with so many animal-free alternatives available today, it's never been easier to shop cruelty free!

