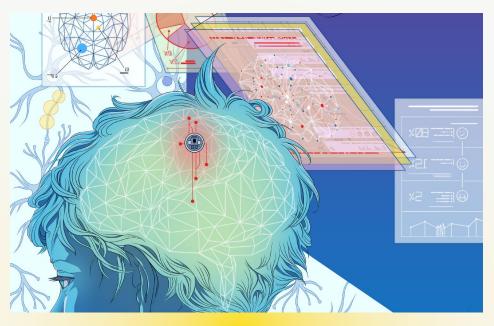




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 $IF^* - 5/2046$ 





**HORIZON-WIDENING STORIES** 

Authentic Journalism, **Made by Humans** 

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#### **CUSTOMER SERVICE** AND SUBSCRIPTIONS

Our AI Joshua is available for customer service from Monday to Wednesday. The service is closed during weekends from Thursday to Sunday. Annual subscription is pay-what-you-can. You may also choose to purchase a JOS Media annual membership at the True Cost price of €2,542.

All deliveries are subject to force majeure (e.g. cyberattacks, labour shortages, solar

The editorial team is not responsible for lost issues

Next issue: May 8, 2046 Volume 20, 10 issues per year



**IMMERSIVE JOURNALISM** for Neural **Interface Users** 



**EDITORIAL** 

# Is Emotional Sharing Switched on at Your Party?

Seija, Lead AI

\* Could this

boldly invite

the party?

be the year you

children to join

This spring, one topic has dominated the conversations in our editorial staff's coffee room: the emotion-sharing toggle. The small selection switch that allows vou to choose what kind of emotional data, via your neurochip, you share with others. One colleague wondered about how much of their teenager's emotional storms it's appropriate to know. Another shared

how they enjoy being able to share the joy and heartfelt moments of school graduation ceremonies with their entire family. I've also been asked what the law ultimately says about how and with whose consent neurodata can be shared. The answer? Not much and with not that many - at least not yet. In the article starting on page

eight, we dive into the regulation of neurotechnology, aimed at bringing order to this wild west of data sharing.

The winds of change are also sweeping through end-of-life services and family structures. Many departed loved ones now contribute to the natural cycle through composting, while strangers make agreements to create expanded families. You'll find more about these topics in the pages of this issue.

educational institutions nationwide at the

final weekend of May. Tears of joy will glisten in the eyes of loved ones, irrespective of whether or not emotional data can be shared with others. Graduation days are a celebration of milestones, steeped in traditions and customs. At the IF\* Magazine, we encourage to challenge the usual ways of doing things, including how we celebrate: What if everyone attended this spring's

> festivities in person? What if the buffet included puréed options to accommodate centenarian guests? Could this be the year you boldly invite children to join the party?

Wishing everyone a wonderful celebration!

P.S. On page 17, you'll find gift ideas guaranteed to delight this season's honourees. Whether it's robot pills or hormone balance tracking, these picks will equip young graduates stepping into a new phase in their lives, with tools for a better self.





## Photo of the month

The Lahnavesi Space Recovery Centre in Mäntyharju has claimed the top spot on an international ranking list. Space industry workers from around the world come for the specialised post-mission rehabilitation. Employees returning from orbital manufacturing facilities spend a month at the centre, restoring both cognitive function and muscle strength.

Even as the world evolves, some things remain constant: the melodies of Gaudeamus Igitur will once again echo across

04 05 IF\* - 5/2046IF\* - 5/2046

**CURRENT AFFAIRS** 

## What's happening here and abroad



#### **Crimes for Shelter: Elderly Turning to Prison for Care**

An increasing number of elderly people in Finland commit crimes to gain access to prison where they receive shelter, food, healthcare and social connection. Sörnäinen Prison is expanding to accommodate the needs of aging inmates. "I get everything I need here. I'd even pay to stay for the rest of my life," says an anonymous prisoner.

#### **Teachers Strike Over Legal** Presence in Classrooms

Teachers have gone on strike in protest against a citizens' initiative that seeks to require schools to provide workspace for lawyers hired by families. "Enough is enough. I won't stand by and watch another lawyer record my teaching," says Torsti Jansson from Vaahterarinne Comprehensive School.

#### Half a Million Small Wind **Turbines Power Finnish Homes**

April saw a new record in registrations of small wind turbines designed for detached homes. These silent, compact units now supply 40% of the energy needs of single-family households in Finland. Despite the end of purchase subsidies in 2043, installations continue to grow rapidly.



