



## PRESS RELEASE

For immediate release

15<sup>th</sup> December 2009

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### Ricky Gervais and Chrissie Hynde join BUAV call to end shocking and cruel animal botox tests

The **BUAV** is delighted that **Ricky Gervais** and **Chrissie Hynde** have joined its call to end the cruelty and suffering inflicted on mice for botox products.

The campaign has been launched following a BUAV investigation that has revealed for the first time graphic and disturbing evidence of the suffering inflicted on hundreds of thousands of mice for botox testing and is calling on botox manufacturers such as Ipsen, Allergan and Merz-Pharma, to put an end to this appalling cruelty. Botox is used by huge numbers of people worldwide for cosmetic or vanity purposes – temporarily smoothing away wrinkles to enable people to look younger.

While botox products undoubtedly have medical uses, a major use is for cosmetic purposes whether they are licensed for this use or used 'off-label.' The revelations of the suffering involved with just about every batch of botox that hits the high street has shocked members of the public and celebrities alike.

The animal test used is the archaic poisoning test LD50 (lethal dose 50 - this is the dose at which 50% of the mice would be expected to die when injected with the toxin), one of the cruellest and most controversial tests carried out on animals.

The test involves injecting mice in the abdomen with the botulinum toxin (botox). Within hours, signs of poisoning start to show. Many mice suffer increasing paralysis and difficulty breathing and then, if left unattended, will eventually suffocate to death. The level of suffering is appalling. No pain relief is given.

There are alternatives available that the BUAV believes can be used instead of the cruel LD50, including a test called the SNAP-25. This method does not use live animals but instead measures the activity of the toxin in a test tube, can be used to replace the mouse LD50 tests.

**BUAV spokesperson, Sarah Kite said:** "We are grateful for the support of celebrities such as Ricky Gervais and Chrissie Hynde. Animals should not have to continue to pay for our vanity by suffering and dying in these horrendous tests. Please join our call to help put an end to this unacceptable cruelty once and for all."

ENDS

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