

VEGANISM

A Complete Guide

By Swati Prakash



NO
ANIMAL MEAT



NO
DAIRY



NO
EGGS



NO
ANIMAL
PRODUCTS



NO
ANIMAL
TESTING



NO
EXPLOITATION

A MORAL IMPERATIVE

The Only Authorized Free PDF copy

**[Please read, share, print or distribute free
without altering content or author's name, with
due credit to author, for non-commercial use]**

VEGANISM

A Complete Guide

By Swati Prakash

Copyright © 2026 Swati Prakash

All rights reserved.

ABOUT THIS BOOK:

In this complete and comprehensive guide to Veganism, Rev. (Dr.) Swati Prakash (Alt.Med.) explains what Veganism is with a clear definition and a bold Declaration of Universal Animal Rights. Veganism is a Moral Imperative, not a mere belief, diet, journey or option. Every human being should be Vegan because we do not actually require any animal products, services or activities based in exploitation of sentient beings. Animal products are dangerous to our health, to the planet, and of course to the victims.

Learn how to go Vegan in all respects with a complete list, explanations and thorough descriptions of each and every alternative to all forms of non-human animal exploitation. Even established Vegans find themselves learning some interesting things from this book. New Vegans can Take the Vegan Pledge.

Table of Contents:

Preface (5 - 9)

Chapter 1: Veganism Defined (10-24)

Chapter 2: What Veganism is Not (25-37)

Chapter 3: Animal Rights Before Welfare (38-51)

Chapter 4: Environmental Facts (52-56)

Chapter 5: Food & Health (Dangers of Animal Products vs Plant Food Benefits) (57-116)

Chapter 6: Fashion and Furnishings (117-135)

Chapter 7: Personal Care (136-147)

Chapter 8: Home Care (148-161)

Chapter 9: Medical and Healthcare (162- 173)

Chapter 10: Entertainment and Education (174-201)

Chapter 11: Pet Industry (202-217)

Chapter 12: Religions, Language & Culture (218-250)

Chapter 13: Other Systems (251-258)

Chapter 14: Final Steps: Go Vegan Promote Veganism (259-270)

About the Author and Websites (2671-272)

PREFACE

Since our childhood, humans have been wrongly programmed to use products and services that involve exploitation of non-human animals. We've also been engaging in a plethora of activities that took away the rights of non-human animals. *Is this fair?*

In many cases, the tradition of eating animal products was passed on to us by our family members and ancestors. Whether cow's breast milk in our tea, coffee, cakes and bakes, eating fish and other sea animals, eggs and bacon for breakfast, chicken, duck, mutton, lamb, ham, pork, steak or beef in various cultures, we hardly saw a day without one or more of these disgusting (and dangerous for health) items in our daily diet.

Our school teachers might have told us that humans are 'Omnivore' and therefore eat both plants and animals equally as part of a 'balanced diet', 'balance of nature', or our genetics.

(My teachers did, and my dad: But this was a lie).

We might have heard that non-human animals ‘give us’ eggs, milk, nutrients, or other products. Nursery rhymes drilled it into our heads that ‘Baa Baa black sheep’ loves being sheared. That an ‘Old McDonald’ has an animal farm full of happy animals, playing merrily all day in the sun in beautiful green pastures. We also took things like horse riding in cinemas and fairy tales for granted, and use of animals in religious texts or imagery.

Some of us as kids would dream of buying a pet animal for cuddles at home because we ‘love animals’. Having an aquarium at home to watch fish swim was considered ‘soothing’ for the mind, and perhaps good ‘Feng Shui’.

Fishing as a hobby was seen as a perfectly normal activity, even for children. Zoos were seen as the number one fun places to go to for kids, including school trips at primary school, especially because kids ‘love animals’.

Labels such as ‘real fur’, ‘pure silk’, or ‘genuine leather’ were proudly flaunted by high-end brands

or designer labels at a premium price, in order to tempt customers.

Ancestors taught that honey was good for our health and that milk gave us strong teeth and bones.

Little did we know that every one of these was a huge lie.

The fact is that all of these products, services and activities are completely unnecessary and extremely immoral. They not only took away the rights of sentient animals, but also clouded our innate empathy and left us becoming more and more shallow and self-serving as time went by. At a global level, our human world became so very used to these terrible injustices that they were seen as entirely normal 'ways of the world'. On the other hand, Vegans came to be seen as some of those 'absurd' people who are likely to 'miss-out' on taste and nutrition. (In reality the only thing we miss out on, are being exploitative, having diseases, and climate collapse).

Some might think of our Human species as horrible perpetrators who are ruining lives of countless animals and destroying nature. Yet, humans are perhaps the only species we know so far who have a FULL capacity of going Vegan in order to make this world a better place for all sentient beings. The purpose of this book is to awaken our inherent human soul or empathy.

Each time a person decides to go vegan, innumerable lives are spared the horrors of relentless injustices, that traumatize non-human animal victims deeply. **Even if one single person becomes Vegan, hundreds of animals every year are not exploited, enslaved, and abused as a result of that one decision**, by not demanding those products, services, and activities. And it is demand that preempts supply or exploitation. To end the demand for animal products, services, and activities fulfills our **Mission: A Vegan Earth** GOVEGAN.EARTH

I am thrilled that you have found this book. This could well be the single most important turning

point of your life. A ‘once in a life-time’ change, forever - that will uplift you from the clutches of the absurd cult called Non-Veganism. In this book you will be guided on how to replace various senseless products, services and activities with those that actually make profound sense, and are good for all concerned.

Once you have read this book, please feel free to share it with everyone you can, and make this world a better place for all beings.

This book will start with:

- What Veganism is (and isn't),
- Focus on Animal Rights, and
- Explain in detail how you can replace animal-based products, services, and activities with the right Vegan alternatives that you can incorporate into your daily life without further ado.

So let's get started right away!

CHAPTER 1

VEGANISM: DEFINED

Veganism

DEFINITIONS:

Vegan Society's Definition: Veganism is a way of living that seeks to exclude - as far as possible and practical - all forms of exploitation of and cruelty to animals for food, clothing, or any other purpose.

The focus on 'as far as practical and possible' (intended because vegan life-saving medicines are unavailable in some countries), and the word 'cruelty' can at times confuse some people in the above definition.

The original definition by Vegan Society was a simpler one by Leslie Cross adapted by various abolitionist groups today, as follows:

'Veganism is the doctrine/ belief/ principle that human beings should live without exploiting non-human animals.'

(Note the clarity of the term 'non-human animals')

This is a great definition, except for the word belief or doctrine, which implies that it is a choice based on your opinion. Also in some cases rescued animals, although not exploited, could also be victims of other forms of rights violations such as abuse, harm, or neglect. Also it does not clarify how to put this principle into practice.

Our definition is a Rights Based comprehensive one that details out What, Why and How.

Veganism is the moral imperative that humans respect the rights of non-human animals, by excluding all products, services and activities involving their use, exploitation or control of their rights.

It is not just an optional opinion, doctrine, or a belief that you can disagree with. It is a moral imperative. One you put into conscious practice in every moment of your life. It is about being aware of exploitation and not perpetrating it.

This definition is explained properly below:

1) A Moral Imperative:

Veganism is not just a belief (a conviction not necessarily backed by proof). Vegan ethics are based on the strong science of Animal Sentience. Veganism is also something you practice on a daily basis, by eliminating from your life, any products, services or activities that involve their objectified use, exploitation, or control.

2) Who is an Animal?

An animal is a sentient living being - one who not only has life, but in addition has the unique individual and personal experience of life through their various senses and feelings. Non-human animals can feel pain or pleasure, and have their own wishes and desires, just like us. Plants do not have nervous systems, animals do. Humans and non-human animals - both are animals with sentience. The term 'animals' does not apply exclusively to non-human animals alone. Neither are only humans entitled to rights.

3) What are Rights?

Each of us, as individual animals, have our own intrinsic value. We value our own life and freedom. We all have independent feelings, desires and wishes, and must be allowed to live as per the same, (of course without infringing upon similar rights of another individual). Rights are fundamental declarations essential to our peaceful existence as a civil society. In a civilization we live by some laws that protect every individual, instead of allowing the strong to prey upon innocent and vulnerable victims, like jungle carnivores do. Laws make our co-existence in the world possible by categorizing what freedom means in practice, and how one must behave towards each other by not violating each other's rights, choices, and well-being. Without rights being defined there would be chaos and a lack of law and order in our world, making it an uncivil place. Therefore just as humans have rights based on our feelings, wishes, and desires, similarly non-human animals too must have similar basic rights in order to protect these vulnerable victims of human greed.

These include the Basic Rights to:

1) **LIFE:** To live their entire life freely without being killed (except for self-defense or genuine accident)

2) **BODILY INTEGRITY:** To not be touched or interfered upon, without express consent (except in genuine emergency)

3) **BE FREE FROM OBJECTIFIED USE:** To not be used as an object or something to own or keep.

4) **BE FREE OF EXPLOITATION:** To not be domesticated, bred, farmed, milked, ovulated, experimented upon or have anything stolen from or extracted, for any other person's gain.

5) **LIBERTY:** To not be kept or contained in any place, big or small, no matter how well they are treated.

6) **SAFETY:** To not be oppressed, controlled, dominated upon, abused, or intentionally harmed.

7) **EQUALITY:** To not be discriminated against unfairly.

IMPORTANT DISTINCTIONS

Veganism: Is a moral imperative of respecting the basic rights of non-human animals, to live their life freely, without being used, exploited, or controlled by human beings.

Animal Rights: Universal Animal Rights imply that just like Humans have rights, Non-Human animals too should have similar rights.

Sentientism: Is about respecting the rights of all sentient beings, whether humans, non-humans (or arguably also sentient AI or machines if they gain sentience in the future) so that they are not used as a property or object. You may choose to be a Sentientist in addition to being a Vegan if you believe in equal rights of all sentient beings.

Veganism is a way to respect the rights of non-human animals, by not using them, or engaging in any Products, Services, and/ or Activities, that involve their use, and violate their rights. This is achieved by using Vegan alternatives to replace

non-vegan ways of living. Let us examine each one of these in details to understand how to go Vegan.

A LIST OF PRODUCTS, SERVICES, AND ACTIVITIES YOU MUST STOP USING:

1. Food and Drink with Non-Human Animals used as Products, Ingredients or Test subjects:

Animal body parts called meat, poultry, beef, steak, mutton, lamb, chicken, turkey, duck, geese, foie-gras, swan, venison, pork, ham, bacon, dog meat, cat meat, exotic or any other animal's body).
Fish & Sea'food' (Fish, lobster, crab, shrimp, prawn, caviar, oysters, clams, octopus, jellyfish, squid or calamari, whale, shark, dolphin, seal or any other sea animal).

Dairy (animal milk, cheese, butter, ghee, yoghurt, curd, paneer, cream, custard, ice-cream, milk chocolate, milk chocolate powder, milk powder, casein, whey or any other dairy produce).

Eggs (of any animal species whether hens, ducks, goose, ostrich, fish eggs or caviar, or other)

Honey (from bees).

Gelatine and gums (from animal skin, bones, or flesh).

Protein powders or shakes (that include animal products or derivatives).

Supplements containing animal derivatives.

Fortified vitamins from animals in soft drinks.

Lard, tallow, fat (from animals).

Fish oils and sauces from animals.

Seasonings, stock and broth from animals.

Shellac (insect derived confectionery, fruit coatings, nail paint or varnish).

Carmine / cochineal (colouring from insects).

Vanillin (animal derived flavouring from beavers).

Civet cat coffee (made using civet cat excretion).

Wine, beer or other alcohol (filtered with animal products or Isinglass from fish).

Other E-numbers and additives from animals or tested on them.

Any animal tested ingredients.

2. Clothing, Footwear, Jewellery & Accessories involving non-human animal use, such as:

Animal Leather or Suede

Wool

Cashmere

Alpaca wool

Angora

Animal Silk

Animal Fur

Down

Feathers

Oyster Pearl

Mother of Pearl

Fish scales

Teeth

Shells of exploited sea animals

3. Personal Care and Cosmetics involving non-human animal ingredients or testing, such as:

Non-Vegan Soap, Shower gels, Bubble baths, Bath bomb/ Fizzers

Non -Vegan Shampoo & conditioner

Non-Vegan Toothpaste and whiteners

Non-Vegan Skincare, oils, serums, lotions, creams

Non-Vegan Makeup and cosmetics

Non-Vegan Eyelashes and makeup brushes

Non-Vegan Nail-polish, gels, and nail adhesives

Non-Vegan Deodorant and Perfumes

Non-Vegan Sunscreen

Non-Vegan Hair sprays

Non-Vegan Hair colour and bleaches

4. Household and everyday products involving non-human animal ingredients or testing, e.g.:

Non-Vegan Cleaning products

Non-Vegan Laundry detergent

Non-Vegan Fabric softener

Non-Vegan Polishes

Non-Vegan Air fresheners

Non-Vegan Glues and adhesives

Non-Vegan Paints, varnishes, and coatings

Non-Vegan Stationary pens, inks, animal hair brushes

Beeswax strips, candles and coatings

Non-Vegan Spiritual supplies such as bones, shells, feathers

Musical skin drums, animal strings, ivory keys, animal bagpipes

Animal derived toys and sports items

Non-Vegan Gardening manure and animal based fertilizers

5. Health, Medicine and Supplements using non-human animals or animal testing, such as:

Animal derived vitamins and supplements

Omega-3 from animal sources

Capsules (gelatine)

Over-the-counter medicines and prescription medication involving animal exploitation

6. Entertainment and Leisure Products involving non-human Animal Use, such as

Zoos and Aquariums

Circuses

Animal parks

Marine shows

Sports & Events

Horse racing

Greyhound racing

Rodeos

Animal fighting

Media

Animal acts in film/TV

Animal tourism

7. Activities involving non-human animals,

such as:

Game hunting and trophy hunting

Fishing

Culling for Population, Ecology and Pest Control

Animal Abuse, Cruelty, Violence, and Neglect

(whether of exploited, wild, or rescued animals)

8. Education, Work & Institutions involving non-human animal exploitation, such as:

Dissection and vivisection

Non-human animal experimentation or research

Use of non-human animals in demonstrations
such as wildlife, pets, falconry, therapy, farming.

Space travel using non-human animals for trial

Educational materials using non-human animals

9. Travel and Tourism use of non-human animals, such as:

Animal rides

Animal tourism

Exploitation centric venues

Cultural animal use

10. Pets Industry:

Breeding and selling animals in pet breeders, farms, shops, Genetic Mutilation, Cross breeding and Domestication.

Wild and Exotic pets

Service and Support Animals, Companion Animals, Spaying and Neutering of non-human animals except in emergencies

Non-human Animal Control, Stray culling, Pounds, and Euthanasia

Pet food and accessories made of other animals

11. Cultural, Religious and Social Practices or Festivals involving use of non-human animals

or their products such as:

Non-human animals in temples

Ritual slaughter

Traditional clothing, food, or celebrations using non-human animals/ animal products

Beliefs and religious verses based on exploitation

Non-Vegan Language and slang

12. Finance and Indirect Support or Investments in industries that exploit non-

human animals, by way of:

Banking, finance, and pension funds

Corporate sponsorship of animal exploiters

Jobs, Services, Publicity, Advertising, Legal,
Political Educational and Promotional support of
those industries.

