

[Name]  
[job role]  
[Address]

[Date]

**re: [advert you are contacting about]**

Dear [name],

I am writing as a vet to express my concern over your recent advert **[for xxxx]** featuring a brachycephalic (flat-faced) dog.

Flat faced breeds, including Pugs, French bulldogs and British bulldogs have boomed in popularity over recent years, fuelled by the media, celebrities and the use of these dogs in advertising. However, these breeds struggle with serious and often life-limiting health problems. The British Veterinary Association (BVA), the leading voice for vets in the UK, and other animal welfare organisations, often speak in national media to raise awareness of the health and welfare issues these breeds suffer.

Whilst many people perceive the squashed wrinkly faces of these breeds as 'cute' or appealing, in reality dogs with short muzzles can struggle to breathe, even when doing day-to-day activities such as walking or eating. These breeds can also suffer from a range of other problems including eye ulcers, skin infections and spinal abnormalities. This worrying welfare problem is made even more disheartening when vets hear how many people now believe signs of distress, such as snorting and laboured breathing, are a normal characteristic of the breed.

I fear that the further visibility of brachycephalic dogs, such as those in your advert, will only create higher demand for the breed.

Animal welfare is at the heart of everything vets do and so we ask **[organisation]** and all respected, influential organisations to use appropriate, healthy animals (real or CGI/cartoon) responsibly in all advertising activity.

I trust you will appreciate the concerns raised. I would ask that you remove the advert, and that, at the very least, you will consider the implications for animal welfare in future advertising campaigns.

I look forward to receiving your thoughts on this matter.

Yours sincerely,