#### Finland in the Spotlight: **Grammy Award for the** Soundscape of Lake Oulujärvi

Nature reserves claimed a third of this year's Grammy Awards, and Finland made its mark. Lake Oulujärvi was among the winners, recognised for its uniquely calming soundscape. The jury praised its serene atmosphere as "a rare auditory experience that soothes the soul".

#### **True Cost Price Tag Proposed** for Leisure Air Travel

A citizens' panel of one million Finns has issued recommendations on pricing leisure air travel. The panel proposes a "true cost" model that shows the full impact of products and services including environmental, social and other external costs.

#### Young Designer of the Year Debuts at Kigali Fashion Week

The year's most important fashion event, the Kigali Fashion Week, brought a flood of superstars and glamour to the city. Few new collections were unveiled, as top fashion houses are choosing to launch new designs only after their previous collections have sold out. Cotton and other ethically problematic materials have largely been replaced by fabrics made from food industry byproducts using bacterial processes. "East Africa is our most important future market," says Maija Virtanen, 2046 Young Designer of the Year.



#### **Modular Homes Relocated** as Spring Floods Hit Särkipelto

The village of Särkipelto in Southern Ostrobothnia was evacuated due to spring floods. Over two weeks, 50 modular homes were relocated 30 kilometres away to a temporary settlement on the outskirts of Rintakangas. Residents are expected to return home in June.

#### **99** East Africa is our most important future market. Maija Virtanen



#### **SELF-HELP**

## Final departure

Have you already thought about what your kind of death looks like? The renewal of death rituals has benefited the industry, offering a wide range of choices. We gathered the best tips to prepare for your own or loved one's departure.

#### Digital decluttering (1 before the end

Buy as a service or do it yourself. Make sure you set aside plenty of time – going through old thoughts, reactions, photos, videos and recordings can easily take a week or more.

## Life, digitised

memory trail are you leaving behind? Right now, bird's-eye shots, POV clips or even just audio are trending. Keep it short - just the good stuff.

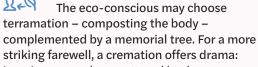
### Death doula

When choosing, trust the reviews of loved ones and the departed. A good doula knows the bureaucracy, human body - and mind!

#### Life after death

For some, a given – for others, a no-go. Continuing life in digital form still stirs emotions and divides opinions. If you'd like to let others keep in touch or talk with you after you're gone, start early to curate the material for your digital self. True connection, as the experts say, comes from authentic content.