Please Remember: Vegan Alternatives exist for everything except when there is no choice, such as due to law in rare medical emergencies (animal tested medicines or vaccines). Or in case its impossible to find Veganic plants (grown without manure or pesticides). The important thing is to not see Veganism as a matter of convenience in ordinary life, but as a matter of moral urgency.

CHAPTER 2

WHAT VEGANISM IS NOT (TO BE CONFUSED WITH)

The term Veganism has been used by media, celebrities, and by general public in a way that misses the entire point of what Veganism actually means. So let us clarify before going further, also what Veganism is NOT.

WHAT VEGANISM IS NOT

1. Not Just a Diet, Trial or Challenge

Veganism is not a new type of diet that you ‘try’ for some time, or a challenge or contest you take on for a few days or weeks to test your abilities. Veganism is a life-long commitment to a moral shift and not limited to food alone. It is also not a challenge for you. Being exploited is challenging. Not exploiting others should never be.

If you took veganism up on a trial basis, and then decided to quit Veganism, chances are you merely tried a plant-based diet without learning the basic meaning of Veganism. Would you, after realizing that human rights abuse was wrong, go back to abusing humans again? Would you quit

racism, and then go back to being a racist at some point?

Veganism similarly is about respecting the basic rights of all sentient beings, and not just a temporary diet shift such as what some celebrities are known to move in and out of.

2. Not a Restrictive or Deficient Diet/ Eating Disorder, Fad or Allergy

Remember that unusually restrictive anorexia patient who died or almost died because of an infectious disease and media reported it as a Vegan's death? Or a mental health environmentalist patient who insisted only on Organic Vegan B12 supplement and died because she was dwelling on climate change and forgot to take it?

Veganism is also not a risky diet that people find somewhat 'extreme' or dangerous. Trying out mono-fruitarian, 'breatharian' or fad diets is not necessary in Veganism in order to be a Vegan.

It is not a diet trend such as ketogenic diets, or a mere food preference. Veganism is not for your figure, skin, to try your limits, to be thin, detoxification, gut cleansing, proving you can live without supplements, just physical health, or something for a spiritual 'high'. It is not a competition. It is not about your goals for your body or to show off. Those are various diet fads, not 'veganism'.

It is not the same as a gluten free, lactose free, or egg free, personal preferences, food sensitivities, allergies, or intolerances prompting you to visit the 'Free From' supermarket section. It is about being free of exploitative tendencies.

Raw Veganism is also a wrong term used by people who eat only raw fruit and veg, because Veganism is not just a diet. It is about all products, services and activities being Vegan. Even if you are raw-plant based for health purposes, you must be Vegan for animal rights. You can also, if needed go gluten free and healthier in your eating habits or preferences, additionally.

3. Not Transitioning with Baby Steps:

Veganism is not about baby steps, taking things slowly, transitioning into vegetarian, then cutting out eggs and dairy step by step, then honey, then other things gradually. This is because the victims are not waiting while you take your own sweet time to eliminate one type of product at a time. They are being severely violated at each individual instance you postpone your decision to go vegan.

If it were a habit that were only about you, such as cigarette smoking, and there were no other victims in the picture, you could take your time in quitting or changing that habit based on your personal will power. Veganism is about the victims and this change in your behaviour needs to be an urgent and immediate one. So please don't take your own sweet time. Please be Vegan as soon as you learn about it, instead of planning a long term shift gradually. Each animal product, service or activity you use, is the cause of immense injustices at your own hands.

4. Not Reducitarian-ism or Partial Veganism

Some people say they are Vegan-ish or Almost Vegan, or Vegan some of the time, Vegan except fish, etc.. Veganism is not about going for ‘meat-free Mondays’ or not eating non-vegetarian food each Saturday or being Vegan in some aspects only such as food and fashion or animal testing. For example some celebrities say they are Vegan but they actually wear leather, or ride horses.

It is not about reducing the amount of ‘body parts’ you eat on the whole to cause ‘lesser harm’ to the non-human animals. Those things do not help anyone understand the gravity of the situation and the actual meaning of Veganism.

You cannot be ‘Sometimes Vegan’. Imagine if someone decided to abuse or kill humans only on certain days and not on some other days. This would mean that the change in the perpetrator’s inner self or character was simply not effective, their empathy not developed, and the entire logic not understood fundamentally. Veganism

involves a complete transformation, not a partial or a half-hearted one. It is not about reducing harm, but about not causing any injustice.

5. Not Just Plant-based Environmentalism:

Media has wrongly popularized the notion of Veganism being something you do just to save the planet from climate change. Thanks to an amazing Oxford research by Joseph Poore and due to the initiatives of Extinction Rebellion and Animal Rising (Animal Rebellion in previous years), humanity has woken up to the climate crisis, and rightly so.

Sadly, the climate change agenda was promoted as the main ‘Vegan’ cause without enough reference to animal rights by the media due to their misunderstanding. The right term for a climate based dietary shift, as intended by such groups, was ‘plant based’.

The focus of Veganism on the other hand is primarily on animal rights, with additional

benefits of climate-change reversal or environmental shift being incidental. You must go Vegan for animal rights, even if you are plant-based for the the planet or health.

6. Not just Animal Welfare

Government and media usually treat the issue of Veganism as an Animal Welfare issue, and not one of Animal Rights to not be exploited or used. They refer to the victims in slaughterhouses and factory farms as victims of lower welfare crimes, and believe in reducing cruelty levels, cages, and torture.

Veganism is not about improving welfare norms and avoiding high levels of cruelty alone. It is not about using slaves with some better treatment, free range, organic, local farming and humane practices. It is not just about ending only the worst methods of cruel treatment, cruelty in animal testing, or torture in methods of killing.

It is about no animal use at all, not just against

‘factory farming’. It is about no exploitation at all, not just about a better life with lesser cruelty. While its good be Cruelty-Free, it is absolutely crucial to be Vegan entirely.

We find that government, law, various agencies such as RSPCA, CIWF, and majority of customers focus on the term Animal Welfare. If human children were being bred, exploited, enslaved and used for any purposes, would your focus be on improving their welfare while they continue to be bought or sold, or to stop their enslavement altogether - as their basic right? The issue Veganism is addressing is a fundamental injustice. It is not merely about meeting bare needs of food, shelter, and upkeep of the slaves, or finding a way to murder them as painlessly as possible, but about not having slaves at all.

Regarding the term Humane. Whatever is a rights-abuse of a Human, is also a rights-abuse of a non-human animal and therefore not Humane. There is no Humane slavery, rape, or murder. Our focus is not upon how to exploit non-human

animals in a better, more ‘high welfare’ or ‘compassionate’ way, but about not exploiting them at all. Welfare is possible only if you free your victims first. Then by all means think of compassion. At least Go Vegan first.

7. Not About Loving Animals and their Care or Rescue Work

Billie Eilish has famously stated “You can eat meat - go for it. You can love animals. But you cannot do both.”

Veganism is not about loving animals, caring for animals by looking after them, or by bringing animals home to you. It is not just for ‘animal lovers’ who like spending time with them for emotional satisfaction and enjoyment, or looking at cute photographs and videos of animals. Veganism indeed, is about not using non-human animals for your benefit at all. Love and care is not a prerequisite for not exploiting someone.

You cannot excuse yourself from Veganism by

saying you are not really an animal lover. It is not just for animal lovers. It is a moral imperative for all humans to not exploit animals. Loving everyone is not necessary. A respect for someone's rights is more important. A lot of times people say they love someone, but abuse them too by being controlling or intrusive. Respect for rights and freedom of the individual is crucial. **Not love but Empathy.**

Some people rescue animals such as dogs and cats and rehabilitate them, but are not Vegan. Most people do love pets and also feed them other animals as pet food. Some people love to spend time with farmed animals while also eating them at other times, and many farmers say they really love 'their animals'. Cow lovers of India exploit them for their daily dairy, while believing they are treating the cows compassionately as their own mothers, and worshiping them. So let us not use the term animal lover, or a compassionate person to describe a Vegan. It is not about being any more compassionate or loving than a normal person. It is about being non-exploitative.

8. Not a Religion Like Belief or Cult

Veganism is now being regarded as a belief similar to a religion, in order to protect your rights and freedom of religion and belief. Yes, you are entitled to your own beliefs (and others to their own). But Veganism is not **about** your rights to believe in it - or not. It is about non-human animal rights.

Should victimizing anyone be a mere belief one must be entitled to either have or not have?

You are not permitted to kill human beings by law, whether witches, fortunetellers, homosexuals, or disbelievers, just because religious books say so. Yet these acts of killing such humans could land you into jail in many countries including those where these religious beliefs are popular. So why should injustices against non-human animals be excused and therefore permitted to be counted as legitimate beliefs in Exploitation vs. Veganism? You need to go Vegan for animal rights as a moral imperative to act upon, and not just a mere belief or personal choice in your head.



Veganism is not about - just a dietary challenge, diet or health restriction, baby steps, reducitarianism, plant based environmental trends, welfarism, animal care/ love/compassion, or beliefs or opinions. It is a moral imperative to **Stop Exploiting Non-Human Animals.**

CHAPTER 3

ANIMAL RIGHTS BEFORE WELFARE

When it comes to Human beings, laws largely so far, have recognized our exploitation as a type of abuse or a crime.

As an example, the definition of abuse (by the National Health Services of UK) is - any rights violation - including exploitation. This gives a victim status to humans who are either exploited, used, controlled or subjugated.

Sadly, the law does not recognize non-human animals as victims too, and in-fact uses the term 'animal' to differentiate other sentient beings from humans, as if humans are not animals, but somewhat superior. Animal rights have so far been marginalized and regarded as secondary to human rights in almost all nations on Earth. This is a scientific and rational failure. Discriminating between humans and 'animals', itself is simply illogical. The language of law must change. We must understand facts - humans are animals and we are no more sentient than other sentient animals. Therefore we should not assume that our lives, freedoms, and choices matter any more than

non-human animal lives, freedoms or choices. At the time of writing this book, approximately 150 billion land animals are killed every year, more than 80 billion for food alone. The killing of sea animals is estimated to be close to 3 trillion. This is for supplying to the demands of approximately 8 billion human beings. Does this benefit human beings in any way? Not one bit. As a matter of fact it is a global health disaster and the leading driver of environmental collapse. This being allowed by laws worldwide is an evidence that our species is behaving completely unintelligibly.

Non-human animals are exploited as victims, but are not legally recognized as such, despite their sentience being quite established scientifically. If these injustices were perpetrated against humans, we would call them crimes. So why not call these crimes too - towards non-human sentient being?

Veganism offers 'non-human animals' equal basic rights to not be exploited or used, in recognition that humans are animals too and non-human animals are sentient like humans are.

Veganism is a dedicated movement for non-human animal rights because they are not adequately represented in society and are treated as properties. Humans already have won the right to not be used as a property. Non-Human animals have not.

So why should we believe in equal rights for both humans and non-human sentient beings? We are all animals. Any discrimination based on DNA types, despite sentience, should be unlawful. We must end Speciesism (just like racism). The solution is to recognize rights on the basis of Sentience (a scientific and logical system).

We now have a full declaration of Animal Rights which declares EQUALITY to human and non-human animal rights in a bold way.

Full List of Animal Rights by GoVegan.Earth

Universal, non-negotiable, rights of all sentient living beings (humans or non-human animals) not limited by any religion, belief or system.

Ideally these Animal Rights should be accepted by United Nations and laws worldwide.

A UNIVERSAL DECLARATION OF ANIMAL RIGHTS (FOR ALL SENTIENT LIVING BEINGS - ANIMALS)

I. BASIC FUNDAMENTAL RIGHTS

(Basic, fundamental, universal and inherent rights of all individual sentient animals)

1. Right to Life

Every sentient animal, human or non-human, has the right to live for their entire natural lifespan, and not be intentionally killed, except in unavoidable circumstances such as genuine self-defence or accidents.

2. Right to Bodily Integrity

Protection from mutilation, forced impregnation, modification, forced contact, handling, restraint, unwanted touch, molestation, or any physical

violation except for genuine medical necessity in the individual's best interest.

3. Right to Freedom from Objectified Use

No sentient animal may be treated as property, object, tool, objectified resource, commodity, slave, or product to be kept, owned, or used by someone for their purposes.

4. Right to Freedom from Exploitation

No individual may be exploited for labour, entertainment, breeding, domestication, farming, harvesting, production, experimentation, reproduction, milking, ovulation, trade, stealing from, or extraction, for another's gain.

5. Right to Freedom from Being Kept or Confined

No individual may be held, kept, restrained, caged, imprisoned, or transported against their natural needs, choices, or free will, (except when essential, such as for rescue, safety, or urgent medical needs), no matter how big or enriched the

space is where they are held, or how well they are treated.

6. Right to Safety and Freedom from Oppression or Wilful Harm

All individuals deserve peace and protection from violence, control, coercion, control, domination, torture, bullying, stalking, harassment, degradation, wilful neglect, punishment, rape, undue stress, trauma, intimidation, pain, suffering, distress, starvation, physical or psychological torment and all forms of abuse, suppression, or oppression.

7. Right to Equality and Freedom from Discrimination

No individual may be denied respect, consideration, fair treatment, or rights based on species, appearance, intelligence, productivity, behaviour, or human preferences.

II. AUTONOMY/ PERSONAL FREEDOMS

(Individual Rights of All Sentient Animals, whether Human or non-human)

8. Right to Autonomy, Mind, Free Will, and Preference

The right to independent thought, intention, instinct, desire, identity, and will—free from coercion, manipulation, or forced conditioning.

9. Right to Natural Expression and Behaviour

The right to communicate, vocalize, move, explore, and behave in species-appropriate and personally chosen ways that don't infringe over rights of others.

10. Right to Privacy and Personal Space

The right to solitude, boundaries, safety, residence, security, and protected personal zones.

11. Right to Social Relationships and Association

The right to, as per mutual consent, interact, form bonds, families, friendships, groups, communities, or herds, pods, flocks, or to be on their own; and for mutual respect, social support, and symbiotic harmony, and the right not to be isolated without necessity.

12. Right to Movement, Migration, and Habitat

The right to roam freely, travel, migrate, choose shelter, choose their path, claim territory, and live in a suitable natural or chosen environment, without abusing rights of others.

III. QUALITY OF LIFE RIGHTS

(Rights pertaining to the well-being, flourishing and personal fulfillment of every individual sentient living being)

13. Right to Access Basic Needs

The right to access one's food, water, air, light, shelter, warmth, all necessary resources for survival, growth, activity or work, and essential self-care, safety, freedom from extreme environments, safety from pollution and other harmful conditions.

14. Right to Health, Healing, Rescue, and Care

The right to access basic care, medical treatment, rescue, rehabilitation, sanctuary, rehabilitation, stewardship, fair conditions, and protection from illness, injury, fear, threats, insecurity or danger.

