

# HIV-positive blood used to print magazine

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AUSTRIA: Readers of an Austrian men's magazine are going to have blood on their hands, once they have torn through the journal's protective plastic cover.



Every word and sentence in this special edition of *Vanguardist* magazine will contain traces of blood, donated by three people living with HIV-Aids.

The ink used to print the magazine was infused with HIV-positive blood and it is all for a good cause. The trio donated 60ml of blood, which was sterilised by staff at Innsbruck University's Medical facility.

The magazine was published in partnership with Saatchi & Saatchi Switzerland and was produced to end the social stigma associated with HIV.

It even comes with the message instructing readers to "break the seal, help break the stigma". HIV remains the sixth-biggest cause of death in the world.

Donor money has dried up in recent years, according Aids activist Mark Heywood, forcing organisations to close or scale back.

Three thousand copies of the magazine were printed but finding one in South Africa will be difficult and expensive. The magazine can be bought online for 50 Euro (R671).

*Source: The Times*

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