

Subject: Request to Ensure Products Containing Squalene/Squalane Are Shark-Free

Dear (Insert Brand Name, Founder, Chief Marketing Officer (CMO) if available),

I am writing as a concerned customer regarding your products that contain squalene or squalane, commonly found in cosmetics, skincare, deodorants, hair care, and other personal care products. These ingredients can be derived from either sharks or plants. It is often unclear from labels which source is used, and as someone who values sustainable and ethical practices, I am requesting clarification.

Shark-derived squalene is sourced from shark liver oil, typically from deep-sea species that are already vulnerable to overfishing and population decline. Many sharks are slow to mature and reproduce, making it extremely difficult for their populations to recover from excessive harvesting. Current estimates indicate that millions of sharks are killed annually for their liver oil, contributing to declines in ocean health and the loss of critical apex predators. Sharks play an essential role in maintaining healthy marine ecosystems, and their depletion has cascading effects on reefs, fisheries, and overall ocean biodiversity.

As a customer, I strongly encourage your brand to transition to 100% plant-derived or certified vegan squalene/squalane and clearly label your products to reflect this. When the source is unclear, many consumers—including myself—are hesitant to support the brand, as we want to make ethical choices that protect sharks and the oceans we all rely on.

By taking this step, your brand can join a growing number of businesses demonstrating leadership in sustainability, ethical sourcing, and environmental responsibility. Clear communication about ingredient sourcing reassures customers, aligns with global conservation efforts, and helps prevent harm to endangered shark species.

Thank you for taking the time to consider this request. I look forward to your response and hope to continue supporting your products with the confidence that they are safe for sharks and the oceans. For more information about the importance of sharks, please check out the TED talk: “How Sharks Affect Us All” by Ocean Ramsey.

Sincerely,

(Insert Your Name)
(Optional: Insert Email Address for Response)