15. Right to Rest, Sleep, Comfort, and Recuperation

The right to rest without stress, harm, or disturbance in your own space.

16. Right to Play, Enrichment, and Pleasure

The right to joy, stimulation, comfort, interaction, exploration, and species-appropriate or personally

desired activities that don't take away anyone else's rights.

17. Right of Learning and Cognitive Development

The right to curiosity, exploration, mental growth, learning or education, self development, and meaningful experience in ways that benefit self and don't abuse the rights of others.

18. Right to a Safe Environment

The right to an environment free from unnecessary toxins, excessive pollution, habitat destruction, and avoidable threats.

IV. GROUP RIGHTS AND ECOLOGICAL RIGHTS

(Collective rights necessary for species and social well-being of sentient living beings)

19. Right of Families and Social Units

Parents, offspring, herds, packs, colonies, pods, flocks, and bonded groups have a right to remain together, safeguard each other, and to look after each other, especially the best interest of children and vulnerable individuals. Individuals also have the right to break free from any group or family should they so choose, or if it is in their best interests.

20. Right to Cultural and Species-Specific Behaviors

Species may maintain natural lifestyles, migration routes, communication, and social structures in ways that don't infringe upon the rights of other individuals.

21. Right to Habitat and Ecosystem Protection

All sentient living beings have the right to live in stable ecosystems protected from needless or senseless destruction, pollution, deforestation, biodiversity loss, risk of extinction and ecological collapse.

22. Right to Exist as a Species

No species may be intentionally eradicated, genetically manipulated for exploitation, or driven to extinction by the deliberate actions of another.

V. LEGAL AND MORAL RIGHTS

(Sentient living beings as a protected legal category)

21. Right to Non-Property Legal Status

All sentient living beings must be legally recognised as individuals — not property.

22. Right to Legal Protection and Enforcement of Rights

Courts and laws must safeguard the rights of sentient living beings equally and universally.

23. Right to Moral Agency and Participation

Right to participate, directly or indirectly, in decisions affecting one's life, interests, welfare, and rights.

24. Right to Representation

Where an individual cannot advocate for themselves, guardians, activists, or allied institutions may represent their interests, legally, ethically and morally.

25. Right to Protest

The right to challenge rights violations, protest against injustice in a reasonable way, educate and raise awareness, request justice, appeal to laws, and seek remedies when rights are denied.

In theory this framework could apply to all sentient animals. This understanding and declaration, helps us in safeguarding our own interests as earthlings, while also co-existing in harmony with any other sentient lifeforms besides our own species - with equal rights.

CHAPTER 4

ENVIRONMENTAL FACTS

HOW IS BEING VEGAN MORE ECO-FRIENDLY THAN ANIMAL EXPLOITATION?

Although the primary reason for going Vegan, is animal rights, we must appreciate additionally the huge impact of going Vegan upon our Eco-system.

As per leading studies by Oxford and data from UN, animal agriculture is the primary contributor of deforestation, land shortage, water and fuel consumption, ocean dead zones, climate change and desertification. It also produces more greenhouse gases than all our transport combined.

Being Vegan can reduce:

Greenhouse gas impact by appx. 75%

Agricultural land use by appx. 75%

Water, crop, fuel consumption by upto 75%

Water pollution by appx. 75%

Because of the humungous numbers of land animals held hostage in farms to usurp our land and resources, if we manifest a Vegan earth we

can free up a land area equivalent to the size of the US, China, Australia, and the EU combined. This land can be used for greening our earth, producing crops for feeding humans rather than these wrongly imprisoned animals, and therefore eliminate world hunger.

Animals held captive in animal farms are bred for that sole purpose. Going Vegan will eliminate this unsustainable and exploitative system. In the 2020s approximately 150 billion land animals as per estimates, are exploited each year, of which a vast majority are exploited for food alone to be bred and killed. Most of our world's food crops (by using over 83% of land), are fed to them, to produce only 18 percent of the world's calories. The major consumers being western nations while the rest of the world's humans and children go hungry and die of undernourishment.

Fecal and urinary matter and other toxic gases, chemicals and antibiotics, produced by these captive animals, pollute our land, air, and water to the point of making it severely contaminated.

Pathogenic germs including deadly viruses and flus can harm human and non-human animal health gravely and also cause major pandemics that are all part of various zoonotic (animal caused) diseases, as we have well witnessed.

Going Vegan reduces the huge risk of species extinction and biodiversity loss by over 66%. Most of our deforestation is thanks to non-veganism - with land the size of one football field per second being razed out in the amazon forests which are the lungs of the earth.

These actual global statistics and research are widely accepted by the United Nations and published by leading press and media worldwide. The above figures took only the dietary impact of Vegan or plant based food into account, thus the actual impact of eliminating all animal exploitation is even greater if we go truly Vegan in all respects, not just diet.

We discuss the huge health benefits of a plant based Vegan diet in addition - in the next chapter.

Our savings on healthcare, taxes, land, and savings on expenditure required for solving various issues and crisis, created by non-veganism, is so vast that they are immeasurable.

There is nothing but a most positive benefit to each human on earth if we create a Vegan earth. Besides it is still simply immoral to exploit even a single individual or animal which is the true basis of Veganism. It is not about these numbers or stats, and it is not about a reduction of harm.

The most important benefit of going Vegan is not to your health or the environment, but a basic moral benefit. It is about having a soul or consciousness that cares about the rights of others. It is about being a normal human being and not a predator or an abuser.

All exploitation of any sentient being is evil and unnecessary and therefore we must stop it completely. Being Vegan is not just an environmental urgency or health driven initiative.

IT IS A MORAL EMERGENCY.

CHAPTER 5

FOOD & HEALTH



















**(Dangers of Animal Products
vs. Benefits of Plant foods)**

The human body has absolutely no need for any animal body parts, poultry, dairy, dead fish or sea animals. These carry significant health risks to humans as explained further down. We can obtain all of our nutrients from plants. The strongest animals on land such as elephants and gorillas are purely raw plant-based in diet.



















Animal body parts are the most uncivilized, toxic, and unhygienic forms of food, being dead carcasses, whether from a factory farm or a local high welfare, organic and free range farm. Flies and other insects and germs are attracted to dead body parts within seconds of the animal's death and ideally the dead body must be cremated or disposed off in an eco-friendly and hygienic way instead of being consumed or left to rot or stored in a freezer.

Humans do not need any animal products in our diet, as per our biology. We also lack the capacity to kill animals with bare hands and eat them raw with their blood, flesh, and bones as other true omnivores do in the wild, as part of nature.

Let us understand the comparative anatomy of a human vis-a-vis other primates and carnivores.

HUMAN & OUR CLOSE RELATIVES (FRUGIVORE/HERBIVORE ANIMALS)			
	HUMAN	CHIMPANZEE	GORILLA
SKULL & JAW	 Flat face, small jaw muscles. Jaw moves flexibly, sideways and up and down.	 Flat face, small jaw muscles. Jaw moves flexibly, sideways and up and down.	 Flat face, small jaw muscles. Jaw moves flexibly, sideways and up and down.
TEETH	 Broad, flat teeth for crushing and grinding plants.	 Broad, flat teeth for crushing and grinding plants.	 Broad, flat teeth for crushing and grinding plants.
CHEWING ACTION	 Chew food thoroughly. Jaw moves side to side and up and down.	 Chew food thoroughly. Jaw moves side to side and up and down.	 Chew food thoroughly. Jaw moves side to side and up and down.
DIGESTIVE SYSTEM	 Long intestine (about 7-9 times body length) for slow digestion of plants.	 Long intestine (about 6-8 times body length) for slow digestion of plants.	 Long intestine (about 8-10 times body length) for slow digestion of plants.
SALIVA	 Alkaline saliva (For carb digestion) helps in starting the digestion of plant foods.	 Alkaline saliva (For carb digestion) helps in starting the digestion of plant foods.	 Alkaline saliva (For carb digestion) helps in starting the digestion of plant foods.
DIET DESIGNED FOR	 Fruits, vegetables, leaves, nuts, seeds and grains.	 Fruits, vegetables, leaves, nuts, seeds and grains.	 Fruits, vegetables, leaves, nuts, seeds and grains.

Humans are part of the Primate Order of Apes. Our closest DNA species are 90-100% plant based. Our digestive system is similar to theirs. Just like any other ape, we do not need any animal protein. In addition to our biology, we also have a unique moral capacity to be 100% Vegan in all aspects of life, not just food.

CARNIVORE ANIMALS		
LION	TIGER	WOLF
		
Large jaw muscles. Jaw opens wide and moves up and down (power bite).	Large jaw muscles. Jaw opens wide and moves up and down (power bite).	Large jaw muscles. Jaw opens wide and moves up and down (power bite).
		
Long, sharp canines for tearing animal flesh.	Long, sharp canines for tearing animal flesh.	Long, sharp canines for tearing animal flesh.
		
Tear and swallow. Jaw moves mainly up and down.	Tear and swallow. Jaw moves mainly up and down.	Tear and swallow. Jaw moves mainly up and down.
		
Short intestine (about 2-3 times body length) for quick digestion of animal flesh.	Short intestine (about 2-3 times body length) for quick digestion of animal flesh.	Short intestine (about 2-3 times body length) for quick digestion of animal flesh.
		
Acidic saliva (no carb digestion) suited only for animal flesh.	Acidic saliva (no carb digestion) suited only for animal flesh.	Acidic saliva (no carb digestion) suited only for animal flesh.
		
Animal flesh and animal products.	Animal flesh and animal products.	Animal flesh and animal products.

True Omnivores such as wolves, bears, and domesticated species such as dogs and cats, have a digestive system designed to process raw animal flesh. **Humans are not true Omnivores, or predatory as we do not eat our prey animals raw the way real Omnivores do in nature.** Our socially imposed Omnivorism promoted by education, culture, and society is aimed at increasing economic consumerism. It is just for profits of these corporations that exploit non-human animals as slaves unnecessarily.

So what do Vegans eat? You might have heard of some cultures that are largely plant based such as India where millions of families are completely lacto-vegetarian since generations without ever eating any animal body parts, fish or even eggs. This is proof enough that we do not require animal body parts. Furthermore animal milk is wrongly used by these families because of their lack of education or awareness around the fact that we do not need any animal product at all, including animal milk, in our diets. We are not baby cows.

Consuming animal bodies, milk and eggs, just for protein and other nutrients (no fibre), can be also quite harmful to us.

As per data (National Institute of Health) plant based food is associated with lower risks of:

Cancer (by at least 15% to 30%) *45% in some cases

Heart Disease (by at least 40%)

Diabetes (especially Type II, by 50% to a whopping 78% as per some research)

The food that is ideal for the human body is fibre containing, i.e. plant-based. Human hands and straight spine are designed to walk, find, grow, and pluck fruits and leaves growing from trees and bushes. In carnivores the body is designed to crawl or prowl on ground, pounce and capture the prey, often with sharp claws, fangs, or other means using predatory, blood-thirsty or cruel instincts. We lack these.

Frugivore Diet: Include fruits that are sweet to taste, as well as other fruit like seed bearing vegetables, seeds, nuts and some leaves or roots.

Sweet fruits include, apples, oranges, bananas, melons, papayas, jackfruits, pears, plums, grapes, blackberries, raspberries strawberries, grapefruit, gooseberries, mulberries, dragonfruit, to name a few.

Vegetables that are also fruits include tomatoes, cucumbers, pumpkins, gourds, peas, brinjals, courgettes, bell peppers, chillies, sweetcorn, babycorn, green beans, runner beans, squashes.

Beans and seeds include kidney beans, edamame and soya beans, chickpeas, butter beans, garbanzo beans, black beans, grain, seeds, nuts, legumes, other seeds or seed pods.

Dried fruits and nuts include figs, resins, almonds, walnuts, cashews, peanuts, hazelnuts, chestnuts, brazil nuts, coconuts, cocoa, carob, chia seeds, flax seeds, etc, that are packed with protein and fatty oils.

We also may eat fibrous green leaves, buds, stems and some roots, such as cabbage, cauliflower, broccoli, potatoes, turnips, kale, spinach, fenugreek, pak-choi, spring greens, basil, parsley, cardamom, fennel, celery, rhubarb, celeriac, taro, carrots, radishes, turnips, yam, ginger, garlic, and a variety of flavoured herbs and spices.

We can also supplement our diet with seaweed such as Nori, nutritional yeast or Nooch, fortified cereal, fortified plant milk, and mushrooms for Vitamin B12, D, etc. besides supplement pills or sprays which are Vegan.

A SIMPLE VEGAN MEAL



As staple foods many cultures include rice, wheat, lentils, tofu, beans, fruits, vegetables, and other grains such as quinoa, millet, chia, bulgur, gram flour and many more: A wholesome plant diet.

Food could be consumed as raw plants, or boiled, cooked, pasted, ground into flour, and used in a variety of ways to give a full feeling to the stomach and to suit the climate, for example warm meals versus chilled drinks or food.

What Not to Consume and Their Substitutes:

Animal Body Parts: Harmful and unnecessary (Enslavement, rape of females to produce babies, baby kidnapping, exploitation and murder.)

A whole-foods plant based diet is everything the human body needs. We need not overly process our plant based foods into exact animal body look-a-likes or replicate flavours to resemble processed animals body parts such as beef, pork, ham, steak, fish, chicken, etc. However, that too is possible and is widely popularized in the western palette. Plant meats include burgers, sausages, nuggets, mince and steak alternates made of soya, lentils, wheat or seitan dough, pea protein, mushroom protein, jackfruit meats, banana blossom fish and chips, or tofu based fish, vegan plant based sushi, and other Vegan meats available in restaurants and supermarkets and also created from plants at home if you have the time.

Absolutely any flavour and texture is possible with plants. We must remember that the flavour and texture of cooked animal bodies usually

comes from the herbs used for flavouring, and the processing and heat, turns them into products that have no semblance to a live animal. If you are so addicted to the taste or texture of animal bodies, just use Vegan meats.

Vegan food is not mainly about eating Vegan burgers, vegan pizzas, pastas, and vegan sausages. A healthier alternative is to eat wholesome plant based foods that you can eat raw or lightly cooked at home. You can find an infinite number of recipes online in case you are a foodie who likes to eat highly cooked meals.

Boiled lentils and rice with a curry of vegetables are the primary staple in several plant based cultures, for example Ethiopian cuisine, Indian diet, and Thai vegetable curries. Rice, beans, plain vegan breads, lentils and vegetables are inexpensive and widely available in every supermarket or convenience store. Whole raw plants such as bananas, apples, cucumbers too are very affordable and easy to buy. To be Vegan in diet is no rocket science. It is just natural for us.

Wholesome plants with raw fruit and veg are best. In case you wish to create home made alternatives to fried chicken, burgers and other animal products or junk food, you could try coating vegetables or tofu in a tasty batter made of flour and spices (pakoras), or make a mix of mashed and chopped vegetables with salt, flours, tofu, and spices to create your own burgers, sausages, fried or baked savories, samosas, pastries, tarts, pies and so on. Soya granules, nuggets, and minces are also available.

