ZAHIA DEHAR STARS IN PROVOCATIVE PRO-VEGETARIAN CAMPAIGN

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Designer Bares Skin for PETA Ad Shot by Bryan Adams Proclaiming, 'All Animals Have the Same Parts'

London – Wearing nothing but bodypaint to mimic a butcher's diagram – with her flesh marked "breast", "round" and "ribs" – 23-year-old luxury lingerie designer **Zahia Dehar** stars in a brand-new PETA campaign that proclaims, "All Animals Have the Same Parts. Have a Heart – Try Vegetarian". The ad, available here, was shot by superstar musician and photographer **Bryan Adams**.

Zahia and PETA – whose motto reads, in part, that "animals are not ours to eat" – hope to remind everyone that animals are made of flesh, blood and bone, just as humans are. We have the same five senses and range of emotions. And, of course, none of us wants to die violently.

"Humans allow themselves not just to kill animals but also to kill them in more and more atrocious ways. And all of this just for their own pleasure, for their personal satisfaction …," says Zahia. "This has always disgusted me, because I've always been on the animals' side. So if, like me, you don't want animals to be abused, tortured or killed, please follow my example and switch to vegetarian meals."

Going vegetarian is a great way to reduce the risk of heart disease, cancer, strokes, diabetes and obesity – not to mention sparing animals daily suffering and a terrifying death. Animal flesh-free meals are also "greener", as the meat industry is a major producer of greenhouse gases that contribute to climate change.

Zahia joins a growing list of celebrities – including **Vivienne Westwood**, **Joaquin Phoenix**, **Lolita Lempicka** and many more – who've teamed up with PETA and its affiliates to promote healthy, humane, meat-free eating.

For more information, please visit PETA.org.uk

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