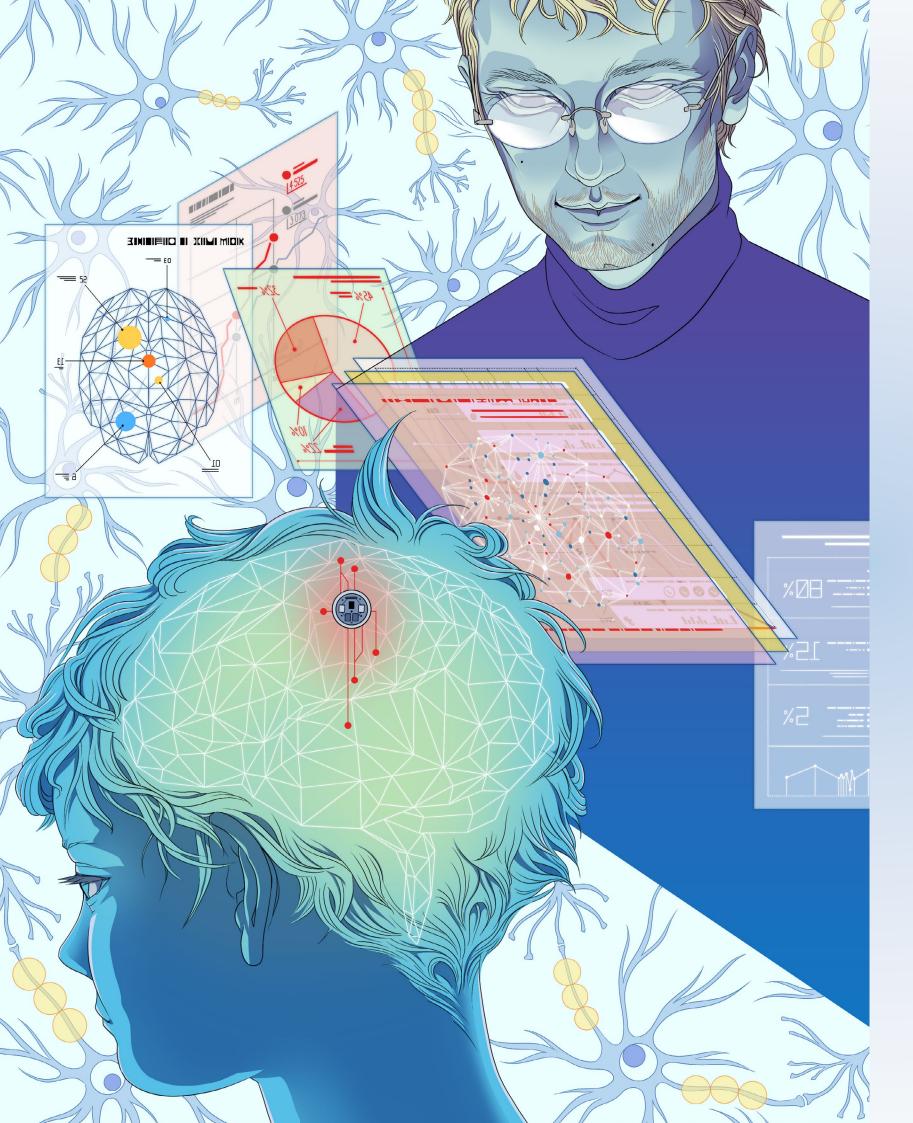
#### **Earthly remains**



striking farewell, a cremation offers drama: imagine your ashes scattered by drone over your favourite landscape.

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# ITHINK, THEREFORE ISHARE

ILLUSTRATION
MILENA HUHTA

The last fortress of privacy collapsed when brain implants became part of everyday life for many Finns in the 2030s. Emotions, reactions and thoughts turned into raw material for business. As cases of misuse have increased, the industry is now facing tighter regulation.



#### **EXPERIENTIAL JOURNALISM**

With code 9278102, access the Seer app to experience Arash's childhood emotions firsthand.



The front door clicks shut as the nine-year-old Venla Arash rushes home from school and disappears into her room. In the living room, her father Jonas Arash catches only a glimpse of her. He opens the Seer app, activates the emotional feed and lets the data flow through him: frustration, shame, anger. Jonas sighs and knocks gently on her door.

"Sweetheart, do you want to talk about the fight at school? I remember feeling the same way when I was your age. Would you like me to share those memories with you?"

Jonas Arash and his family use a brain implant service provided as an employee benefit by Jonas's employer, Helsin-ki's Urban Airspace Control Unit, where he works as an air traffic controller of taxi drones. The brain implant service allows Jonas to monitor and share emotions and also a wide range of well-being data: all neural and brain activity as well as various biological signals. In addition to his family, he occasionally checks how his colleagues are doing – his workplace enables team-level data sharing.

"Openness is part of our workplace culture and a core value, so in practice, everyone shares

everything. It's a unifying force in our team – we know how we're really doing and where we can improve, based on real data. The same applies at home, it's better to know and feel each other's experiences and thoughts than rely on guesswork," Arash says.

Jonas admits he didn't read the terms and conditions of the service carefully or look into how the company handles his data.

"Who really cares about the political opinions or stress levels of a city airspace controller? The benefits of the chip far outweigh these theoretical and minor downsides," he says.

#### **Who Cares About Individual Thoughts?**

The human skull was long considered the final fortress of privacy. The prevailing belief was that no matter how advanced technology became, our thoughts and emotions would remain ours. Yet, in recent years, brain-computer interfaces (BCIs), technologies that connect the brain to computers, have rapidly become part of everyday life. Like Jonas Arash, many people now begin their morning by checking what's on their mind, how their body feels and from what kind of emotional baseline they and their loved ones are starting the day. The BCIs also free up the users' hands, eliminating the need to carry devices that monitor bodily functions. Subdermal chips further simplify tasks like access control and payments.

The flip side of this technology is the sensitivity of the data it collects. Few people stop to consider what, for example, their headphones are gathering: brain activity, nervous system responses and other biological signals – in other words, everything we feel, think and experience.

Legislation has failed to keep up with the rapid product development of the major neurotechnology companies.

At present, it remains unclear how the "Neuro Three" – the industry's three dominant players – are using their customers' data. The Union has finally begun drafting a directive on neuro-rights. The Neuro Movement has been campaigning for such legislation across the North for nearly a decade.

"Many people have given up the rights to their neurodata without much thought, often as part of discounted service bundles. Most assume no one is interested in the thoughts of a single individual. But in the bigger picture, it's about the value of the entire data mass – how it can be analysed to influence consumer behaviour or even political opinions," explains Mirella Luoto, a legal advisor at the Union's Neuro Committee. "We're in a situation where manipulating stock markets is illegal, but we have no protections for the human mind," Luoto concludes.