Recommended by Vegan health professionals is a Whole Foods Plant Based Vegan Diet. Spiritual Vegan experts such as myself suggest a Sattvik (truthful) Vegan diet involving no alcohol, smoking, drugs, or intoxicants, less tea or coffee, and less spicy, fried or processed food with focus on more raw and plain plants in diet. This helps with mind, body, and spirit health - reduces tamas (unconsciousness) and rajas (aggression).



Processed Vegan Foods, although ethical may not be as good for a daily diet as healthier Vegan options. Please keep them to a bare minimum with focus on various colourful vegetables, fruits, plus some nuts and seeds.

Dairy: Animal milk and its derivative products such as variety of cheeses, butter, ice-cream, chocolates and desserts are unnecessary inventions of animal exploitation industries. No animal in nature ever requires milk beyond infancy and certainly not the milk of other species. Milk is only natural as a food for one's own babies and never needed by anyone other than your own babies. Cows are repeatedly force impregnated by rape, male calves killed on birth, and females exploited to produce milk. Dairy milk also contains several pathogenic germs and bodily secretions, toxins, and excretions, being a bodily fluid of a mammal, often suffering from infections, wounds, mastitis of the udders, and other diseases and with antibiotic resistances owing to medicine use.

All nutrients are already found in plants including the Calcium and proteins you seek from milk. Sesame seeds for example have more calcium than dairy products do, of the same volume. Tofu also is an incredible source of calcium. Fruits, seeds, and vegetables have calcium.

Own mother's milk is best for our babies. Should you require alternatives you can find Vegan formula milk too. Vegan dairy alternatives are widely available online and in supermarkets, restaurants, cafes and eateries. Try recipes on how to make cashew milk, almond milk, soya milk, soya and lentil based tofu, vegan cashew cheeses, soya creams and soya yogurts, peanut curds, as well as vegan chocolate, cakes, cookies, desserts, and ice-cream alternatives. Not liking the taste of any of these Vegan plant-based alternatives is not an excuse because animal products (or even their exact imitations) are not necessary for human nutrition, but are merely for our taste-buds. To seek sensory cravings by way of a gross injustice against victims is evil. Vegan processed meats are much healthier than eating animals if you are averse to whole/ raw plant food.

Eggs: Some people are grossed out by eggs already such as lacto-vegetarians from India. In some cities and towns animal body parts as well as eggs are banned by law. Sadly some people, especially those used to the western diet, consider

eggs their staple food, although they basically are period secretions or ovum of birds who are enslaved and exploited. Day old male chicks are macerated alive painfully in the egg industry as they won't produce eggs.

Eggs are terribly unhygienic too. Should a Vegan want the taste of an egg, Vegan alternatives are available from a few brands, or they could try one made of salted gram flour and plant milk, adding chopped green vegetable, tomatoes, or mushroom stuffing. Gram flour and wheat flour pastes could also imitate a fried egg with yolk, or tofu could be shaped and stuffed with a gram flour yolk. In case of baking, noone ever needed eggs in the first place as you simply can use plant milk and vegetable oils with flour for extremely tasty cakes, cookies and bakes. Vegan egg-replacers are found in case someone needs them, or flax seed flour for baking. Several recipes are available on the internet.

Honey: While vegetarians use honey, Vegans do not - because we reject anything that comes from

exploiting an animal's body. Honey belongs to the bees and not to us, as it is something they prepare and store as their own food reserves. They live in it and crawl all over it in the hives after processing it, and regurgitating it (we call it bee vomit). They are also harmed in the process and exploited by farmers who keep bees and forcibly reproduce them through enslavement. Instead one can use golden syrup, sugar syrup, herbal fruit infusion syrup, maple syrup and agave nectar, in place of honey. For health needs in case you think honey has something that heals humans, be rest assured that it does not have anything special as it is made using nectar from flowers, so you could simply use flowers or herbs directly instead of troubling a single bee.

Animal Gelatin: Gelatin, from animal skin, bones, or connective tissue is found in sweets, desserts, yoghurts or capsules. It can be 100 percent plant based, yet the animal exploitation industries use animal remains from unwanted parts to create gelatin with which is repulsive, yet coloured and flavoured to create gummy sweets,

marshmallows, and jellies, especially to attract unsuspecting children.

Animal Protein Powders:

Whey: Derived from animal milk.

Lactose: A protein derived from animal milk.

Albumen: Egg white

Casein: An animal milk protein used in non-dairy-looking foods.

Whey, milk powders, casein, protein powders or shakes unnecessarily contain animal derived ingredients. You can use plant based protein powders, nutrition bars, shakes, smoothies, and nutrition mixes including plant-based super-foods. There are also ready-made popular brands of plant-based protein shakes and energy drinks. You can also find recipes for health drinks and shakes if you are a health buff or a body builder.

Animal Vitamins and Supplements:

Vitamin D3 (Commonly from sheep's wool or lanolin).

Vitamin A (retinol), often animal-derived.

Vitamin B12 secreted by bacteria, found in gut

and excreta of animals due to bacterial activity.

Plant based Vitamins are easily available.

A popular supplement used by Vegans often is a Vegan Vitamin B12 supplement manufactured using a bacteria. Due to cleaning and hygiene in handling vegetables and fruits we do not usually receive enough Vitamin B12, as other animals in the wild do. Farmed and exploited animals are also usually given Vitamin B12 supplements and it makes no sense to consume them just in order to receive B12. Vegan sources of B12 include:

Nutritional yeast to sprinkle over cooked food, soups and salads.

Seaweed products such as nori rolls used in sushi, seaweed crackers or crisps,

Fermented products such as Tempeh made of fermented crushed soya beans.

Animal Fats:

Lard (pig fat)

Tallow (rendered animal fat)

Suet (hard animal fat, often beef)

Butter, ghee (anhydrous animal milk fat)

Shortening (sometimes animal-based) found in pastries, biscuits, savoury snacks.

Fish Oils such as cod-liver oil.

Alternatives to non-vegan fats such as lard or tallow, are vegetable based oils, Vegan butters, shortening or vegetable margarine labeled Vegan.

Enzymes:

Rennet (from calf stomachs), used in some cheeses

Lipase (could be animal-derived)

Pepsin (a digestive enzyme from animals often present in cheeses, or flavourings in snacks)

Even for flavourings use only Vegan items.

Animal Acids/ Derivatives:

Mono- and di-glycerides of fatty acids (E471)

Omega 3 fatty acids, DHA/EPA (often from fish oil)

Vegan versions from algae exist. It can also be obtained from flax seeds, walnuts and seaweed sources instead of from fish oils.

Stearic acid usually from bulls or horses.

Oleic acid from fish.

Lactic acid sometimes from dairy.

These are usually not necessary and can be plant based too.

Citric acid (usually vegan, but not guaranteed)

Glycerin / Glycerol: (Unless plant-derived)

Bread, pastas, crisps, biscuits, chips, bakes:

Not all are Vegan by default due to additives, egg, dairy, and flavouring. Look for the Vegan labels.

Seasonings, stock cubes or powders, soups, broth, sauces: Many of these contain animal derived ingredients. Please check if Vegan.

Natural Flavouring: Natural does not always mean from plants. Please avoid unless confirmed Vegan on the items such as juices, sweets, ice lollies, processed goods, etc.

Artificial flavouring: Usually synthetic, but not always guaranteed vegan and could be animal tested. (Please check beforehand.)

Shellac: Also termed Confectioner's glaze / E904

used on sweets such as jelly beans, chocolate glaze, or even as a fruit coating sometimes. These are excreta of a lac insect (used for lacquer).

Carmine: Some juices, sweets, drinks, yoghurts, sauces as well as food colors contain a red dye called carmine which is an insect or bug crushed and powdered for its colouring. Also termed Cochineal / E120 / CI 75470.

Vanillin/ Castoreum: A rare but notable animal flavouring used as a substitute to vanilla flavour, is the secretion from the butt of a beaver.

Civet cat coffee: A cruel product made from the poop of civet cats who are forced to consume these coffee beans.

Alcohol: Often filtered with animal products or containing animal derivatives. One of these is Isinglass which is the bladder of a fish, used in some wine, cider, ales, beers, etc.

White sugar: Might be filtered through bone char

of animal bones and therefore not Vegan unless specified, e.g. Tate lyle.

Bone black / Natural black: Colour made from animal bones (rare but relevant)

L-cysteine (E920): Often derived from feathers or hair used in bread and baked goods, although human hair is banned in some countries (not all).

Gum: Chewing gums can come from plant based sources instead of from animal based ones.

ALSO AVOID

Milk derivatives

Flavour enhancers from animals

Animal-derived emulsifiers

Animal Tested chemicals or ingredients

Anything confusing if not necessary.

TIP: Mainly use fresh, whole and raw fruit and vegetables to avoid unknown ingredients. Or simply purchase clearly Vegan marked items if buying ready-made or processed foods.

Beginner-Safe Shopping Tips

If a product contains animal-derived additives, processing aids, or unclear ingredients with animal sourcing, it is not vegan even if labeled vegetarian or plant based or 'natural'. Some plant based items although without animal ingredients could have additives or colouring tested on animals. **Ideally choose products clearly stating 'Vegan' or 'Suitable for Vegans'.**

NOTE: Organic items are not always better because unless it is Vegan Organic (Veganic) Organic farming uses animal bones, blood and animal manure to grow plants. Approved pesticides are also present in organic items (as per certification rules such as Soil Association).

VEGAN NUTRIENTS IN PLANTS:

Protein: Nuts, grains, greens, legumes, Seitan (wheat based), Tofu, Plant based pea protein, mushroom protein, beans, gram flour, lentils, sprouts, chickpeas

Iron: Green plants, nuts, seeds

Calcium: Plant based milks and cheeses with fortification, Lentils, Sesame seeds or tahini, Tofu and tempeh, and green plants such as Kale

Omega 3: Flax, Hemp, Walnuts, Seaweeds

Vitamin D: Sunlight, some fungi, fortified items and supplements

Vitamin B12: Nutritional yeast, Seaweeds, supplements and fermented foods

Other Vitamins: Amply found in just plants

NOTE: A whole food plant based diet is recommended with a variety of vegetables, fruits and some seeds, nuts and supplements.

Fibre (Plants vs Animal Foods)

Fact: Fibre exists only in plants. Animal products contain zero fibre

Why Dietary Fibre Matters

Supports digestion

Reduces risk of colon cancer, heart disease, type 2 diabetes

Feeds beneficial gut bacteria

Examples:

Beans, lentils, whole grains, vegetables, fruits, leaves, nuts, seeds contain fibre

There is **0 g of dietary fibre in animal products causing deficiency.**

A plant-based diet naturally meets fibre needs; animal-based diets are fibre-deficient by default.

Cholesterol (Unique to Animal Foods)

Fact: Cholesterol exists **only in animal products**

All plant foods are **cholesterol-free**

A vegan diet naturally supports heart health.

Protein (Plant vs Animal Sources)

Protein is not exclusive to animal foods

Food (approx.)	Protein
100 g beef	~25 g
100 g seitan (Vegan)	~upto 75 g
100 g peanuts	~ 26 g

Animal sources of proteins contain deadly cholesterol, zero fibre and also heme iron which is linked to heart diseases, cancers and other illnesses. Most importantly they cause exploitation and rights abuse of sentient animals, unnecessarily.

Plant based high protein sources

Beans, lentils, chickpeas, peas

Tofu, tempeh

Seitan (wheat-based)

Nuts and seeds

Whole grains

Greens, edamame, and broccoli

Key point

Protein deficiency is rare on a varied plant-based diet.

Calcium (Dairy vs Plant based sources)

Food	Calcium (approx.)
100 g paneer (dairy)	~200 mg
100 g calcium-set tofu	~350 mg
1 tbsp sesame seeds	~90 mg
1 tbsp tahini	~65 mg
1 tbsp dairy milk	~17 mg

Bio-availability of Calcium

Food	Calcium (approx.)
Cow's milk or dairy	~30 %
Raw Kale	Upto 50%
Broccoli/ Bok Choy	Upto 60%

Note: 1 Cup of Cooked Kale could offer 5 times more absorbable calcium than 1 cup of animal milk as per NIH quoted studies.

Eating whole plants directly is more beneficial owing to easy absorption of nutrients. Junk food and overly processed foods are far less beneficial. Animal products are simply harmful.

Plant Milk vs Dairy

Food	Calcium (approx.)
1 cup animal milk (dairy)	~300 mg
1 cup fortified plant milk	Upto 450 mg

Vegan calcium sources

Calcium-set tofu

Fortified plant milks or plant yogurts

Sesame seeds, tahini

Leafy greens (kale, bok choy)

Tempeh

Many plant foods equal or exceed dairy calcium—without saturated fat or cholesterol.

Vitamin B12

Fortified plant milks

Fortified vegan cereals

Fortified vegan yogurts

Fortified nutritional yeast

Vegan B12 supplements

Seaweed and some fermented foods

Tempeh (may contain inactive analogues)

Vitamin D

Sunlight (primary)

Fortified plant milks and spreads

UV-exposed mushrooms (e.g. chestnut mushrooms)

Note

Vitamin D deficiency is common in all diets, especially in low-sun regions and usually requires supplementation in lieu of sunlight

Vegan D3 is available (from lichen).

Omega-3 Fatty Acids

Flaxseeds (ground)

Chia seeds

Walnuts

Hemp seeds

Seaweed & algae oils

Comparison

Fish get omega-3 **from algae**

Vegans can consume it **directly from algae**, avoiding fish

Algae-based omega-3 is the original source and avoids bio-accumulated toxins.

You do not need to exploit and use fish who are sentient beings for Omega-3.

Dietary Iron (Often Misunderstood)

Good plant iron sources

Lentils, Beans, Chickpeas, Tofu, Tempeh,
Dark leafy greens, Pumpkin seeds, Chia

Seeds, Quinoa, Whole grains, Dark chocolate, Blackstrap molasses

Tip: Vitamin C increases plant iron absorption e.g. lentils + lemon, spinach + tomatoes

Heme Iron (Animal) vs Non-Heme Iron (Plants)

Higher dietary intake of heme iron (found in animal body parts) is strongly associated with an **increased risk of heart disease, potentially by up to 57% more.**

Non heme iron (found in plants) shows no significant link to heart disease. (NIH)

Serum Ferritin

Elevated serum ferritin (a protein that acts as a reservoir of excess iron stored in the body) is associated with heme iron, and therefore can also be risky for health. Vegans are at a lower risk as our serum ferritin level does not usually appear in the higher range. As long as our blood iron levels are in the lower zone of normal range, we are safe.

Summary of Myths vs Facts

Nutrient	Myth	Plant Reality
Fibre	“Not important”	Essential; only in plants
Protein	“Only from animals”	Abundant in plants
Calcium	“Needs dairy”	Higher in tofu & seeds
B12	“Only animals”	Fortified plant foods /supplements
Omega-3	“Only fish”	From algae, flax, walnuts
Cholesterol	“Normal”	Not required
Iron	“Heme Iron from animals is necessary”	Plant iron is safe. Animal (heme) iron has 57% more risk of heart disease and fatal attacks

All essential nutrients are available in plants. Nutritional adequacy does not require animal products.

