



Royal Mail Head Office
185 Farringdon Road
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27 June 2024

Via e-mail: emma.gilthorpe@royalmail.com

Dear Ms Gilthorpe:

Congratulations on your recent appointment as CEO of Royal Mail. I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) concerning the suffering endured by flat-faced dog breeds and to ask Royal Mail to do the right thing by withdrawing the "pug" stamp from its new stamp set featuring images of dogs.

It's no secret that the public is influenced by what it sees depicted in popular culture. Mounting evidence shows that [brachycephalic dogs](#) – such as pugs, Pekingese, Boston terriers, boxers, Cavalier King Charles spaniels, shih tzus, and English and French bulldogs – suffer from painful and even fatal health conditions.

Research from the Royal Veterinary College has revealed that the health of pugs is largely worse than that of other breeds. A study suggests that pugs can no longer even be considered "typical dogs" from a health perspective and warns that they're almost twice as likely to experience one or more disorders annually compared with other dogs. Pugs were found to be 54 times more likely to suffer from brachycephalic obstructive airway syndrome, resulting in laboured breathing, snorting, coughing, retching, tiring easily, and fainting.

During the cost-of-living crisis, breathing-impaired breeds are at even greater risk of physical deterioration, neglect, abandonment, and even death if their guardians fail to recognise medical issues, can't afford to keep up with their insurance payments or cover excess veterinarian bills, or refuse to provide them with the care they require.

There is nothing *first class* about promoting pugs or representations of breathing-impaired dogs. By withdrawing Royal Mail's pug stamp and committing never to promote flat-faced breeds, you would champion the underdogs of this world and win the praise of animal lovers.

Thank you for your time and consideration of this important matter. I look forward to hearing from you.

Kind regards,

Elisa Allen
Vice President of Programmes
PETA

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Affiliates

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