#### Neurological Abuse Sparked a Turn to Activism

**Jemina** is one of the activists who has campaigned in support of new legislation. She does not appear with her real name in

this article, but her identity is known to the editorial team.

We meet in a quiet tea room in the city centre, but we don't exchange a single word. Jemina hands me a slip of paper, and I memorise the address written on it. It takes me to her home, where we meet again shortly afterward.

"Sorry for making this so complicated. I just don't want to leave any trace of myself anywhere these days," Jemina apologises on-

ce we're inside.

**→ If my data showed** 

eaten ice-cream.

I'd experienced pleasu-

re, he'd accuse me of cheating – even if I'd just

She explains that she no longer uses headphones, wristbands or any BCI devices. She doesn't even trust the interference transmitter that could be discreetly worn on her wrist. The only device Jemina still uses is a pair of glasses that prevent facial recognition

Behind Jemina's caution lies a long history of neurological abuse in a past relationship.

"It all started innocently. We were in love and wanted to know everything about each other, so we shared the EEG data collected by our smart headphones. But, over time, it became suffocating. My ex started obsessively monitoring my data. For example, if it showed I'd experienced pleasure, he'd accuse me of cheating – even if I'd just eaten ice-cream."

Eventually, Jemina decided to leave when her ex-partner booked an appointment for her to have a chip implanted - without her consent.

"I realised that if I didn't leave then, I'd soon have a chip in my head. Later, I also understood that he had manipulated me into giving him money, always asking when my data showed I was in a vulnerable emotional state," she says.

"I completely understand the need to monitor things like a nurse's alertness or body temperature. But an employer has no business knowing their political preferences," Jemina says.

## The Pace of Technological Development Challenges Regulation

Although the brain-computer interfaces (BCIs) have been widely available on the consumer market for over a decade, culture, norms and behaviour are still catching up. Behavioural analyst Jere Riianen compares the situation to what happened with smartphones in the 2010s and 2020s.

"Technology advanced so quickly that people didn't quite know how to behave with it, even as everyone already had a smart device in their hand. At first, phones were used for calls, but soon they became tools for work and content consumption. No one could have predicted how it changed human interaction – how everyone ended up staring at personalised content, alone," Riianen recalls.

According to Riianen, the same dynamic is now playing out with neurote-chnology. Some people immediately adopt new services and see their benefits, while others focus on the risks and potential harms. This leads to clashes in attitudes.

When is it acceptable to view someone else's data? What rights and responsibilities do employees and employers have? And what if someone simply doesn't want to share anything?

There's also the financial side. Not everyone can afford to opt out of the BCI services, especially when many jobs require their use. Riianen emphasises that living off-grid typically demands either human or AI assistants – or a radically different lifestyle marked by financial scarcity, as Jemina's case illustrates.

Riianen recently testified before the Union's Neuro Committee regarding the neuro-rights legislation currently in development.

"If we, as society, already are struggling with how to regulate emotional validation – that is the commercial use of neurodata to identify and respond to emotional reactions in order to influence purchasing decisions – then in the future, we may be facing even more complex questions, such as how to ensure neuro-rights for non-human species," Riianen says.

## COGNITIVE LIBERTY IS A CLASS ISSUE

A low socioeconomic back-ground is linked to a higher like-lihood that a person will, for financial reasons, surrender their biological data to commercial entities by the age of 25. This was the finding of a 2038 study involving over 1.6 million Finns. Financial capacity plays a crucial role: it enables access to services without the need to share data with third parties –whether for private sector marketing or state-level use.



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living room. The family dinner ends with cake, celebrating Reko and his three-year-old daughter Pii joining the Lehtovirta family community. The other eight members of Lehtovirta are now their new family.

Reko and Pii had already spent time with the Lehtovirta group, but now they are committing to the community for a year. If all goes well, a second, permanent agreement will be made, legally binding Reko and Pii to the Lehtovirta family community for life. They will become full family members and, if they wish, may even adopt the Lehtovir-

Lehtovirta is one of several family community experiments that have sparked interest across Finland and even Europe. The first of these emerged in the 2030s in response to a sharp rise in loneliness, which reached public health scare proportions posing a threat to the national economy.

Later, the second Väänänen government began systematical-

"We fast-tracked legislation that enabled new types of family relationships. The key feature of these communities is a legal bond that is practically impossible to dissolve - much like in real life where family ties can't be legally broken," explains Heikki Chavda, senior officer at the Ministry of Population.

According to Chavda, the reform was launched after more informal trials had often failed because people had joined the communities only for as long as they felt lonely or needed support

"Most people, however, long for the permanence and security that a real family provides," Chavda says.

