



BIOThERM SUPPORTING FILMMAKER'S BID TO PROTECT EARTH'S LAST UNTOUCHED OCEAN

French luxury skin care company, Biotherm, is backing New Zealand filmmaker Peter Young to help promote his urgent and intriguing documentary, *The Last Ocean* which Denmark sales company LevelK is bringing to Berlin International Film Festival this week.

The documentary lifts the lid on commercial fishing in the most pristine marine ecosystem on Earth, the Ross Sea, Antarctica, where an international fishery has recently been targeting Antarctic Toothfish. Sold as Chilean Seabass in restaurants around the world, the fishery was initiated and continues to be dominated by the filmmaker's own country, New Zealand.

Completed in 2012, *The Last Ocean* chronicles the race to protect the Ross Sea before its natural balance is destroyed by the toothfish fishery. Last year the film toured as part of the New Zealand International Film Festival, where it sold out theatres across the country.

Biotherm is backing the international distribution of *The Last Ocean* as part of its recently launched Water Lovers charity platform and is supporting efforts to create a large-scale marine reserve for the Ross Sea.

"We hope the international release of *The Last Ocean* will inspire audiences to back the call for protection of the Ross Sea and its incredible wildlife," said Emilie Marsh, Biotherm International Communications & Digital Director. The company donated over 250,000€ for its protection.

The Ross Sea is the most productive area of the Southern Ocean. It is home to many species found nowhere else and has all its top predators intact, including whales, seals, large fish, penguins and other seabirds. US Ecologist Dr. David Ainley, who has been studying in the Ross Sea for more than 40 years, describes it as a 'living laboratory', a place that can teach us about the workings of all marine ecosystems.

"Most of the world's oceans have been impacted by human activity but in the Ross Sea we have a chance to do something special – we can fish it – or we can protect it and gift this unique corner of the world to future generations," said *The Last Ocean* filmmaker Peter Young.

The issue of Ross Sea protection is currently up for discussion with the body that regulates the Antarctic ocean, the Commission for the Conservation of Antarctic Marine Living Resources (CCAMLR) calling a special meeting this July in Bremerhaven, Germany, to consider a proposal to protect a large area of the Ross Sea.

"The timing is right for a documentary that sheds light on the global effects over-fishing is having on our oceans," said Tine Klint, managing director of LevelK. "We are extremely proud being involved in helping to save 'The Last Ocean' and see the great importance to create world-wide awareness. *The Last Ocean* is an amazing entertaining documentary that keeps you in your seat and makes you understand."

In the documentary Young travels the world to look at how the Ross Sea commercial fishery is managed and the impacts it is likely to have. While the land of Antarctica is



protected under a global treaty signed more than 50 years ago, the agreements governing the waters allow for the rational use of a living resource. In 1996, the New Zealand Government encouraged a major New Zealand fishing company to explore the Ross Sea for Antarctic toothfish. As word got out, that one boat from New Zealand grew to near on 20 from a dozen different countries and they have been permitted to take more than 3000 tonnes of Antarctic Toothfish every year. "The cost of the Ross Sea Toothfish catch is enormous," said Young. "The real value of the Ross Sea is as a pristine ecosystem, not as a fishing ground."

Young is a co-founder of Last Ocean Charitable Trust, which advocates for full protection of the Ross Sea. It has since grown into an international movement made up of influential environmental organizations including Antarctic Ocean Alliance, Mission Blue, WWF, Pew Environmental Group, Antarctic and Southern Ocean Coalition and Greenpeace.

The Last Ocean is supported by Antarctic Ocean Alliance, Biotherm, Whale and Dolphin Conservation, International Fund for Animal Welfare, Park Road Post, Global Ocean, Antarctic and Southern Ocean Coalition, NZ on Air, and the New Zealand Film Commission.



About *The Last Ocean*

View promo: <http://www.youtube.com/watch?v=OagEWbHNQGo&feature=plcp>

Read the reviews: <http://www.lastocean.org/Publications/Last-Ocean-Publications-1.4486>

Visit the website: www.lastocean.org

The Last Ocean on Facebook <http://www.facebook.com/thelastocean>

About Biotherm

Biotherm has been a pioneer in skin biology since 1952. We are inspired by the earth's living waters to develop advance skincare solutions that work in total affinity with the skin. Through our expertise in biotechnology we infuse efficient aquatic extracts in fresh and pleasurable textures for healthy radiant skin.

To learn more about Biotherm's commitment for the Ross Sea:

<http://www.biotherm.com/charity/index.aspx>

About LevelK

The Copenhagen/NY based sales house **LevelK ApS** is a sales company that represents international production companies and manages the distribution rights for quality films and television productions worldwide.

The Last Ocean is the latest addition to the LevelK's growing documentary label and joins ranks with other acclaimed titles: ½ Revolution, Moon Rider, Planet RE:think and Prostitution Behind the Veil.

To learn more, visit www.levelk.dk