

Hello Mattel,

My name is Eshiana Coleman, and I'm an 11-year-old from San Jose, California. As a young girl myself, I know Barbie is a big role model for young people around the world. I also know that she is a huge animal lover—she even has an animal rescue center, and I've never seen her wear fur. However, your company is still selling some products that promote cruelty to animals, and that's not OK!

My generation is dedicated to doing what is right, and Barbie could help lead young people in that direction by being compassionate toward animals and ditching any activities that promote speciesism and cruelty to animals—including breeding dogs and riding elephants. [Barbie Newborn Pups](#) promotes something totally not animal-friendly: dog breeding. There is a big companion animal overpopulation problem, so the right (and cool) thing to do is adopt, not buy from a breeder. Puppy mills are notorious for housing pups in poor, dirty conditions without proper medical care. Do we really think Barbie would want to support something that cruel? We've all seen Barbie's glam house and her compassion, so I'm pretty sure we all can assume the answer is NO!

[Barbie Dreamtopia Chelsea Doll and Elephant](#) makes it look like riding an elephant is fun and harmless. But elephants go through torturous taming as babies—in which their spirits are broken. This is the exact opposite of what Barbie has always done, which is lift our spirits!

It would be so awesome if you were to make Barbie kind to *all* animals, as we know you're starting to include dolls with different body types, varying skin colors, and even disabilities—and Barbie clearly loves animals dearly. Discontinuing these products would make Barbie even more inclusive and show love and kindness. Barbie has so much influence on kids everywhere, and having her represent kindness to all—no matter their species—could set a wonderful example for her audience and pave the way for a brighter, kinder future.

Thank you for taking the time to read this letter. I hope Barbie continues to be the inspiring, powerful role model we all know she is. I'm looking forward to seeing her evolve into her best self—and this only happens when we become aware of what we have been doing wrong and take steps to do better!

Sincerely,

Eshiana Coleman