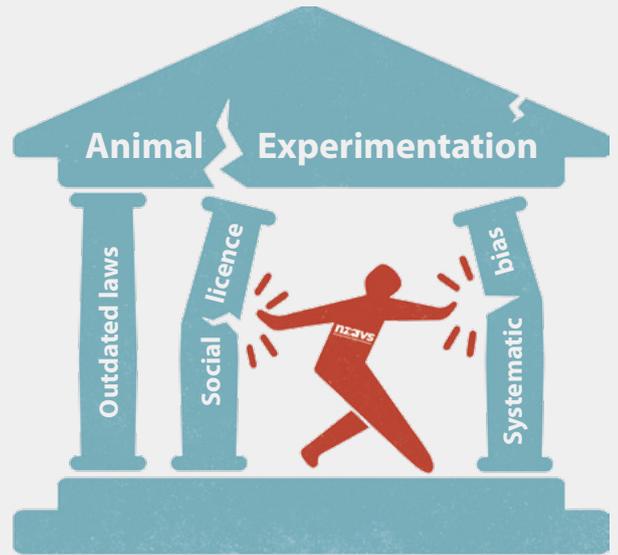


In order to end animal experimentation, we first have to consider what is contributing to its continued use; what is keeping this archaic and cruel practice alive?

In New Zealand, the animal experimentation industry exists because of three key issues, we refer to these as the three central pillars:

1. **Outdated laws**, regulations, and systems.
2. **Public awareness and perception.** Misconceptions and lack of available information help maintain the social licence of animal experimentation.
3. **The industry has a strong systemic bias** that favours animal experimentation (transparency levels, vested interests of decision makers, how funding is allocated etc.)

Most of our work relates to one of these key areas so that we can chip away at these pillars and dismantle the current broken system. In doing so, we'll make way for better research methods and ethical science!



Areas of Focus



Mission

To end animal experimentation and the harmful use of animals for research, testing and teaching in Aotearoa, New Zealand.

Vision

A future where we advance science without causing any suffering, for both animals and humans.