

Boycott PepsiCo!

PepsiCo, Incorporated is ignoring criticism from thousands of consumers over the use of aborted fetal cell lines in the research and development of flavor enhancers for their beverages. As a result, dozens of organizations are endorsing a boycott of PepsiCo products. The boycott was organized by Children of God for Life (CGL, www.cogforlife.org).

PepsiCo contracts with biotech company Senomyx that uses aborted fetal cell line HEK (human embryonic kidney) to test their artificial flavor enhancers. In 2010, CGL advised Senomyx CEO Kent Snyder that moral options could and should be used. When Senomyx ignored their letter, they wrote to Senomyx “collaborators” and urged them to stop funding the unethical research. PepsiCo’s response was that their work with Senomyx meant producing “great tasting, lower calorie beverages.”

And they continue to ignore the public’s moral sensitivities, noting that the techniques being used are the “gold standard” for the research industry.

Well we have a message for PepsiCo. We who are pro-life have a “gold standard” too. And that means we defend the sanctity of all human life including respect for the remains of innocent aborted babies that PepsiCo is exploiting for profit.

Pro-life groups are calling for a public boycott of the following PepsiCo products:

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| <ul style="list-style-type: none">• All Pepsi soft drinks (including all diet brands)• Sierra Mist soft drinks• Mountain Dew soft drinks• Mug root beer and other soft drinks• No Fear beverages• Ocean Spray beverages• Seattle's Best Coffee• Tazo beverages• AMP Energy beverages | <ul style="list-style-type: none">• Aquafina water• Aquafina flavored beverages• DoubleShot energy beverages• Frappuccino beverages• Gatorade beverages• Lipton tea and other beverages• Propel beverages• SoBe beverages• Fiesta Miranda beverages• Tropicana juices and beverages |
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In order for the boycott to be effective, contacting the companies involved is strongly encouraged. Their contact information is:

Jamie Caulfield, Sr. VP PepsiCo, Inc. 700 Anderson Hill Road Purchase, NY 10577 914-253-2000 Email form: http://cr.pepsi.com/usen/pepsiusen.cfm?time=518987	Kent Snyder, CEO Senomyx 4767 Nexus Centre Drive San Diego, California 92121 Email: info@senomyx.com
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For more information, go to <http://cogforlife.org> . For information re misleading replies by PepsiCo and Senomyx (and how to respond to them), see <http://cogforlife.org/senomyxpartnersrespond.htm>.