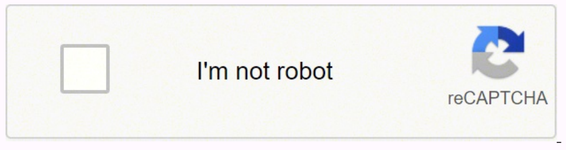

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Dawn dish soap saves wildlife

A legacy of doing good. A commitment to doing better.For over 40 years, Dawn dish soap has helped over 75,000 animals affected by oil pollution and given thousands of bottles of dish soap to wildlife rescue workers, like our partners at The Marine Mammal Center. And together, with the P&G Good Everyday community, we can help Dawn and the Center do even more.Giving marine mammals a second chance at lifeWhen oil spills into and pollutes the water, it poses a great danger to the wildlife that surrounds it. The innocent victims of oil spills and environmental catastrophes include marine mammals like seals, sea lions and dolphins.Dawn dish soap is tough on grease and oil pollution, but gentle enough for wildlife, making it the perfect partner for The Marine Mammal Center.The Center's mission is to advance global ocean conservation through marine mammal rescue and rehabilitation, scientific research and education. And in an effort to achieve this, the Center teaches more than 100,000 kids and adults each year about the health of our wildlife, the ocean and the role that we as humans play in sustaining it all.A simple action, a lifesaving doseThe Center has been working to keep aquatic wildlife and their environment clean since 1975. With 1,300 volunteers and the support of a concerned public, the Center is able to respond to more marine mammals in distress than any other organization in the world.And with 1,300 volunteers and the support of a concerned public, the Center is able to respond to marine mammals in distress. Sick and injured animals are treated at the Center's state-of-the-art veterinary facilities and are cared for until they can be released back to their ocean home. Dawn dish soap is a huge help in working to protect and restore the health of aquatic wildlife.__You can also support this cause through the Center's Adopt-a-Seal program or get involved with one of their other initiatives.VISIT THEIR SITE TO LEARN MORE HomeAdsDawn 'Wildlife' Campaign: "Cleaning Oil Spills" Commercial "Cleaning Oil Spills" highlights Dawn Dish Soap's contribution of $1 million to wildlife rescue efforts. Script To help save wildlife affected by oil spills, rescue workers have opened up a lot of Dawn. They rely on it, because it's tough on grease yet gentle. But even they'll tell you: Dawn helps open something even bigger. This year, Dawn is also donating $1 million to rescue efforts. Go to Facebook.com/DawnSavesWildlife to find out how the little things you do can make a big difference. [#SaveWildlife] Year 2013 Related Materials 'Dawn Saves Wildlife' Related Commercial 'Dawn Saves Wildlife' Microsite 'Dawn Saves Wildlife' Case Study A broader review of Dawn's cause marketing is described in the Dawn Saves Wildlife Case Study. For more than 40 years, Dawn has helped save wildlife both at the sink, with products designed to get dishes cleaner faster, using less water*, and at the shore, where we work with wildlife rescue experts to protect and care for aquatic wildlife.*vs. running the tap with Dawn Non-ConcentratedWe've helped over 150,000 aquatic birds & animalsDawn has helped non-profit organizations clean more than 150,000 marine birds and mammals in North America.We've donated over 50,000 bottlesDawn has donated thousands of bottles to International Bird Rescue & The Marine Mammal Center.We've donated over $4.5 MillionDawn has invested a total of $4.5 million with our environmental advocacy partners since 2006.We want to do more to help wildlife and the home we share with them. From our products at the sink to our efforts at the shore, see how we are shaping our goals for the future. Reducing water use - Enable a 25% reduction in in-home water usage related to handwashing dishes in North America. Recycling - Dawn Dish liquid uses up to 35% PCR (post consumer recycled) content in clear bottles. By 2025, we'll use widely recyclable or reusable packaging. Manufacturing - P&G has already made positive progress on its sustainability journey by converting to 100% renewable energy at its manufacturing sites, reducing water usage in manufacturing by 35%. Protecting Wildlife - Protect and care for one million birds and marine mammals through direct rescue and rehabilitation efforts, as well as advocacy and work in habitats to keep wildlife safe and in the wild. Educating - Invest in educational programs that teach people how they can help create a cleaner world wildlife by taking simple actions, starting at home. Training Wildlife Heroes (volunteers for action) - Inspire and empower one million people to become Wildlife Heroes - people who take small, positive actions in their daily lives to create a cleaner world for wildlife. International Bird Rescue is a global conservation organization for birds in a changing world. Since 1971, Bird Rescue has responded to over 250 oil spills and other wildlife emergencies, caring for more than 160,000 birds on six continents. With crisis response centers in San Francisco, Los Angeles, and Anchorage, the organization specializes in emergency preparedness and response, day-to-day aquatic bird care, and scientific research. Innovations