

# VOTE WITH YOUR *dollar* some ethically challenged brands seen in the hallways

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Whether it's done consciously or not, every dollar you spend shapes the world. Every purchase helps decide what type of businesses and practices will flourish. It is impossible to purchase entirely ethically and would be extremely expensive, however, these brands have some of the worst records in regards to environmental practices, human rights and animal rights.

## MAYBELLINE NEW YORK

Maybelline, whose parent company is L'Oreal, tests products' on animals as required by law in order to sell products in China. The practice has been criticized as highly unethical and

an unreliable method for determining products effects on humans. Additionally, the company has had to pull several ads because they used excessive Photoshop modification.

## URBAN OUTFITTERS

The clothing giant recently pulled a shampoo called, "Peachy Head Shampoo For Suicidal Hair" after customers pointed out how the line seems to make light of such a serious topic. Similarly, the company printed a shirt with "Eat Less" printed on it. They also created a shirt with a Palestinian youth carrying an AK-47 rifle over the word "Victimized," which spurred claims that the company was supporting terrorism.



## Abercrombie & Fitch

In a 2006 interview, Mike Jeffries, Abercrombie CEO, told Salon, "A lot of people don't belong [in our clothes] and they can't belong. Are we exclusionary? Absolutely." Additionally, the company paid \$50 million in order to settle a lawsuit alleging discrimination against African-Americans, Latinos, and Asian-Americans in its hiring practices and advertising.



The founder of Jimmy John's, Jimmy John Liautaud, posted photos of himself with animals he trophy hunted on a safari in 2010. In the photos, which feature dead elephants, a rhino, a leopard, and other species, some of which are considered endangered, Liautaud is smiling and has a thumbs up.

## FIJI

While Fijians deal with crippling water shortages, with rations as low as 4 gallons per family per week, Fiji Water has exclusive access to a 17-mile aquifer on the

coast of Fiji. The water shortages have caused typhoid outbreaks and parasitic infection among the local residents. On top of all this, plastic bottles themselves are incredibly harmful to the environment, as over 85% are thrown away.

Forever 21 allegedly paid factory workers as little as \$6 per hour using loopholes in the law. The US Department of Labor said that the clothes are being produced in "sweatshop-like conditions." The company has also faced more than 50 copyright lawsuits, and faces a class action suit for failing to pay in-store employees for hours worked.

## FOREVER 21

## facebook

Facebook, which has more than 1.7 billion active users, and is the parent company of Instagram and WhatsApp, has a long history of privacy issues, starting in 2007. Most recently, Cambridge Analytica was able to collect millions of Facebook users data. Additionally, during the 2016 election, Facebook admitted that fake Russian Facebook accounts had purchased more than \$100,000 in ads.

Good on you is a free app that allows you to search for brands before purchasing from them. It gives ratings on the companies labor, environment and animal practices, as well as detailed explanations for their assessment. Additionally, you're able to compare brands by category and the app suggests similar companies in the event that your favorite brands have unfavorable policies.