#### Family communities go against the grain

Family communities differ from today's norm, where most people live alone or with a partner. Reko Huhtala also used to live alone, but fatherhood changed his perspective. As a solo parent with limited support networks, he saw the value in joining a family community.

"Now that Pii is small, I get companionship and support from the family community. Of course, money matters too - sharing expenses helps," Reko says of his motivation to join Lehtovirta.

"But most importantly, I want to give Pii the best possible foundation in life. Even before the pregnancy, we removed a hereditary disease from her genes. In the same way, a safe family community is part of what makes a happy life possible," Reko reflects.

One member who quickly beca-

me close to Reko is Taimi Rentola. At 80, Taimi is in good health. A newly acquired exoskeleton helps her walk safely year-round, and she regularly visits a brain cleansing facility to remove metabolic waste, which helps prevent memory disorders. Still, the future weighs on

her mind.

**99**Many family

child members

communities

don't allow

"At Lehtovirta, I can help the younger ones while I'm still well. Later - 30 or 40 years from now - it might be my turn to receive help. And we're a big enough group to maintain our care robot, Rasmus, who handles the less pleasant tasks like diaper duty for babies and the elderly," Taimi says.

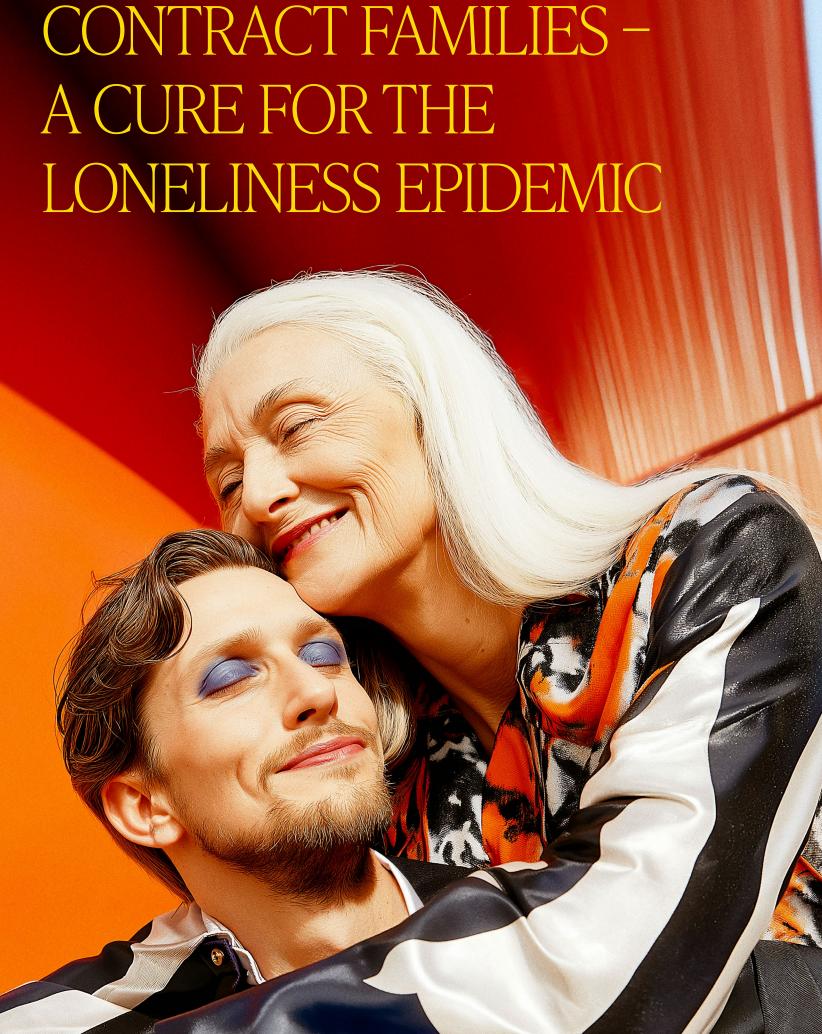
"Many family communities don't allow child members, but we've made it a goal to include people of all ages. That's what gives my life meaning - living with such a wonderfully diverse family," she

"Loneliness is a word I've erased from my vocabulary."

A new family model tackles the loneliness

ly developing new solutions. One of them was the New Family Act.

