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## MYDATAMODELS' AI HELPS SCIENTIFIC RESEARCH CURB LABORATORY ANIMAL TESTING

### New generation in-vitro Toxicology is here!

Artificial intelligence creates countless new ways to improve the world. AI-based small data predictive analytics specialist MyDataModels teams up with ImmunoSearch, a leading molecular toxicology research firm for the perfume and cosmetics industry, to boost use of in-vitro live tissue testing.

### A consortium giving rise to a regulated toxicology world leader

The consortium is made up of the CNRS (French National Scientific Research Center), Côte d'Azur University and laboratories they both use including IPMC (Molecular and Cellular Pharmacology Institute), 13S (Sophia Antipolis Signals and Systems Tech Laboratory) and ICN (Nice Chemicals Institute). BPI France provided the seed money - €7 million over 4 years - under its Investment for the Future Program.

The New Generation Toxicology in vitro (NewgenTOXiv) project was officially launched at the World Artificial Intelligence Cannes Festival and aims to bring healthcare-related technologies, industries and academies together to tap into their respective developments and expertise.

To capitalize on such developments, technology advances and regulatory changes, the consortium strives to set up a genomic toxicology branch taking on board latest AI-driven single cell sequencing advances.

*"The consortium seeks to be world no. 1 while supporting French progress in the cosmetics/perfume industry. Our AI's plasticity makes us highly effective in biotech research perfectly in line with NewGenToXiv's needs".*

Félix-Eliott Kudelka, MyDataModels Development and Partnerships manager.

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## **For faster, cheaper and more accessible toxicity testing**

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Toxicity testing has traditionally been carried out on animals. Apart from the fact such testing is now ethically unacceptable, it can cost hundreds of thousands of euros year after year. Worse, in practice it is impossible to cover the huge number of ingredient combinations used every day by industry to manufacture cosmetics and perfumes.

*“With NewGenToXiv, AI can predict toxicity levels of some mixtures which are then tested on synthetic skin. On top of putting an end to animal testing, we aim to detect, and so prevent, product cancer risks. Specifically, anything triggering lung or liver cancer thanks to our academic partners’ reputed expertise”.*

Hervé Groux, Immunosearch CEO.

*“AI will usher in faster and more accurate analysis of presently known data and /or include currently unknown further data and factors. Results will be faster, cheaper and more beneficial”*

Félix-Elliott Kudelka, MyDataModels Development and Partnerships manager.

*“Given that ongoing experience in generating and using data boosts analysis and software for scientists and researchers in laboratories where projects are approved and supported, it is crucial that AI is factored in and used in our fields too”.*

Georges Vassaux, IPMC Vice President Inserm Research.

## **About MyDataModels**

Founded in March 2018, MyDataModels offers ground-breaking tech solutions as an AI-driven predictive data platform. Powerful and easy to use, it enables bespoke models so that companies can analyze data in depth, fully interpret results and so make more informed decisions. MyDataModels is the go-to tech platform for healthcare, research, industry and embedded systems. The firm is based in France and has 30 employees. Learn more at [www.mydatamodels.com](http://www.mydatamodels.com).

## **About ImmunoSearch**

ImmunoSearch is a leading European biotech firm producing in-vitro toxicity tests to replace animal testing in the perfume/ cosmetic industry and for medical devices and agrochemicals. ImmunoSearch tests use 3D reconstructed human tissue combined with toxicogenomic analytics. This ground-breaking approach has helped develop and approve the first in-vitro tests providing toxic level results, thereby doing away with animal testing altogether! The firm is based in Grasse, France, a region reputed for state-of-the-art latest tech and centuries-old expertise in perfumes and natural ingredients.

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### About IPMC - institute of molecular and cellular pharmacology

IPMC is a multi-field biology research center founded in 1989 under the auspices of the CNRS and Côte d'Azur University. The center gains from being located in Sophia Antipolis, Europe's largest hi-tech hub with 2,500 firms, 10,000 students and researchers as well as all big French research institutions. IPMC's world-class 19 research teams work with state-of-the-art molecular and cellular research biotech and medical imaging hardware and software. Specifically the UCA-Genomics RNA/DNA platform comes with cutting-edge hardware required to study high-speed sequencing.

The NewGenTOXiv project team is a "non-coding genome & pulmonary pathology" group of researchers, professors and doctors aiming to study molecular anomalies linked to pulmonary diseases such as cancer and idiopathic fibrosis. The team works with French (Lille University and Paris Diderot) and international academics (Giessen University, Germany and Indiana University, USA) as well as biotech companies (Boehringer Ingelheim, Exiqon and ImmunoSearch). G. Vassaux (Inserm Research director) and team leader B. Mari (CNRS Research director) are the team's key members.

### About Côte d'Azur University

Côte d'Azur University was set up in January 2020 as an "experimental university". It is one of the 9 French universities to be awarded the major national "IDEX" prize for excellence in intensive research and a global reach. The university is divided into novel in-house departments that are very autonomous to boost flexibility and responsiveness, and supports all training and innovation assignments while upholding world-class research. Its firmly anchored local roots are a source of growth. As founding member of the Ulysseus European alliance, one of the top four French AI interdisciplinary institutes, plus partnerships with leading national research firms, the University plans to become a top European university and so stand tall on the world stage.

### About CNRS

The French National Scientific Research Center is a multidisciplinary organization under the auspices of the French Higher Education, Research and Innovation Ministry. CNRS is focused on science and technology, was founded October 19, 1939 and is run by chief executive Antoine Petit. With 32,000-plus employees, a €3.8bn budget and 1,100 research entities, the CNRS is active in every research field and is ranked among the world's top research organizations in terms of outstanding research and innovation results. The Center strives to expand knowledge while adding value to society based on compliance with a code of ethics and commitment to equality at work. In France, CNRS is the go-to partner for universities and other research establishments.

Obtain further details, interviews, photos and more at [www.cnrs.fr](http://www.cnrs.fr)

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For any further details, ITW, photos, other press release please contact :

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