If you are a bodybuilder

High-Protein Vegan Superfoods (per 100 g)

Seeds (Dense Protein + Fats)

Food	Protein
Hemp seeds (hulled)	31–33 g
Pumpkin seeds	30 g
Sunflower seeds	21 g
Sesame seeds	18 g
Chia seeds	16–17 g
Flaxseeds	18 g

Why bodybuilders use them:

High calorie density

Good amino acid profile

Omega-3s (hemp, chia, flax)

Nuts (Protein + Calories)

Food	Protein
------	---------

Peanuts	25–26 g
---------	---------

Almonds	21 g
---------	------

Pistachios	20 g
------------	------

Cashews	18 g
---------	------

Walnuts	15 g
---------	------

Peanut butter is especially popular for bulking.

Legumes & Pulses (Lean Protein)

Food	Protein
------	---------

Soybeans (dry)	36 g
----------------	------

Food	Protein
Lentils (dry)	24–26 g
Chickpeas (dry)	20–22 g
Kidney beans (dry)	24 g
Black beans (dry)	21 g

Soy-Based Power Proteins

Food	Protein
Soy protein isolate	85–90 g
Tempeh	19–21 g
Tofu (firm)	15–18 g
Soy flour	36–38 g

Grain-Based High Protein Foods

Food	Protein
------	---------

Food	Protein
Seitan (wheat protein)	24–28 g
Quinoa (dry)	14 g
Oats (dry)	13 g
Buckwheat (dry)	13 g

Seitan is especially popular with vegan bodybuilders due to its meaty plant protein density.

Mushrooms & Novel Proteins

Food	Protein
Mycoprotein (fungal protein)	45 g (dry)
Oyster mushrooms (dry)	30 g

Note: Protein is also found in raw fruits and green vegetables.

Raw Edmame: 18.6 gm per cup

Raw Green Peas: 9 gm per cup

Vegan Protein Powders (For Training)

Protein Powder	Protein
Pea protein isolate	80–85 g
Rice protein isolate	75–80 g
Hemp protein powder	45–50 g
Soy protein isolate	85–90 g
Mixed plant blends	70–80 g

Amino Acid Quality (Important for Muscle)

Soy, pea, hemp, seitan have strong amino acid profiles

Combining foods (e.g. grains + legumes) naturally covers all essential amino acids

Total daily protein intake matters more than “perfect” single foods

All amino acids are found in ALL plants

Simple Bodybuilder Comparisons

Animal Food	Vegan Alternative	Protein (approx.)
Beef (100 g)	Seitan (100 g)	Comparable
Chicken breast	Soy protein	Comparable
Whey protein	Pea/Soy protein	Comparable
Paneer	Tofu / Tempeh	Comparable

Please remember: Gorillas are not muscular despite plants. They are much stronger than humans, just on raw plants. You too as a human who is one of the great apes and similar in DNA can obtain enough nutrition from raw or lightly cooked plants, even for strength training.

Unlike animals, ALL plants synthesize all 21 protein building amino acids themselves including all 9 amino acids required in a varied human diet for protein and muscle mass.

TIPS TO REDUCE OVERCONSUMPTION

Not everyone is a bodybuilder. Many of us work on desk-jobs, stay home or have moderate to low activity in their lifestyle. Most humans consume more calories and protein than we actually require, especially on sedentary lifestyles and a typical junk diet.

Calories

Average adults require ~1,800–2,400 kcal/day depending on size, sex, activity

Many people consume an excess of 300–800 kcal per day (more than needed)

Excess calories—regardless of source—are stored as body fat

Protein

General requirement: ~0.8 g per kg body weight/day. Example: 60 kg person \approx 48 g protein/day

Even active adults rarely need more than 1.0–1.2 g/kg

Western diets commonly provide 2–3 times more than our required protein

Excess protein is not stored as muscle. It is converted to energy or fat and increases digestive overload and obesity.

Excess Protein: What Happens?

High protein intake—especially from dense, processed, or fatty foods—is associated with:

Digestive heaviness

Flatulence and bloating

Acid reflux / GORD

Increased nitrogen waste (kidney burden)

Reduced fibre intake (crowding out plant foods)

The bottom line: Protein deficiency is rare. Over-consumption is common. According to Harvard health research, excessive protein causes kidney strain and weight gain.

Complex Carbohydrates & Natural Sugars

Raw plants contain complex carbs that are digested better than refined carbs/ dairy which can cause rapid sugar spikes and weight gain.

Also Avoid Added/ Refined Sugar & Alcohol

Added sugars and alcohol provide calories with minimal satiety. Alcohol adds 7 kcal per gram and increases appetite, causing weight gain.

Refined sugars cause both weight gain and tooth decay. They also increase risk of type 2 diabetes, heart disease and fatty liver.

Alcohol is an addictive Class 1 carcinogen, and also associated with brain, liver and heart illnesses and mental illnesses.

Processed animal bodies, tobacco, and alcohol are all classified by the IARC/ WHO as Group 1/ Class 1 Carcinogens, meaning there is strong, sufficient evidence that they cause cancer at the highest risk level. Their consumption is both unnecessary and unsafe, yet marketed for profit.

Processed Foods: Vegan vs Non-Vegan

WHO and IARC Research Facts:

“Processed animal body parts (bacon, sausages, ham, salami) are classified as Group 1 carcinogens, in the same category as tobacco and asbestos.

Red ‘meat’: Classified as Group 2A carcinogen but have strong heme iron linked heart risks too.”

Animal products are never vegan and should be avoided entirely for moral reasons not just health.

Vegan Processed Foods as Burgers, Sausages, Cheeses, Pizzas, Fried snacks, are animal-free, but still high in fat, salt content, processed sugars, calories, and excessive protein.

Vegan does not automatically mean low-calorie or slimming.

People overeat processed foods because they are easily available in aisles, even in Vegan aisles. Some people when they think ‘Vegan’ automatically think of processed Vegan meats, milks, and cheeses. Vegan processed food is still healthier than animal based ones, but not as healthy as whole and raw plant foods.

Fibre: Central to Slimming & Gut Health

Fibre is found only in plants

Recommended intake: 25–38 g/day

Many people consume <15 g/day

Low fibre intake is associated with:

Constipation

Poor gut microbiome

Increased cancer risk

Weight gain

High fibre diets increase fullness, reduce calorie intake naturally, and improve gut bacteria balance. This is only possible with a Vegan diet because animal products completely lack fibre.

Raw plants deliver significant fibre and nutrient density over time.

A Simple Health Management Strategy

Increase:

Whole Fruits and fruit-like vegetables
(tomatoes, cucumber, courgette, peppers,
etc.) - technically fruits

Leafy greens, raw and lightly cooked
vegetables

Whole grains, seeds and nuts in
moderation

Beans and lentils in moderate portions

Water intake

Reduce:

Excess oils

Fried foods

Cheese and animal substitutes

Sugary snacks

Alcohol

Overeating protein-dense foods

Supplement if Needed

Vitamin B12 (Vegan)

Vitamin D (Vegan), especially in low
sunlight regions

Iodine (depending on diet, easily found in
Vegan sources)

Omega-3 (Vegan sourced)

If needed any other, e.g. nursing mums,
special health needs

MORE ABOUT OUR BIGGEST MYTH: Where Do You Get Your Protein?

Humans do not directly “build muscle from protein”. During digestion:

1. Proteins are broken down into amino acids.
2. The body absorbs those amino acids.
3. The body then synthesises its own human proteins, muscles, enzymes, hormones, tissues, etc.

So what the body fundamentally requires are:

- sufficient amino acids,
- adequate calories,
- and key nutrients for growth and repair.

All plants contain all amino acids.

Some of the strongest animals synthesize proteins to build muscles off RAW PLANTS. E.g. gorillas, elephants, rhinos, buffalo, horses, giraffes, etc., build enormous muscles from raw plants.

Fruit and vegetables are good for muscles. So are tofu and lentils. No animal products needed.

SUMMARY OF PLANT BENEFITS:

1. **Fibre:** Most Essential for gut function, bowel movements, healthy microbiome, regulating cholesterol. Completely absent in animal products.

2. **Zero Cholesterol:** We do not need to consume cholesterol. Our body creates what we need. Animal products contain cholesterol that harms cardio-vascular health.

3. **Non-Heme Iron:** Plants have absorbable non-heme iron unlike the risky heme-iron of animal products that is associated with heart issues.

4. **Complex Carbohydrates:** All required ones are present in raw plants. These help in stabilizing blood sugar, steady energy and weight management. Animal products do not provide much, (except lactose which is not necessary to consume).

5. **Healthy Natural Sugars:** Raw plants in natural forms provide healthy sugars such as fructose for energy unlike harmful artificial sugars.

6. Unsaturated Fats: Poly-Unsaturated and Mono-Unsaturated Fatty Acids in raw plants help in heart and brain health. Animal products contain saturated fats associated with obesity and cardiovascular disease.

7. Hydration: Plant fiber acts as a sponge, holding onto water. When eaten raw, this helps carry water further down into the digestive tract, which can aid in bowel regularity and sustained hydration.

8. Amino Acids: All plants contain all amino acids that our body can use for generating protein and muscle mass in a healthier way. We do not need to eat animal protein or consume muscles directly. Excess protein causes health issues.

9. Phytonutrients: Healthy Plant Chemicals responsible for colours, tastes, smells (sensory). **Never found in animal products (phyto = plants)** and essential for health. A few are listed below.

- a) ***Chlorophyll***: The **green** pigment in raw leafy greens that supports wound healing and acts as an antioxidant.
- b) ***Carotenoids***: Antioxidant pigments responsible for bright **orange, and yellow** hues of beta-carotene, lutein, lycopene, zeaxanthin. For eye health, skin, and cellular protection.
- c) ***Flavonoids***: Polyphenols, providing anti-inflammatory and antioxidant benefits (e.g., quercetin, anthocyanins, catechins).
- d) ***Anthocyanins***: **Red-blue, Purple pigments** for protection against age-related diseases, cardiovascular issues, and cognitive decline, while also promoting healthy gut bacteria
- e) ***Glucosinolates***: Found in cruciferous vegetables that help the body neutralize toxins and support liver function.
- f) ***Resveratrol***: Polyphenol found in grapes and berries known for its antioxidant and anti-aging properties.

- g) ***Phytosterols***: Plant compounds with a chemical structure similar to cholesterol that help limit the absorption of dietary cholesterol in the gut.
- h) ***Saponins***: Bioactive plant glycosides that help manage immune function, lower cholesterol, and support gut health.
- i) ***Alkaloids***: Nitrogen-rich compounds (e.g., caffeine, theobromine) that act as stimulants or protectants
- j) ***Suphoraphane***: Found in cruciferous veggies such as broccoli, antioxidant, anti-inflammatory, boosts cancer prevention, brain and heart health
- k) ***Eugenol***: Found in cloves or cinnamon giving a spicy warm flavour. Helps in pain relief, teeth health, and antiseptic support.
- l) ***Terpenoids***: Menthol, linalool, limonene, pinene, beta-caryophyllene, that give specific aromas to plants, and good for various health benefits e.g. essential oils.

EAT THE RAINBOW

COLOURS, FLAVOURS & AROMAS OF PLANTS = PHYTONUTRIENTS FOR YOUR HEALTH

Phytonutrients are natural compounds made by plants. They give plants their beautiful colours, rich flavours, and wonderful aromas—and they help **protect** and **nourish** your body.

WHITE
Immune & Gut Health

Supports immune function, healthy microbiome and cell protection.

Phytonutrients: Alicin, Quercetin, Saponins

RED
Heart & Circulation

Supports healthy blood flow, heart and cellular protection.

Phytonutrients: Lycopene, Anthocyanins, Flavonoids

ORANGE
Eyes & Immunity

Supports eye health, immune function and healthy skin.

Phytonutrients: Beta-Carotene, Carotenoids, Flavonoids

YELLOW
Skin & Cellular Health

Supports healthy skin, tissue repair and cell protection.

Phytonutrients: Flavonoids, Carotenoids, Vitamin C

GREEN
Detox & Vitality

Supports detoxification, liver function, bone health and overall vitality.

Phytonutrients: Chlorophyll, Lutein, Glucosinolates, Flavonoids

BLUE / PURPLE
Brain & Healthy Aging

Supports brain function, memory, healthy aging and cellular protection.

Phytonutrients: Anthocyanins, Resveratrol, Flavonoids

NATURE'S PROTECTION FOR YOUR HEALTH

BEYOND COLOUR: FLAVOURS, AROMAS & BENEFITS

Many phytonutrients create the flavours and aromas plants are famous for. These compounds benefit your body in powerful ways.

<p>AROMAS (SCENT)</p> <p>From essential oils & terpenes</p> <p>Examples: Basil, rosemary, citrus, mint</p> <p>Benefits: May support mood, memory, digestion and respiratory health.</p>	<p>BITTER</p> <p>From compounds like glucaninoides, polyphenols</p> <p>Examples: Kale, broccoli, arugula, dandelion</p> <p>Benefits: Supports detoxification, liver health, and helps maintain healthy cells.</p>	<p>SPICY / PUNGENT</p> <p>From compounds like capsaicin, gingerols, allicin</p> <p>Examples: Chili, ginger, garlic, horseradish</p> <p>Benefits: Supports circulation, metabolism and immune function.</p>	<p>SWEET NATURAL</p> <p>From natural plant sugars with fibre & polyphenols</p> <p>Examples: Berries, grapes, dates, sweet potato</p> <p>Benefits: Provides energy with, nutrients and supports gut & heart health.</p>
<p>ASTRINGENT</p> <p>From tannins & polyphenols</p> <p>Examples: Green tea, pomegranate, cranberries, cacao</p> <p>Benefits: Supports oral health, healthy digestion and antioxidant protection.</p>			

WHY DIVERSITY MATTERS

Different colours, flavours and aromas = different phytonutrients.

Eating a wide variety of whole plant foods every day helps support:

- 1 Strong Immunity
- 2 Healthy Heart
- 3 Balanced Inflammation
- 4 Healthy Digestion
- 5 Brain Function
- 6 Energy & Vitality
- 7 Longevity

MORE COLOURS. MORE FLAVOURS. MORE HEALTH.

EAT WHOLE. EAT FRESH. EAT A VARIETY.

Fill your plate with a rainbow every day.

Include herbs, spices and aromatic foods.

Choose whole plant foods over processed.

Fresh, seasonal, local when possible.

Hydrate well and stay active.

Plants have perfected these compounds over millions of years. When you eat the rainbow, you give your body the tools it was designed to thrive on.

PLEASE REMEMBER:

A diet based on Fruits, Vegetables and Whole plant foods with minimal processing is often associated with lower calorie intake, improved gut health, reduced inflammation and weight loss/fat loss (if you increase raw plants).

Animal products can cause severe deficiencies/ diseases.

Most people consume more calories, fat, sugar, alcohol, and protein than they actually need. Excess intake of calories, protein, or iron, especially from animal products, contributes to weight gain, digestive discomfort, poor gut health, and various organ diseases and failure.