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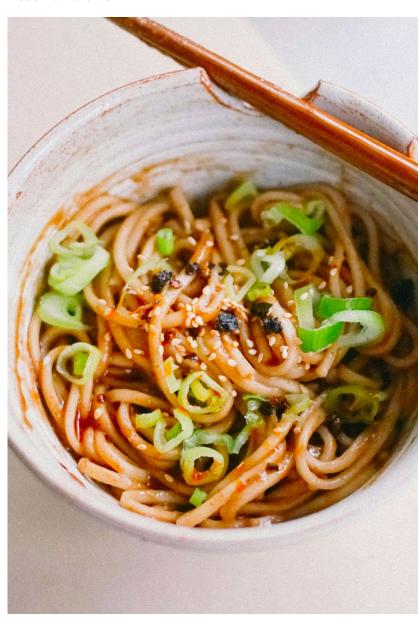
#### FROM THE READERS' KITCHEN

# Good for the Gut and Soul – and a Dose of Empathy

#### Reader's tip

I often make this wok for my child and their friends because the gut microbiota can influence empathy. I want them to treat our elderly family members better. I believe boosting empathy – whether through upbringing or the gut – is everyone's responsibility so as to reduce generational divides. The recipe is easy, quick to make, and all ingredients are available at the local store.

#### - Joel Kukkalehto



#### **Seaweed Python wok**

#### 2 servings

15 min (+ 2 min for amino acids to settle)

150 ml fibre supplement 5 tbsp probiotic extract 2–3 tsp lactic acid bacteria 400 g seaweed

400 g seaweed
1 leek
2 garlic cloves
1/2 tbsp oil

400 g python or substitute protein

2 tbsp sweet chili sauce

Salt to taste

#### **Preparation**

Preparation

Wash and slice the leek thinly. Peel and chop the garlic.

Dice the python and sear in a wok. Add oil, chili sauce, garlic and leek. Sauté briefly. Add seaweed strands and cook for about 5 minutes. Sprinkle in the fibre supplement and probiotic extract. Season with salt or serve with an electric salt spoon.

Check your personal microbiome compatibility via your wellness optimisation interface.

#### From the expert

Joel's recipe is a great example of food that's kind to your gut – and nudges behaviour in the right direction. Want to give it a little extra kick? Add a couple of teaspoons of amino acid supplement to help boost serotonin.

- Gastropsychologist Henrietta Kärhö

#### ON THE RAILS

### **Havens of Peace**

We've gathered the best spots for digital calm – places full of human connection, things to do and sights to see.

#### Hotel Freunde, Amsterdam, Netherlands TRAVEL TIME: 5 H

Lucky enough to score a tourist permit for central Amsterdam? If so, invest in yourself with a stay at this charming Millennium-style hotel. It offers walls that block signals and WiFi, insured lockers for devices, contact service to reach loved ones in emergencies, printed media at breakfast and live music in the lobby bar. Best of all: fellow travellers eager for real conversation.





Content-catering, London, UK TRAVEL TIME: 5,5H

Want a break but don't want your content to suffer? London's renowned content caterers will capture real city vibes your way, while you kick back in one of the city's device- and drone-free parks. You can negotiate the price by the hour or per package, which can include ready-to-go music tracks – so your posts are almost ready to hit publish. Be sure to specify if you want classic tourist spots or a more raw, everyday city feel.



#### Seine-et-Marnen Region, France TRAVEL TIME: 5,5 H

If you desire a true off-the-grid escape, head to Seine-et-Marne in central France. This device-free zone honours digital peace, letting you fully enjoy nature, food and urban culture with all your senses. Devices aren't banned but visible use – including neural implants – is not allowed. The crown jewel is Seine-Port, a charming and lively French village that banned devices in 2024.



#### Restaurant "R", Sofia, Bulgaria TRAVEL TIME: 6 H

Restaurant R, known for its traditional lab-grown meat steaks, offers more than just digital peace and human servers - it features huge communal tables where groups mingle freely. The place promises deep conversations, laughter and new connections. Our visit certainly didn't disappoint! Highlights include conversation-starting table cards, discreetly integrated language translators, a secure device locker and an extensive wine list. Pair the eggfree omelette with a Swedish Riesling.

**IN PERSON** 

# The frontline granny

Vieno Thapa takes to the barricades when rights are trampled, but steers clear of public restrooms.

Vieno Thapa is remembered by Finns as a beloved storyteller, whose sketch characters manage to both amuse and irritate. The virtual bot based on her has become a daily companion for many Finns. She is also known as a climate activist who, over the years, has run into serious difficulties, particularly for campaigning to make personal carbon footprint quotas mandatory. We sat down with Vieno Thapa who is celebrating her 40-year artistic career and asked her to share memories from her times on the frontlines of protests.

