



Duncan Lofthouse
 Managing Director
 Lofthouse of Fleetwood Limited

6 June 2024

Via e-mail: DLothouse@fishermansfriend.com

Dear Mr Lofthouse:

Ahoy! I'm writing from People for the Ethical Treatment of Animals (PETA) with an exciting proposal for Fisherman's Friend. As concern for the planet and everyone who inhabits it is at an all-time high, we urge you to adopt a new name for the brand: *Fishes Are Friends*.



Fish are fascinating and misunderstood animals, and fishing is a dangerous and harmful industry. More fish and shellfish are killed for their flesh each year – by being impaled, crushed, suffocated, or beheaded – than all other animals combined. But they aren't the only ones harmed by commercial fishing. Every year, some 300,000 cetaceans, along with countless turtles, seals, and birds, also die after being swept up in nets or other gear and more than 100,000 workers die from fishing-related injuries.

There's no doubt about the huge toll fishing takes on the planet. Trawling nets tear up the delicate seafloor, killing slow-growing marine life and depositing 370 million tonnes of carbon dioxide annually into our ever-warming atmosphere in the process.

Your brand is built on evolution. In place of a product intended to soothe the craggy throats aboard trawlers that suck the oceans clean of life, we propose renaming the lozenge to *Fishes Are Friends* – the perfect solution for succouring the throats and hearts of those who love the oceans and everyone in them, from conservationists braving squalls to clean up discarded gear to compassionate consumers protecting gentle fish by not eating them.

With the *strong* vision and elbow grease your family is famed for – and a little rebranding help from us – you can pull off this name change in time for the opening of your new factory in Blackpool.

Thank you for your time. I look forward to discussing the exciting next wave with you.

Sincerely,



Dawn Carr
 Vice President of Corporate Vegan Programmes

PEOPLE FOR
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 TREATMENT
 OF ANIMALS

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Affiliates:

- PETA US
- PETA Asia
- PETA India
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- PETA Australia
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