A vegan diet of whole and minimally processed plant foods, with higher proportions of raw fruits and vegetables and lower reliance on processed substitutes, can support satiety, digestion, and healthy weight management.

Raw plants contain all amino acids that create protein, as well as healthier complex carbs, healthier non-heme iron, natural healthy sugar, healthy unsaturated fats, ample nutrition and fibre.

Processed animal body parts are classified as carcinogenic with red ‘meats’ and heme iron as dangerous for heart health. Lesser processed animal body parts still carry significant risks of cancer, diabetes and heart diseases.

Animal products are unnecessary, unhealthy, insufficient, and exploitative. Avoid them all.

TABLE OF NUTRIENTS

Nutrient	Main Functions	Rich Whole Plant Sources
Water	Essential to survival and for all body functions	Ample in raw plants
Amino Acids/ Protein	Amino-acid synthesis in the body manufactures proteins to build tissues, hormones and enzymes	All plants contain all amino acids
Starches	Complex carbohydrates are our main energy resource	Mainly plants
Sugars	Simple carbohydrates for quick energy	Natural from raw plants is best
Fibre	Essential indigestible carbs for bowel movements, gut microbiome, regulating sugar, cholesterol and weight	Only found in plant foods

VITAMINS

Vitamin	Main Functions	Rich Whole Plant Sources
Vitamin A (from carotenoids)	Vision, skin, immunity	Carrots, sweet potato, mango, spinach
Vitamin B1 (Thiamine)	Energy metabolism, nerves	Whole grains, seeds, legumes
Vitamin B2 (Riboflavin)	Cellular energy production	Almonds, mushrooms, greens
Vitamin B3 (Niacin)	Energy metabolism	Peanuts, mushrooms, legumes
Vitamin B5 (Pantothenic Acid)	Hormone & energy production	Avocado, mushrooms, legumes
Vitamin B6	Amino acid metabolism	Bananas, potatoes, chickpeas

Vitamin	Main Functions	Rich Whole Plant Sources
	m, brain function	
Vitamin B7 (Biotin)	Fat & carb metabolism	Nuts, seeds, sweet potato
Vitamin B9 (Folate)	DNA synthesis, cell division	Leafy greens, beans, asparagus
Vitamin B12*	Nervous system, red blood cells	Vegan bacterial supplementation/fortification
Vitamin C	Collagen, antioxidant, immunity	Citrus, kiwi, berries, peppers
Vitamin D*	Calcium regulation, bones, immunity	Primarily sunlight exposure
Vitamin E	Antioxidant	Nuts, seeds, avocado

Vitamin	Main Functions	Rich Whole Plant Sources
	nt protection	
Vitamin K1	Blood clotting, bones	Kale, spinach, greens

MINERALS

Mineral	Main Functions	Rich Whole Plant Sources
Calcium	Bones, muscles, nerves	Kale, sesame, tofu, greens
Iron (non-heme)	Oxygen transport	Lentils, spinach, beans
Magnesium	Muscles, nerves, enzymes	Nuts, seeds, greens
Potassium	Blood pressure, muscles	Bananas, potatoes, beans
Zinc	Immunity, repair	Pumpkin seeds, legumes

Mineral	Main Functions	Rich Whole Plant Sources
Iodine*	Thyroid hormones	Sea vegetables; often iodised salt
Selenium	Antioxidant enzymes	Brazil nuts
Copper	Iron metabolism, enzymes	Nuts, seeds, legumes
Manganese	Bone & enzyme function	Whole grains, nuts
Phosphorus	Bones, energy molecules	Beans, seeds, grains
Sodium	Fluid balance, nerves	Naturally salt in plants
Chromium	Glucose metabolism	Whole grains, broccoli
Molybdenum	Enzyme cofactor	Legumes, grains

☀ Vitamin D → Primarily from sunlight, or from lichen

Vitamin B12 → Produced by bacteria, not animals

ALL NUTRIENTS CAN BE 100% Vegan

Some Popular Vegan Food Brands:

(Please research locally on your own).

UK/ EU:

Alpro, Naked tofu, Tofoo, Beyond meat, Oatly, Coco, Violife, Sacla, Deliciously Ella, Nomo, Booja Booja, Rebel kitchen, The Coconut Collaborative, Rude health, Good Hemp, Innocent, Ecomil, Provamel, Plamil, Fry's vegan, THIS Isn't, VFC, The Meatless Farm, Tiba Tempeh, Oumph, Hippeas, Sheeze, Follow your Heart, Gosh, Vivera, Heura, Fry's, Nush, Strong roots, Just Egg, Applewood, and La Fauxmagerie specialist vegan cheeses

USA/ Canada:

Daiya, Field roast, Impossible, Gardein, Tofurky, No Evil Foods, Alpha foods, Hungry planet, Upton's naturals, Lightlife, Daring foods, Good Catch, Miyoo's creamery

Australia/ Oceania:

Plantitude, Nature's kitchen, V2, Bio cheese, Made with plants, YAY foods, Pana organic, So Good, The Vegan Dairy, The Meat Co, Pana organic, Halo Top, Cheer

India:

Goodmylk, Gooddot, Evo, Sofit, Vezlay, Nourish You, One good, Ambriona, Bakeart, BVeg Foods, Vijay sweets, JustBe.

Please update yourself with the latest status of each brand to confirm if they are still Vegan, or on new brands. Or avoid brands entirely and eat whole raw fruit, veg, seeds and B12/ D if needed.

Eating fresh plants is delicious fun, full of fibre, nutrient packed, and has all amino acids for protein and muscle synthesis !!

Tip: Eating raw plants is essential, and overcooked or junk food unnecessary. Raw and fresh plants preserve the nutrients better and hydrate well. Your body and mind will get used to eating right, healthier, and morally ethical plant based foods, and stop craving for toxic and addictive substances over time. This will benefit your mind, body and spirit holistically.

CHAPTER 6

FASHION AND FURNISHINGS

Animal Skin and Fur

In books we have read about the stone age and how in ancient times humans hunted animals to cook on fire and also made tents, shoes and clothing out of animal skins. It is also known that a few native and aboriginal cultures engaged in such practices especially in cold lands for subsistence and survival. In warmer regions where there was enough sunshine and good soil, agrarian cultures dominated and animal use was generally not a norm for food, fabric or clothing which can be made of plant fibers. Sadly enough, the use of non-human animals has become widespread globally in the past few centuries for both food and fashion products. While fur production is banned in some countries such as the UK, EU, USA, its trade is still widespread there despite several petitions and protests.

Fur and animal skin coats are either made by trapping wild animals using steel leg-hold traps, fire, digging holes, or shooting at them, in order to keep them in tiny wire cages and kill them.

Sometimes it involves farming of animals in filthy places, to be murdered in cold blood after separation of the children from their mothers. The methods of killing include strangulation, bludgeoning to death, gassing them alive, electrocuting them anally or vaginally, skinning them alive in order to obtain fur whole, and in some cases using water to bloat them up in order to then skin them alive in some cases, such as alligators, crocodiles, pythons and other reptile skins or exotic skins. Leather is often made by skinning baby calves or lambs to create purses, bags or soft coats, or in some cases using the exploited parents to create tougher varieties of leather for belts and shoes.

Using animals as providers of skins, fur, or any body parts, is no longer applicable in modern times when plant based foods as well as Vegan clothing is widely available and popular, especially as technology has advanced.

Trying to maintain traditions, culture or to use environmentally compost-able animal parts in not

an excuse to take away rights of non-human animals. The practices of using animal body parts to create shoes, clothing, furnishing and furniture, is deplorable in today's day and age regardless of where you live.

Some people believe that using synthetic fibers is worse than using animal skins but this logic is fundamentally flawed in the utilitarian ideology of using sentient animals for human purposes.

Some people think that rituals, prayers and giving a mental or verbal thanks to animals for 'providing' their body parts and skins to us is symbolically enough. This is a misplaced ideology because no amount of ritual, rites or apologies can ever bring back the animal's life and it certainly is not respectful to murder someone who wanted to live. The practice of calling it 'respectful' and using these as excuses to justify wearing leather, fur and other animal products such as wool, silk, feathers and so on, goes against the basic moral principles of animal rights. Ancient culture or indigenous rights, are

not an excuse.

Some people justify leather and fur, by falsely believing them to be environmentally sustainable ways of living. Exploiting non-human animals is not sustainable (as discussed previously) and it is never eco-friendly to harm non-human animal species. Today, we know that we humans can use both plant based eco-friendly fabrics as well as synthetic ones to clothe and sustain ourselves. Using every part of the animal's body or not wasting anything as a by-product is also not an excuse to continue to eat animals and use their skins and other remains to dress up and comfort yourself with.

Instead of using leather for shoes, belts, and other accessories such as wallets bags, purses, and books, one can use either sustainable plant based shoes or synthetic alternatives such as PU or PVC leathers, which are very comfortable, convenient and easily available.

Synthetic leather clothes well as innovative plant

based leather is available, such as mushroom leather, fruit or vegetable skin or fruit peel such as banana, apple, grape, avocado, and mango peel leather, use of fruit pits such as avocado seeds, cactus leather, cork leather, pineapple skin leather and coconut leather. Hemp, bamboo fabric, jute, coconut fibers, and recycled synthetics such as polyesters are also available. Microbial lab-grown materials made with plant sugars are also being developed as leather alternatives.

Instead of fur, we have synthetic fur should one still need imitations of real animal fur - but these are not strictly necessary if one uses non-fur coats.

Wool

Acrylic wool and corduroy can replace animal wool too. Some people mistakenly believe that wool is perfectly humane because they claim that “sheep love being given a ‘haircut’ especially in the hot weather when they get very woolly and cannot survive without being sheared.” These people forget that sheep used to exist in nature before humans domesticated and bred them

purposely and modified their genes to make them produce excessive amounts of wool for human greed. Also in many cases sheep are painfully cut around the anal region by several inches to remove the skin and flesh in that area to prevent flies and excreta from sticking to the wool, a process called mulesing. Usually sheep are bred using forced impregnation as part of animal farming which is also a violation of the females' rights to their bodily integrity. Separation of babies who are exploited by taking them away from mothers to extract their wool is also evil. They are all killed in the end once the wool is repeatedly taken away. The animal is then regarded as 'meat' after a thorough exploitation as slaves. All this makes wool a shameful product. Of course the way we exploit, muese, kill, or use the victims is not the primary focus in Veganism. Our aim is simply that they should not be used or exploited at all regardless of the methods used.

Cashmere and angora too are well known for cruelty, owing to live plucking of the hair and fur of the victims who are usually babies. Younger

ones are being used for the purpose of extracting their body fur, skin, or hair to create softer items that are expensive or termed 'luxurious'. Most of these animals are also bred in farms as slaves for consumption and killed in the end after their repeated exploitation. All farming involves use of the females as reproduction slaves via forced impregnation, repeated exploitation, and eventual murder or slaughter. It's never humane.

Silk

Silk is a product of boiling larvae of moths in order to extract their silky cocoons just for vanity. Even if one goes to great lengths to source more 'humane' sounding versions of silk, it will not be practicable to use such a product when you can easily use cotton, hemp, and synthetic fabrics such as satin and velvet. Tencell, Lyocell and Modal fabrics are soft alternatives to silk, made of tree pulp such as eucalyptus or beech trees. Bamboo fabric, flax linen, organic cotton, cupro or cotton lintier, plant based viscose or rayon are also eco-friendly options used today if one wishes to find very similar alternatives.

Feathers

Down is a cruel product made by using geese, force breeding them in farms as commodities, and plucking their feathers alive painfully and repeatedly. Feathers of any bird used for any purposes, such as down jackets, duvets, pillows, feather headbands, jewellery, scarves, trims, or feather boas, crafts, costumes or masks, are not at all necessary. Should someone need to imitate feathers, you could use synthetic imitations of the same, or use cotton or polyester based stuffing for pillows, coats, duvets and hats. Kapok fibre made of kapok seed pods can be used in place of down. Reed plants instead of feathers can be used decoratively. While found feathers on the way that you pick up while walking are fine, any commercial product usually involves exploitation.

Pearls and Sea-shells

Some people overlook the use of animal sourced pearls, shells and mother-of-pearl objects. Molluscs including oysters, have nerve endings, and pearls are created as a neural response against intrusion due to which farmers force-breed and

exploit bivalves. Artificial pearls and shells are commonly available should one need to use their look for fashion. For astrological uses, moonstone can substitute pearls. Empty shells can be found and collected while on walks if needed for any purposes such as ritual or craft.

Common non-vegan materials to be aware of:

Leather

Skins of cows, sheep, goats, pigs, etc. used in coats, bags, shoes, necklace strings, gloves, sofas, chairs, car seats, office chairs

Suede

Underside of animal skin used in shoes, clothing, and upholstery

Shearling

Sheep skin with wool attached

Wool

Used in jumpers, sweaters, shawls,
scarves, gloves, blankets, chairs,
carpets, insulation

Silk fabrics

Clothing, scarves, handkerchiefs,
bags drapes, cushions, throws, wall
coverings

Down & feathers

Jackets, cushions, pillows, padded
seating

Fur coats, hats, and trims

Coats, Hats, Pom Poms, Bags,
Decorative edges, throws, rugs

Vegan & eco-friendly alternatives

Vegan leather

Polyurethane (PU)

PVC (less eco-friendly but animal-free)

Plant-based leathers:

Cork leather

Apple leather

Pineapple fibre (Piñatex)

Mushroom leather
(mycelium)

Cactus leather

Other fruit and plant
leathers

Fabric for clothing and upholstery

Organic cotton

Hemp

Linen

Bamboo (viscose)

Recycled polyester

Cushions, Padding & Filling

Plant-based or synthetic fillings

Kapok (plant fibre)

Latex foam (plant-based)

Recycled polyester

Foam rubber

Avoid: Down feathers, Wool stuffing,
Horsehair

Carpets, Rugs & Flooring

Avoid: Wool carpets, silk rugs, or animal
hide rugs.

Vegan alternatives

Jute, Sisal, Seagrass

Coir (coconut fibre)

Cotton rugs

Synthetic or recycled fibre carpets

Bamboo flooring

Curtains, Throws & Soft Furnishings

Avoid: Silk, Wool blends

Choose:

Linen, Cotton, Hemp

Tencel / Lyocell

Recycled fabrics

Furniture Finishes & Treatments

Avoid: Non-vegan finishes, Beeswax
polish, Shellac coatings

Vegan alternatives

Plant wax finishes (carnauba,
candelilla)

Water-based varnishes

Plant oil finishes (linseed, tung oil)

Jewellery and Decor

Pearls, Mother of Pearls, Shells, Feathers

Vegan alternatives: Moonstones, beach found empty shells, naturally found feathers, reed grass, or synthetic lookalikes

Simple Replacement Examples

Leather → Fabric or vegan leathers

Fur → Vegan or synthetic fur

Wool → Acrylic wool

Wool carpet → Jute or recycled fibre

Down cushions → Kapok, cotton, or synthetic

Feathers → Synthetic, reed grass, found feathers



All animal products involve Exploitation.