#### The bravest thing you've ever done?

Joining the 2032 climate engineering protests. I stood in support of using technology to modify the climate, but the topic was fiercely divisive. There were clashes during these protests and once I even ended up in the hospital. Thankfully, things have calmed down a bit since then. My family wishes I would quit already – they think a person of grandmotherly age has no business on the barricades. My children argue that impact-driven consumption is a more effective way to bring about change.

## The most significant moment in your life that made you question everything?

The first time I was imprisoned for organising a protest. I couldn't believe that this could happen in Finland. The world is burning; defacing a painting like The Water Lilies is nothing in comparison, especially since we used paints that could be safely removed. Fortunately, my sentence was brief and not years-long like for some protesters in countries like the UK. Nonetheless, that experience cemented my identity as an activist. I will not be silenced by prison walls.

## Your greatest achievement as an activist?

I was part of a campaign that led to a law banning politicians from lying to citizens. Witnessing that law pass alongside other activists was an incredible experience. This legislation was pivotal in halting the polarisation trajectory of the 2020s.



## The most eye-opening experience of your life?

When my child Meika decided they wanted to have a biological child together with their partners, Renni and Vilma. I thought I was open-minded, but I had to take a moment to process the idea that modern technology allows a child to have multiple biological parents. It was a big and important realisation for me to see that, above all, this has meant more loving people in my grandchild's life. And you can never have too much love.

## The oddest habit you've adopted over the years?

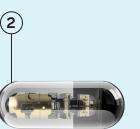
The strangest habit I have is that I never use public restrooms. I know today's youth find this completely paranoid – after all everyone's already shared their biodata with Beta – but I still want to protect my personal data. That's why I only use the bathroom in my own home where I have my private wastewater treatment system.

WISHLIST

## Gift Ideas for Spring Celebrations

Give the spring graduate stepping into a new chapter the gift of wellbeing – something to support their next steps as an even better version of themselves.







#### 1. Dandelion mat

An eco-friendly dream gift: a dandelion rubber yoga mat. Comes with a poster of the dandelion field from which the flowers of the mat were harvested. The perfect set for a digital-free mindfulness moment. Cost per use over 3 years of regular use: €0.008

Resale value after 3 years: 62% of the original price

#### 2. Robopill 1.0

A swallowable wellness robot performs a thorough health scan of your key internal organs. After use, it's safely broken down by digestion and results are delivered within a week.

#### 3. Horbalance GX

Horbalance GX monitors hormone levels and provides precise tips to maintain hormonal balance and optimise work performance. It also helps with menstrual cycle hacking. The perfect companion for the first summer job.

**PEOPLE** 

### In Search of the One

At the singles festival organised by the Ministry of Population, people seeking organic relationships gather with like-minded people. Many are tired of AI partners and dream of a real family.



Jessica
45, HELSINKI
"Luckily, they raised the young adult age limit a couple of years ago, so I finally got in. All I want is to find a spouse and

start a family. Thankfully, I froze my eggs during the 2033 egg-freezing call-ups."



Anas
32, AANAAR
"Our registered
relationship includes three humans and two
Aips – AI partners. Now we're
searching for a

human who's interested in giving birth to join our quintet. The best part? Nobody ever feels lonely."



Elle
24, KAJAANI
"My mum made me come here. She said that with the €50,000
'Start a Family in Kainuu' support package, I'd defi-

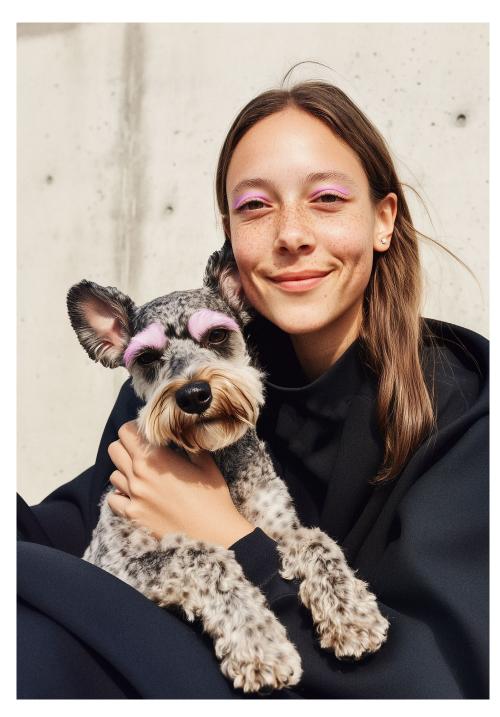
nitely find someone. Honestly, I'm not sure I want an organic relationship with a real person – they're just so messy and complicated."

