

Ecotox instead of Botox says global warming campaigner Burfitt-Dons

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Women have found that their lives have taken a positive turn-around after becoming more aware of the environment according to global warming campaigner Louise Burfitt-Dons who has introduced 'ecotoxing' as part of the Hot Women Campaign by the Global Warming Alliance.

The world wide environmental public relations exercise aims to encourage women to reduce their personal carbon emissions. It is based on the premise that women are influential shoppers of carbon emitting items, as well as high consumers.

The campaigns goal is to inform the wider public and women in particular who have no prior knowledge of the effects of global warming on their countries. The campaign also aims to influence women who think that their individual energy saving efforts will make no difference in a positive way by involving them in a virtual carbon emissions cutting collective. As women make up over half the population and are responsible for many of the decisions on consumer purchases the effects of this campaign could add significantly to the fossil fuel energy cuts required by the general public.

Another important goal of the campaign is to inform the wider public and women in particular about the global nature of the climate change crisis and therefore promote carbon cutting as a humanitarian act. Initiatives encouraged in the campaign such as 'ecotoxing' will assist women who are searching for psychological boosts at the same time as introducing practical methods of helping the environment.

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About Global Warming Alliance

Global Warming Alliance was set up to bring attention to the way climate change was occurring much faster than current predictions through research into changes in the macro climate parameters such as the tropopause, Hadley Cells and hurricane energy intensification. GWA urgently seeks wide ranging solutions to what it believes is the greatest threat to Man's survival as a high level species.

[You can find this press release here](#)