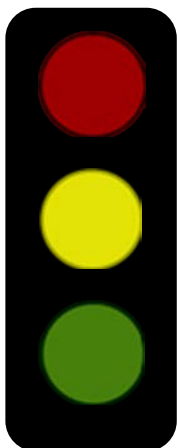


## The “Traffic light Ten” - Quick evaluation tool for information on the Internet

- Instructions:**
- Check the box under Yes or No next to each question, according to your answer.
  - In the Tally columns put a 1 under the colour indicated by the Yes/No answer you choose (in horizontal alignment to the question).
  - At the end of the 10 questions, tally up all the number of 1's under each colour, vertically, and write the score in the coloured boxes at the bottom of the table.

Question	Yes	No	Tally for Red	Tally for Yellow	Tally for Green
<b>1. Is it a convincing, logical argument?</b> (in other words, do the claims/statements follow on each other logically to build an argument?)	Green	Yellow			
<b>2. Are the statements vague or unclear?</b> (in other words, not specific and open to wildly different interpretations and applications)	Yellow	Green			
<b>3. Is it based on subjective claims?</b> (In other words, claims or statements that appeal to your emotions, often to shock or upset)	Red/ Yellow	Green			
<b>4. Is the flipside of the argument also acknowledged?</b>	Green	Yellow / Red			
<b>5. Is the one who is making the claim a specialist or have authoritative knowledge on the matter?</b>	Green	Yellow/ Red			
<b>6. Does the claim obviously contradict your own experience or other claims you know to be true?</b>	Red	Green			
<b>7. Does the one making the claim have motive to mislead or lie?</b>	Red	Green			
<b>8. Does the claim seem to be a generalisation?</b>	Yellow	Green			
<b>9. Is the claim referenced to a reliable source?</b>	Green	Yellow			
<b>10. Do you trust the person or company that is making the claim?</b>	Green	Yellow			
<b>TOTALS</b>					



**Mostly RED:** Stop. Don't bother. Do not believe what you read and do not share it with others. This does not mean that the information is entirely false. It does mean that it is not worth your attention.

**Mostly YELLOW:** Be careful. Some of the information may be useful, but do not accept it as the best information you can find on the topic. Proceed with caution when using this information and look for extra sources.

**Mostly GREEN:** Continue. It is probably safe to go ahead and use the information you have found with relative confidence. This does not mean that the information is entirely true. It does mean that it is probably worth paying attention to.



## ABOUT NESTEA'S CRUELTEA

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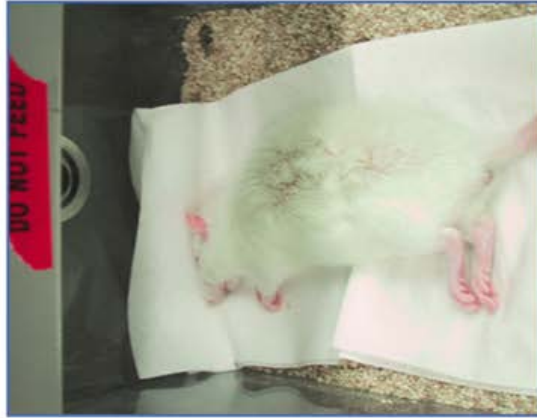
Nestlé, which makes Nestea, conducts—and pays others to conduct—painful and deadly tea tests on animals.

Experimenters injected mice with toxic chemicals in order to give them diabetes, then force-fed them tea ingredients before killing them. In another experiment, mice were force-fed tea extracts and then had their leg muscles cut open before being decapitated. In still another test, mice bred to suffer brain damage and rapid aging were locked in dark chambers and given painful shocks to their extraordinarily sensitive feet before being killed. Doesn't sound like your cup of tea, does it?

The Food and Drug Administration does not require any of these experiments, and, in fact, U.S. and European regulators have stated that **animal tests** are not sufficient to prove health claims about food and beverage products. Yet Nestea torments animals in cruel and deadly tests for just those reasons. **Take a stand against animal testing by pledging to drink cruelty-free tea instead of Nestea.**

Learn more about animal experimentation and Nestea's experiments to see just how horrific these deadly tea tests are. There is no excuse for forcing animals to suffer and die in laboratories, especially for tea.

We're calling on you to put down the bottle of Nestea and choose compassion instead. **Take action now—urge Nestea to end the cruel experiments and institute a policy against conducting and funding animal tests for tea and tea ingredients.**



Rats similar to this one have been used in Nestea's deadly experiments.

MAKE IT VIRAL!