are shared worldwide to inspire the next generation of wildlife specialists. Bird Rescue aims to give a voice to waterbirds through conservation, advocacy, and wildlife literacy that builds empathy and encourages action. Find out how you can help and how to get involved with International Bird Rescue.The Marine Mammal Center is a global leader in marine mammal health, science and conservation, and is the largest marine mammal hospital in the world. Sick and injured animals are treated at the Center's state-of-the-art veterinary facilities and are cared for until they can be released back to their ocean home. As a resource and thought leader in animal care, education and scientific communities, the Center is taking action to support a network of scientists and concerned citizens around the world to protect our shared environment for future generations. Find out how you can help and how to get involved with The Marine Mammal Center. If you search the Internet for "Dawn dish soap", the second link that pops up on Google is for a page on their website titled "Dawn Saving Wildlife: Oil Spill Clean Up". A visit to their main website turns up a prominent link titled "Dawn Saves Wildlife". The Washington Post just wrote a story about how Dawn is the go-to soap for workers cleaning up oil-covered birds. The dish soap is gentle enough to not sting the eyes of the animals being cleaned and has been used since the '70s. Procter & Gamble sent 7,000 bottles of Dawn to the Gulf of Mexico to help clean up birds covered in BP's oil. Dawn has capitalized on this PR goldmine and runs commercials and social media campaigns highlighting the cleanup. The sad irony of the whole thing is that Dawn is petroleum-based. Every bottle of Dawn used to clean a bird actually adds to our nation's demand for oil. Not only are we using an oil-based product to clean oiled birds, but we're increasing the incentives for companies to drill for more oil, making it more likely that there will be another spill. Which, incidentally, will be great for Dawn's marketing. It's one big beautifully incestuous circle. Ben Busy-Collins, founder and CEO of Ballard Organics Soap Co., thinks we need to break that circle and recently sent 1,000 bottles of Ballard's plant-based cleaners to animal rescue groups around the Gulf of Mexico. Me, I'm a Seventh Generation guy. Soap and Species Solidarity Under the banner, "Dawn Saves Wildlife," Dawn dish soap has for decades been advertised as the weapon of choice for those working to assist free-living animals who have harmed by oil spills. Commercials which promote this project frequently depict precious little ducklings and squat penguins wiggling clean and free out of a foamy Dawn bath back into nature. The scheme has become foundational to Dawn's brand image over the decades. For instance, these nonhuman survivors are often featured on dish soap bottles, and Dawn also hosts a website specifically designed to promote its work with free-living animals. In the past, it has donated at least a million dollars toward wildlife rescue efforts. Dawn soap saves animals in removing deadly oil and chemicals from industrial accidents, the Dawn company saves animals by funding conservation, and the warm-hearted customer saves animals in purchasing Dawn products. But a critical vegan analysis unravels this corporate greenwashing for what it is: a scheme to increase sales which is based on the systematic oppression of many species, both domesticated and free-living. What's in a Bottle? Most mainstream detergents are based in slaughterhouse renderings. Commercial soaps, Dawn included, are produced from the fat of pigs, cows, chickens, or other species who meet gruesome ends in abattoirs. Dawn is also a product of Procter & Gamble, a corporation which has maintained its commitment to outdated and violent Nonhuman Animal testing in the face of decades of protest from the Nonhuman Animal rights movement. Furthermore, commercial detergents like Dawn which are flushed down millions of drains across the United States pose a direct risk to free-living species whose habitats are disrupted by algae blooms, fragrances, anti-bacterial agents, and other additives. Veganism vs. Greenwashing Thus, Dawn products are predicated on the torture and killing of all manner of Nonhuman Animals, while the suffering of free-living animals harmed by industrial disasters is cruelly exploited to promote the brand. Dawn's approach is typical of corporate greenwashing in its attempt to add marketable value by appealing to societal interest sustainability and species solidarity. Ultimately, however, Dawn's effort is vacuous. Products that are not vegan and do not work harmoniously with the environment undermine the wellbeing of Nonhuman Animals. Fortunately, vegan alternatives are becoming increasingly easy to find and comparable in cost. Some folks even make their own washing up liquid to reduce their consumption of plastic. A variety of recipes to accomplish this are freely available online. Readers can learn more about critical veganism in my 2016 publication, A Rational Approach to Animal Rights. Receive research updates straight to your inbox by subscribing to my newsletter.

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