It is not just about cruelty, it is about not using animals in the first place to avoid any exploitation, hunting, farming, forced impregnation/ rape, child separation, muelsing, shearing, plucking, killing, etc.

VEGAN FASHION



COTTON
Natural & Breathable

HEMP
Strong & Sustainable

JUTE
Durable & Biodegradable

BAMBOO
Soft & Renewable

CORK
Natural & Versatile

MUSHROOM LEATHER
Innovative & Cruelty-Free

CACTUS LEATHER
Sustainable & Resilient

RECYCLED FABRICS
Reduce, Reuse, Reimagine

✓ No exploitation of victim animals. Even synthetic Vegan fashion is better than animal skins, fur, wool, silk, etc.

Non-Vegan products can not be eco-friendly as they always exploit non-human animals which is not how you look after nature. If you cannot source plant based items, choose synthetic Vegan leather, Vegan faux fur, and other Vegan fabrics.

Some Vegan Brands:

UK/EU: Stella McCartney, Beyond Skin, Doshi, Fashion Thirsty, Wills, Reistore, Matt and Natt, Tentree, Meli Bianco

USA/ Canada: Harvest and Mills, Noize, MooShoes, Native Shoes, Insecta Shoes, Doshi, Bhava, Brave GentleMan, VONI, WAMA, Corkor, Hipsters for Sisters, Immaculate Vegan, Shop Like You Give a Damn,

Australia/ Oceania: LeBuns, Luna + Sun, Pinky and Kamal, Velvet Heartbeat, VO Clothing, I Am The Animal, Vegan Style, Plant Faced Clothing

India: No Nasties, Thaely, Aulive, PAIO, Banofi Leather, Ethic, Hoomanwear, Mix Mitti, The CAI Store

Please choose a synthetic vegan item in case a plant based or eco-friendly option is too hard to find or source affordably.

Shoe Material Symbols



This symbol indicates animal leather - AVOID



This symbol indicates leather with some coating -
ALSO AVOID



This symbol indicates textile (but not necessarily
Vegan fabric (may include wool) - PLEASE
CHECK CAREFULLY



This symbol includes other material (could be
synthetic). PLEASE ASK FOR INFO

**Glues used could be non-vegan in some cases.
Vegan shoes are available online or in stores.**

CHAPTER 7

PERSONAL CARE

Most people overlook the presence of animal sourced ingredients in personal care and cosmetic items. For example lanolin sourced from sheep is found in many bath products and shampoos. Fats and oils from animals might also have been added to some items unnecessarily. Animal protein such as keratin is also common. This is why to look for a clear Vegan indication in all your soaps, shower gels, bubble baths, bath bombs, shampoos, conditioners, hair masks, or any other items.

Sometimes people use toothpastes and teeth whiteners which contain animal bone powders or other animal derived oils or ingredients. Skincare and cream products including sunscreens, lip balms, lotions, etc., might have honey, animal fat, or milk added within to give it some form of 'natural' appeal without us realizing how gross they are. Makeup items too are contaminated with disgusting ingredients such as shellac or insect poop in nail-polishes or carmine which is made of crushed red beetle insects in lipsticks. Mink eyelashes and pig hair brushes are also sold in some cases. When you visit a beauty parlour, hair

stylist, nail bar or any skin and beauty care or cosmetic dentistry outlet or hire a makeup artist, you need to cross verify that all ingredients are Vegan. Big brands and celebrity inspired perfumes and deodorants are often not Vegan, unless clearly specified.

Common animal-derived substances

Tallow – rendered fat from cows or sheep

Lard – pig fat

Lanolin – grease from sheep's wool

Beeswax (Cera Alba) – from bees

Milk - in some beauty, skin and bath products

Honey – added in some items

Propolis – resin collected by bees

Royal jelly – bee secretion

Squalene – traditionally from shark liver

Keratin – from hair, feathers, horns, hooves

Collagen – from animal skin and connective tissue

Elastin – animal connective tissue

Silk protein / silk amino acids

Milk protein / casein

Egg protein / albumin

Placental extract

Lamb intestine

Snail secretion filtrate

Pearl powder

Mink oil

Elk velvet extract or EVA extract - derived from Elk antlers (Found in some shampoos, hair masks, anti-aging creams and serums)

Casein in condoms

Lamb skin (in natural membrane condoms)

Calcium glycerophosphate (sometimes animal-derived)

Dicalcium phosphate may come from bones

Hydroxyapatite (may be bone-derived)

Bone char (sometimes animal based)

Glycerins (often animal derived)

Flavourings (sometimes animal derived)

Found in some toothpastes and tooth-powders.

Colourants & Pigments

Carmine / Cochineal / CI 75470, a red pigment from crushed insects common in lipsticks, blush, nail polish

Guanine from fish scales (shimmer effect) in makeup, nail polish, eyeshadow

Resins, Glazes & Film-Formers

Shellac (Resin secreted by lac insects used
in: nail polish, hair spray, mascara)

Fatty Acids & Emulsifiers

(Often animal-derived unless specified as vegan)

Stearic acid

Oleic acid

Palmitic acid

Glycerol

Cetyl alcohol

Stearyl alcohol

The above are sometimes found in tooth products
and soaps.

Some of these alcohols can be plant-derived, but
are often animal-derived in conventional products.
Therefore it is best to be careful and buy Vegan.

Vitamins & Additives

Vitamin A (Retinol) – often animal-derived

Vitamin D3 – commonly from sheep's wool (lanolin)

Chitosan – from crustacean shells

Lactic acid – sometimes animal-derived

Fragrance & Secretions

Musk – originally from musk deer

Ambergris – from sperm whales

Civet – from civet glands

(Rare but used in some luxury products)

Animal Tested Items or Ingredients

A product is not vegan if the finished product is tested on non-human animals, or if the ingredients are tested on non-human animals. Animal testing is required to sell in certain markets such as China.

The practice may be banned in some countries for some cosmetic products but such products might still be sold in those countries.

KINDLY NOTE

‘Not tested on animal’ or Cruelty-Free labeling, does not necessarily equate to vegan as some of these products although promoted as cruelty-free, may still contain animal ingredients.

Inversely some plant based items may contain animal tested ingredients which is why plant-based labelling is insufficient too.

Natural ingredients, biodegradable, healthy, organic, does not always mean Vegan either.

Use Vegan items and not just plant based or cruelty free or ‘natural’, ‘organic’ etc.

Natural and Eco-friendly Vegan Options:

For those who want to go the extra mile for vegan plus eco-friendly ways of living, here are a few tips, tried and tested by me.

1. Cleansing & Washing (Personal care)

Soap-nuts / Soap-berries such as Reetha and shikakai for hair and body wash with amla and neem leaf powder for skin health

Plant loofah sponge, oatmeal face scrub, gram flour scrub with mustard oil

Plant-based bar soaps made from olive, coconut, sunflower, castor oils.

Clay cleansers: Bentonite clay, kaolin clay, rhassoul clay, multani mitti (fuller's earth)

Plant-based surfactants and coconut-derived cleansers (SCI or Sodium Cocoyl Isethionate, SLSA or Sodium Laurel Sulpho Acetate from coconuts – if not tested on animals)

Olive oil drops for ear cleaning

2. Oral Care (Teeth & Gums)

Tooth sticks: Neem, licorice root, meswak (miswak)

Herbal tooth powders: Neem, clove, charcoal (plant-based), baking soda blends

Natural mouth rinses: Salt water, herbal infusions such as cinnamon, clove oil

3. Skin Care & Moisturising

Plant oils: Almond, jojoba, olive, coconut, sunflower, sesame

Plant creams: Shea butter, cocoa butter, mango butter, coconut cream, fruit pulp for face pack

Aloe vera gel, Plant glycerin (clearly labelled vegetable-derived)

Hydrosols (floral waters): Rose, lavender, witch hazel

4. Hair Care & Scalp Treatment

Plant oils: Coconut, castor, argan, mustard, amla oil and added rosemary oil

Herbal hair rinses: Hibiscus, rosemary, nettle, fenugreek

Plant-based conditioners: Rice water, flaxseed gel, aloe vera

Natural hair colour: Henna, indigo, cassia (no animal additives)

5. Fragrance & Déodorants

Essential oils and blends: For perfume, skin, hair (lavender, sandalwood, citrus, rose)

Solid plant-based perfumes and oil-based blends

without musk or ambergris

Natural deodorants: Baking soda, arrowroot powder, magnesium salts

Herbal remedies: Flower juice such as calendula, juniper extracts, herbal sachets

6. Cosmetics & Beauty

Plant waxes: Candelilla wax, carnauba wax

Mineral pigments: Iron oxides, mica (ethically sourced)

Plant-based lip balms: Cocoa butter, shea butter, plant waxes

Nail care: Vegan nail polish (no shellac, carmine, guanine)

7. Shaving & Hair Removal

Plant-based soaps or foamers, Aloe vera or oil shaving, Sugar wax (Sugar, lemon, water)

8. Menstrual & Hygiene Products

Reusable cloth pads and period underwear

Menstrual cups (medical-grade silicone)

Organic cotton products (no animal additives)

Plant-based intimate washes



NOTE: Even synthetic Vegan labeled items for personal use are ethical, animal products or testing are not.

Examples of brands: Faith in Nature, Herbivore Botanicals, Barry M, E.l.f, Zenz organic, Cover Fx, KVD Beauty, 100% Pure, PHB Ethical, Au Naturelle, Axiology, Merit, Herbivore, Pacifica, Aveda, Ethique, Milk Makeup, Versed, Dr. Bronners, Ben and Anna, Arm and Hammer Toothpaste, Aloe Dent, The Humble Co, Charcoal Toothpaste, Billie Eilish perfumes, God is a Woman perfume, Arctic Fox, Herbatint, Bleach London, Manic Panic, Tints of Nature, Surya Brasil, Lil-Lets, Morrisons Tampons, WUKA.

Note: Please check latest Vegan status of brands.

CHAPTER 8

HOME CARE

Non-human Animal Ingredients or Testing are inherent within many products we use daily, without our awareness. Fortunately Vegan alternatives are available. You can look for Vegan labeled items. List below:

1. Cleaning Products

Non-vegan ingredients to abstain from:

Tallow (animal fat)

Stearic acid (animal-derived unless stated plant-based)

Glycerin (animal-derived)

Lanolin

Animal-derived enzymes

Beeswax (in surface coatings)

Vegan & eco-friendly alternatives

Plant-based surfactants (coconut-derived)

Soap-nuts / soap-berries

Vinegar, baking soda, citric acid

Plant-based liquid soaps

Essential oils for fragrance

Castile soap (olive oil based)

2. Laundry Detergent

Non-vegan ingredients

Animal fats (tallow-based soaps)

Enzymes sourced from animals

Glycerin (animal-derived)

Animal tested chemicals

Vegan alternatives

Plant-based detergents

Soap-nuts/ berries

Baking soda and washing soda

Plant-derived enzymes

Unscented or essential-oil scented
products

3. Fabric Softeners

Non-vegan ingredients

Tallow-derived softeners

Animal fatty acids

Lanolin

Wool dryer balls (animal-derived)

Vegan alternatives

Vinegar rinse

Plant-based softeners

Vegan dryer balls (rubber, plastic, cork)

Essential oils (optional)

4. Polishes (Furniture, Metal, Shoe)

Non-vegan ingredients

Beeswax

Shellac

Tallow

Lanolin

Vegan alternatives

Plant waxes (carnauba, candelilla)

Plant oils (olive, linseed, walnut)

Synthetic vegan polishes

Oil-and-vinegar furniture polish

5. Air Fresheners

Non-vegan ingredients

Animal musk

Ambergris

Beeswax candles

Vegan alternatives

Essential oil diffusers and satchels

Soy, coconut, rapeseed wax candles

Paraffin wax candles (if not blended with animal derived stearic acid)

Baking soda deodorisers

Activated charcoal

Dried herbs, potpourri and citrus peels

6. Glues and Adhesives

Non-vegan ingredients

Animal collagen glue

Hide glue

Casein (milk protein)

Gelatin

Vegan alternatives

Plant-based starch glues

PVA glue (synthetic)

Cellulose-based adhesives

Natural gum adhesives (gum arabic)

7. Paints, Varnishes & Coatings

Non-vegan ingredients

Casein (milk protein)

Shellac

Bone black pigment (made by charring
animal bones)

Animal oils

Vegan alternatives

Acrylic paints

Plant-based paints, rice paint

Floral colors vegetable colors, turmeric
and natural stains

Mineral pigments

Water-based varnishes

Synthetic binders

8. Stationery: Pens, Inks & Art Supplies

Non-vegan ingredients

Shellac

Bone black

Animal glycerin

Gelatin binders

Vegan alternatives

Synthetic inks

Plant-based inks

Vegan-certified art supplies

Digital alternatives where suitable

9. Brushes (Cleaning, Painting, Grooming)

Non-vegan materials

Animal hair (e.g. boar, horse, goat, sable, squirrel)

Vegan alternatives

Synthetic bristles (nylon, taklon)

Plant fibre brushes

Bamboo-handled brushes

10. Beeswax Products (Strips, Candles, Coatings)

Non-vegan materials

Beeswax

Propolis

Vegan alternatives

Soy wax

Coconut wax

Rapeseed wax

Plant wax wraps

Silicone baking mats

Paraffin if free of non-vegan additives

11. Cultural Supplies and Decor

Common animal-derived items

Bones

Shells

Feathers

Skins

Teeth

Horns

Vegan alternatives

Wooden tools

Crystals and stones

Metal or clay items

Symbolic representations

Plant-based decor

12. Musical Instruments

Animal-derived components

Drum skins (leather)

Gut strings

Ivory or bone keys

Animal-skin bagpipes

Vegan alternatives

Synthetic drum heads

Metal drums and gongs

Wooden and plant fabric drums

Nylon or steel strings

Synthetic keys

Modern vegan instrument materials

13. Gardening: Fertilisers & Soil Care

Non-vegan fertilisers

Manure

Bone meal

Blood meal

Fish emulsion

Feather meal

Leather gloves and boots

Vegan & eco-friendly: Vegan organic (Veganic)

Compost (plant-based):

Green manure (cover crops)

Seaweed fertilizer

Plant-based compost teas

Rubber gloves and wellies

14. Sports Gear and Toys

Non-vegan items

Leather balls (cricket, baseball, etc.)

Feather shuttlecocks

Leather gloves and shoes

Archery bows (horn, leather, feather, etc.)

Racquet grips

Some toys/ pet toys (leather, wool, etc.)

Vegan & eco-friendly alternatives

Synthetic balls, gear, and toys

Synthetic gloves, shoes, etc.

15. Pest Control

While pesticides are sometimes used in gardening and in home care for protection, vegan alternatives can include repellent herbs such as:

- Herbs sprays, oils, candles with peppermint, citronella, rosemary, basil, garlic, laurel, catnip

and lavender

- Cloves in lemon to repel flies, chestnut wholes or conkers to repel spiders, coffee for snails

- Keeping areas, utensils, and other objects clean



Note: Synthetic Vegan items are also ok.