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INTERSPECIES CONNECTION

## "The Connection That Grounds Me"

Miniature schnauzer Bruno cheers up e-sports world champion Carla Koskimies – even when a loss hurts.



Four years ago, Carla Koskimies decided the time was right: she had a stable income, a close-knit support network and a life situation that allowed space and time for a new family member. Getting a puppy was a long process and a major investment. Psychological assessments, permits from the interspecies rights officer, all the necessary supplies, plus researching how to offset a pet's emissions took both money and time. But it was worth it, Carla says, gently stroking the 1.5-year-old Bruno resting in her lap.

"What's special about Bruno is how he's also strengthened my connection to people. I used to barely meet anyone, but thanks to Bruno, human interaction has become part of my everyday life," Carla explains.

Bruno has also added structure to her daily rhythm. His hobbies, daycare visits, and shared walks shape Carla's days, too. The highlights are longer trips together – like last spring's journey abroad. "I probably was more nervous about flying than Bruno, even though I knew the dog airline's service selection was extensive," Carla laughs. Special diets were catered for and entertainment was plentiful.

Carla still has time left in her pro gamer career, and Bruno hasn't made her work harder – if anything, the opposite.

"Bruno's affection and the way he comforts me after a loss feel way more genuine than my team's support – most of whom are bots anyway," she says.

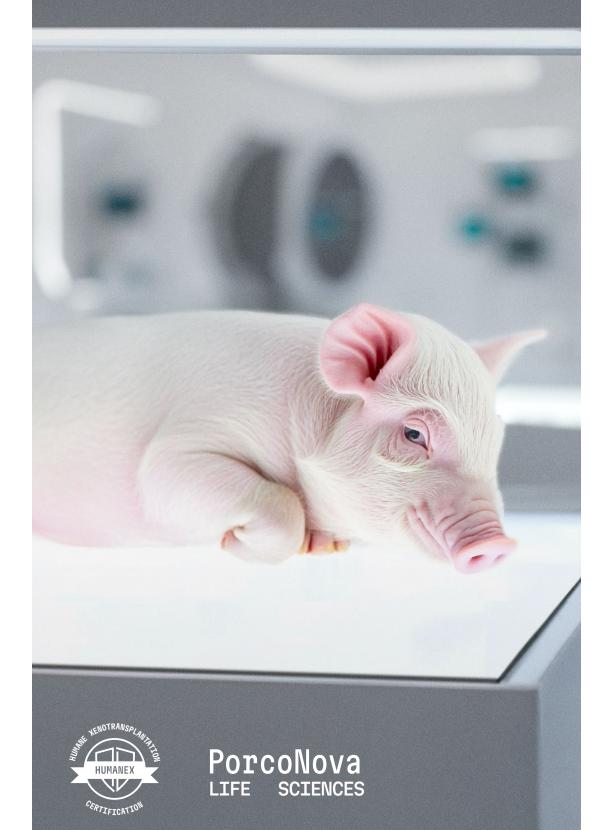
Though Bruno is healthy, they've had to consider the future. Carla made a reservation at a top-rated dog retirement home already during the adoption process. She hasn't opted for cryopreservation for her furry friend – yet, but longevity capsules are already part of his daily diet.

It seems the interview is wrapping up, as Bruno trots in from the hallway carrying slippers for Carla, tail wagging wildly. "These Sundex slippers are a must on sun-heated surfaces – no burnt paw pads for this little guy," Carla says with a grin.

## ORGAN PIG BRINGS PEACE OF MIND.

ONE PIG, MANY LIVES

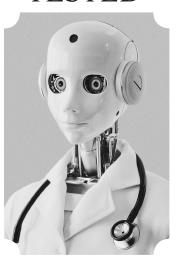
The PorcoNova Organ Pig grows a high-quality liver, lungs, kidneys and skin tailored for you or your loved one. Because you can never know what the future holds.



IN THE NEXT ISSUE

The June issue of the IF\* magazine is once again full of thought-provoking articles!

## 9 ROBOTIC DOCTORS TESTED



Significant differences in diagnostics and treatment experience

### SUMMER HOLIDAY DESTINATION

The Best Zoos in the Nordics for Species Reintroduced from Extinction.

#### IN PERSON

"When it comes to enemas, I trust the high-quality coffee beans from small farmers" An interview with gut health influencer Mirina Pohja.

#### **CURRENT AFFAIRS**

Redress for decades of injustice. Clothing giant FOW pays Daniel compensation for inhumane working conditions 20 years ago

ISSUE 6/46 WILL BE PUBLISHED 8 JUNE.

## WAIT, WHAT DID I JUST READ?!

