

FOR IMMEDIATE RELEASE

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BIOVATOR'S IN-VITRO TESTING ALTERNATIVE ON DISPLAY AT ICCA-LRI & JRC WORKSHOP

For the first time, Sweden-based Biovator AB and its cooperation partners will reveal the crucial aspects of the company's unique, animal-free testing method for human-specific allergenicity. A detailed presentation is being created for participants in the 2010 ICCA-LRI & JRC Workshop (International Council of Chemical Associations Long-Range Research Initiative), which will take place June 16-17, 2010 at the Grand Hotel Bristol in Stresa, Italy.

Strong interest in animal-free testing is building due to ethical considerations as well as pending legislation. Already today, numerous industries involved in the production of pharmaceuticals, chemicals, cosmetics and foods are actively seeking viable animal-free testing methods. In 2013, for instance, the EU will ban the use of animal testing for cosmetics manufacturers. Such mandates are thus creating an attractive new market opportunity with an estimated worth of ~200 MUSD.*

"We are very pleased that our development of cutting-edge technologies for In-Vitro Alternatives is moving ahead. Our commercial model is ready and our goal is to deliver validated products to key industries within 6-12 months. This will be handled via a select group of CRO industry partners, to be announced at a later date," says Biovator CEO, Stan Mikulowski.

Backed by the European Chemical Industry Council (Cefic) and organized in conjunction with the European Commission's Joint Research Centre (JRC), the Workshop is entitled "Integrating New Advances in Exposure Science and Toxicity Testing: Next Steps." Presentations will focus on advanced approaches in exposure science and toxicity testing.

For more information, please visit:
www.biovator.com

* Source; Bridgehead International Market Research