



September 21, 2018

Robert Buchsbaum, Chief Executive
Blick Art Materials
1849 Green Bay Road, Suite 310
Highland Park, IL 60035

RE: Badger Blender Brushes

Dear Mr. Buchsbaum:

We have received your email inquiring as to the sourcing of the hair used in the badger blenders supplied to Blick Art Materials. We have also initially reviewed the PETA press release and the accompanying video your staff forwarded to us. Thank you for bringing this to our attention. We appreciate your concern. While undoubtedly alarming, we do not believe that the hair used in these brushes was acquired in the manner that is demonstrated in the attached video or as described in the press release.

Our company believes that all animals are entitled to humane treatment. We do not condone any willful mistreatment and neglect of animals or acts that maliciously cause undue pain, injury or suffering.

It is our company policy that when animal hair is sourced from independent hair suppliers, that the animal hair is ethically sourced, in a sustainable manner concerning animal welfare, with responsible species conservation in mind, and in compliance with all applicable laws, conventions, and regulations.

Our company is focused on making the best products using the highest quality raw materials and craftsmanship to ensure we deliver a product that performs when and where it is needed. We understand that some people believe that animal products should never be used in any consumer products. For this reason, our company's focus on brush development over the last three decades has been geared toward leading the trend of developing innovative, synthetic hair substitutes which replicate, or improve on natural hair. Whenever and wherever possible, we seek to shift the business to these new cutting-edge synthetic hair products. For this reason, within the last five years, we have been shifting manufacturing focus so that the overwhelming majority of brushes and products we actively manufacture are synthetic with no animal products used. In light of the above, we will be working to develop counter-samples of a synthetic substitute of the brushes at issue and will forward to your attention at the earliest opportunity.

Sincerely,

Michael C. Dovellos
Director, Business Development