Some Vegan Household Brands: Astonish, Ecover, Method, Bio-D, ECOS, Delphis Eco, Ecozone, Minml, Pura wipes, Who Gives a Crap, Copic, Posca, The Pink Stuff, Ecoleaf, Ethique, KOH, Living Naturally, SMOL, Fabulosa

Remember it is not just about Cruelty Free or No Animal Testing. Choose: VEGAN (As per definition Vegan actually includes no animal testing or any animal derived ingredient or exploitation.)

CHAPTER 9

MEDICAL AND HEALTHCARE

Most people, including Vegans might at times find it very difficult to source Vegan health and medical items for day to day use, over the counter, in prescriptions, and in emergencies. This is because of the system of using both animal testing and animal sourced ingredients in medicines.

Even in well developed countries where animal testing is banned for cosmetics, it is almost a government imposed requirement to test some medicines and vaccines on non-human animals, although it does not really help us (95% fail rate). Even if these tests helped humans it would still be wrong to exploit slaves for them.

Some medical products directly use animal derived ingredients such as gelatin capsules from pigs or cows, lactose from cow's milk, carmine insect dye in iron supplement syrups, and surgical sutures made of animal skins. These are unethical.

Fortunately Vegan food and living reduce your chances of being ill with herbs to help.

Common Animal-Derived Ingredients in Some Medicines

Ingredient	Source	Found In	Vegan Alternative
Gelatin	Cow, pig, fish	Capsules, gummy vitamins	Plant-based cellulose capsules (HPMC, pullulan)
Lactose	Cow's milk	Pills, tablets, powders	Lactose-free formulations or maltodextrin fillers
Carmines / Cochineal	Insects	Iron syrups, coloring	Plant-based dyes, beetroot extract
Casein / Whey	Cow's milk	Some chewable vitamins	Soy, rice, or pea protein-based

Ingredient	Source	Found In	Vegan Alternative
			vitamins
Honey	Bees	Cough syrups, lozenges	Maple syrup, agave, maltose
Shellac	Insects	Tablet coatings	Plant-based coatings (cellulose)
Animal-derived suture	Pig/ cow skin	Surgical sutures	Synthetic absorbable sutures (polyglycolic acid)
Cod liver oil	Fish	Omega-3 supplements	Algae-based DHA/EPA oils
Stearic acid	Animal fat	Pill binders	Plant-derived stearic acid

Ingredient	Source	Found In	Vegan Alternative
Pancreatin	Pig/pancreas	Digestive enzyme supplements	Microbial/plant enzymes
Vitamin D	Cows	Supplements	Lichen derived Vitamin D3
Probiotics	Cows	Live Cultures	Non dairy probiotics
Animal Tested Ingredients	Beagles, Cats, Mice, Monkeys, Guinea Pigs, Rabbits, Fish	Almost all prescription medicines and vaccines	Organ on chips (DNA of human cells), Human volunteers, computer models

LOWER CHANCES OF DISEASES:

Multiple studies show that healthy, whole-food, plant-based eating leads to:

1. Lower risk of heart disease (up to 40% lower)
2. Reduced cancer risk, especially colo-rectal (24% less), stomach cancer (45%), breast cancer (31%), prostate cancer (43 %)
3. Lower blood pressure (34 to 75% less) and cholesterol (15 to 30%)
4. Reduced risk of diabetes (50 to 78 % lesser risk)
5. Healthier BMI and weight management on properly planned diets
6. Lower risk of infections, e.g. Covid study (39% lower risk of infection and appx. 73 % lower risk of moderate to severe symptoms), owing to better immunity on plant based diet.

These benefits come from high fibre, antioxidants, and phyto-nutrients, along with low saturated fat intake. Plants are naturally medicinal in nature in many cases, such as raw herbs, herbal extracts and the presence of phytochemicals in fruits and vegetables that heal the body. (Some are toxic: please check carefully)

VEGAN HERBAL REMEDY
(SUPPORT: NOT AN IMMEDIATE CURE)

Antiseptic: Turmeric, Neem, Cinnamon

Wound care: Aloe Vera, Yarrow, Calendula,
Shepherd's Purse, Witch Hazel, Plantain, Iodine
tincture

Pain relief: Cloves, Ginger, Devil's claw, Cat's
Claw, White Willow Bark, Arnica, Mugwort
patches

Fever and flu: Feverfew, Holy Basil, Garlic, Sage,

Cough and cold: Eucalyptus oil, Peppermint,
Ginger, Lemon balm, Camphor vapour, Olbas oil,
Oregano

Digestion: Fennel, Cumin seeds, Grape-seed,
Pomegranate seeds, Tamarind, Triphala

Bladder: Cranberry, Pomegranate seeds, Boswelia
(Frankincense), Pumpkin seeds, Hibiscus, Soy

Germ, Cranberries

Sleep: Valerian root, Chamomile, Lavender

Mental Health: Ashvagandha, St. John's Wort, Ginseng, Saffron, Milk Thistle, Rosemary, Lion's mane mushroom

Hypothyroidism: Bladderwrack, Myrrh, Black cumin

Hyperthyroidism: Motherwort, Lemon balm, bugleweed

Cardiovascular health: Garlic, Hawthorn, Hibiscus, Ginger, Green Tea, Rosemary

Diabetes: Bittergourd, Gurmar (Gymnema Sylvestre), fenugreek, ginseng, ginger

Cancer healing support: Turmeric, Ginseng, astragalus, garlic

(Combined with diet, exercise, meditation)



Mind-Body-Spirit Healing (Holistic Medicine)

Reiki Energy Healing Therapy

Mindfulness and Psychological Therapies

Chakra Therapy and Yoga

Guided Meditation and Hypnotherapy

Past Life Regression Therapy

Inner Child Healing Therapy

Feng-Shui and Vaastu Remedies

Vedic Astrology Remedies and Rituals

Gems and Crystal Stones Therapy

Abuse Recovery and Relationship Therapy

Emotional Freedom Technique

Affirmations, Rituals and Positive Spells

Over the Counter Drugs (OTC)

Common medication such as Paracetamol/ Panadol, Ibuprofen, Vicks Vaporub, etc. might be animal tested. Some animal gelatin capsules may have liquid alternatives such as penicillin or other antibiotics. Some tablets might sometimes have non vegan coatings or lactose content. Many of these may still be animal tested even if free of animal sourced ingredients.

Examples of Vegan Medicine OTC products

Paravegano – Vegan-certified paracetamol (pain/fever)

Olbas Oil – Herbal inhalant for congestion (check for suitable for Vegans)

Sterimar - Saine nasal spray

Tiger Balm (Herbal Red/White) – Pain/rub with plant oils (some of them are not animal derived and animal tested)

Pslalae, Jude, GoLess, Healthspan - Herbal Plant Based Capsules

Fybocalm – Plant-based digestive relief formula
(of it states suitable for Vegans)

Ayurvedic - Some might have honey or dairy as ingredients so please check for the Vegan label or ingredient list.

In emergency: Practical considerations vary by opinion on whether to accept medical items that may not be suitable for Vegans in case of absolute non availability. Each Vegan usually decides this on a case to case basis. You need to be clear and firm with doctors, and research on the prescriptions. This is because in most countries Veganism is still new and medical professionals are untrained on Vegan medicine prescriptions or use of Vegan alternatives in surgical products, vaccines, and injections, while laws are regressive.

For herbal remedies: Kindly study each herb separately and consult a herbal specialist physician for medical advice wherever necessary. General medical professionals of western medicine and usually not qualified enough in

herbal medicine. Also herbs do not replace any deep spiritual therapy, nutrition, and lifestyle care.

For nutrition advise: Kindly consult a Vegan nutritionist privately as most doctors and medical nutritionists are not qualified enough in Vegan or plant based nutrition and might offer wrong or inadequate advise against Vegan and plant based diet and medication. (Very common)

For care of non-human animals: Please consult Vegan vets as ordinary vets might lack experience and knowledge on Vegan animal care and nutrition.

Kindly note: Healthcare is not synonymous with quick relief, emergency medicine, simply popping herbal or chemical pills, or mere dieting or nutrition. It is necessary to regard healthcare in a holistic manner to oversee all aspects of physical, mental, and spiritual health and overall lifestyle, genetic, as well as environmental factors, in the long run. The author is not responsible for any misuse of the information provided in the book. Use regular medicine/ surgery when it's a must.

CHAPTER 10

ENTERTAINMENT & EDUCATION

While plant based people and vegetarians might visit zoos, aquariums, or engage in animal exploitation based sports, activities and outings, such as fishing, it is not what Vegans do.

Zoos, Wildlife Parks, and Aquariums

Some people visit zoos because they ‘love’ animals which generally means that they enjoy looking at them. Some children might think that they love animals if they like how they look and schools promote such zoo trips as a way to entertain children in the guise of education. The truth is animals in zoos feel just like the way human slaves did when they were once upon a time kept in cages, chains and enclosures for western captors to look at.

These animals are also bred in the guise of conservation for species propagation so that their numbers satisfy human requirements. They are at times also killed for control of population whenever necessary.

Quite often these animals suffer from a psychological condition called Zoochosis in which they are severely disturbed, depressed, and repeatedly move or circle around within their enclosures out of frustration, boredom, and mental breakdown. They also suffer from bar biting, swaying, head bobbing, licking, tail biting, coprophagia, self mutilation, feather or fur plucking, pacing up and down, or engaging in excessive self grooming.

Similarly in aquariums and marine attractions, fishes, penguins, crustaceans and other sea animals such as octopuses, squids, dolphins, and whales are held captive after being separated from their families. They are also bred within these artificial spaces to increase their numbers for exploitation. For the purpose of profit these victims are held as prisoners for life for no fault of theirs.

These places such as zoos and aquariums or marine parks are like jails for innocent animals who have no way of escaping. They feel

psychologically defeated and trapped, often depressed for life. Neither do these animals see the world outside of their limited spaces, nor do the humans who pay and visit them with tickets, get to see them in actual nature, making these activities, devoid of true benefit to all concerned. Staff and management learn apathy and selfishness in return and focus only on their income. Children and families learn to normalize exploitation and schools end up teaching children to support exploitation which is evil.

Many enclosures are severely limiting and filthy, with no natural sunlight or air in aquariums. In nature the very same animals would enjoy swimming for miles daily, diving, travelling the world, playing with the rest of their community, and having their own families and social structures. Instead of being free in nature, they end up becoming stared at or observed by humans, just like objects, against their true will.

Petting zoos or petting farms, use wild or domesticated animals for entertaining visitors

who enjoy interacting with and touching them against the free will. They may also exchange some of these domesticated animals with regular farms where they are used for slaughter in order to manufacture food and other products.

Safari parks or wildlife parks too use wild animals with an objective of exploiting them for profit. These animals are held in artificially controlled environments, in order to maximize viewing possibility. Some of them are similar to zoos, except with additional spaces in enclosures. Sometimes they also train animals to perform or show themselves at certain times. They also engage in breeding and culling to maintain population statistics in order to please humans.

Some marine parks or venues including hotels, use creatures such as orcas and dolphins for marine entertainment shows. They train them to perform tricks unnaturally or to swim with visitors for money. They are confined in pools and tanks against their rights to swim freely in the ocean with their own family and friends.

These animals in zoos, wildlife, marine parks, aquariums and petting farms, are also forced to travel large distances in enclosures and cages. After the gruelling journey they are used against their will, separated from their natural environment, family and friends, and their entire life is controlled as a slave, regardless of how they are kept or treated.

Alternatives

Instead of these zoos, petting farms, wildlife or marine parks, and aquariums, humans could learn to appreciate nature by viewing animals from a distance without chasing them. One could try actual sea diving, photography trips, no-chase ferry excursions, or bird and wildlife watching, in order to observe their beauty and behaviour from a distance. All non-human animals must be left to roam free of human interference and without causing them exploitation, distress, harm, or disturbances.

An alternative in terms of education, could be using visual 3D projections, natural

documentaries, and books to explain what each animal is like to adults and children. This is a better way to educate students, instead of letting them believe that animals are supposed to live in confinement as per human choices. This ensures that humans appreciate and learn about the real or natural behaviour of these animals making education scientifically accurate.

Circuses

Use of non-human animals in circuses also involves direct exploitation and in many cases cruel handling, chaining, beating and physical neglect, leading the animals to suffer psychological and physical harm. They are used as slaves for profit, bred in confinement or killed at times, and often subject to grave danger.

Alternative

Instead of using non-human animals, circuses could employ human entertainers who can perform acrobatic tricks and stunts for a fair exchange of money as per their free will.

Demonstration, Live Shows, and Educational Visits

Use of non-human animals in demonstrations such as wildlife shows in school, pet shows, falconry, pet therapy, teaching animal care, hatching chicks, farming pigs or other animals in schools, is also a malpractice followed widely. This trains human children on how to view sentient beings as objects for their own personal and private enjoyment and exploitation. These animals are transported away from their actual family, kept enslaved, bred, kept in cages or barns, and totally controlled as slaves for human use with no freedom of their own. Human children learn to treat non-human children as things to separate from the actual parents, ‘look after’, feed, handle, and use for own benefit. This is immoral.

Alternatives

Instead of bringing these live animals to entertain and educate humans, it is best if videos and art are used to help children learn about the true natural behaviour of various species.

Government must fund vegan education instead of immoral practices and methods of discrimination. Children need to be taught not to disturb bugs or snails deliberately, or to hunt for animals, to go fishing for them, breed them, domestication, slavery, or using them as entertainment sources, food, and products. They need to learn that nature should be respected and various sentient beings are not here for us to use.

Animal Rides, Travel and Tourism

Use of non-human animals extends to animal rides such as donkey rides, pony rides, elephant rides, camel rides, horse riding, and even dolphin swims. Wildlife tourism includes animal shows such as bear cubs, pandas, tigers, on display, reptile shows, cultural animal use such as snake charming, elephant parades and festivals, temple use of elephants and tigers, for a ‘cultural experience’, all of which are entirely exploitative.

Alternatives

Humans should learn to see non-human animals

as having their own bodily autonomy and not used for riding or interactions against their will, or for exotic entertainment, shows, or religious and cultural parades. This will develop actual respect and end discriminating or utilitarian attitudes held by masses.

Animal Sports and Events

In the name of sports and entertainment, including betting and gambling, humans have developed exploitative and cruel systems such as horse racing, greyhound racing, rodeos, and animal fighting matches. Using horses, bulls, and other non-human animals for racing, riding, and rodeos is also dangerous to these animals. Injuries, back deformities, pain, and lameness are commonplace including deadly injuries and accidents. Many of these animals also are sent to slaughterhouses after tremendous exploitation to be killed (often very painfully).

In rodeos the animals are severely humiliated in addition. Fighting games such as cock-fighting or

bull-fighting, are also barbaric practices being banned in some countries.

These gladiator style extravaganzas are held as spectator sports, in which instead of humans, non-human slaves are forced to take part in competitive acts often involving shameful or abusive treatment in full public view. In Spain bulls are either stabbed to death, horns removed painfully, burnt, or eaten later, as a display of arrogance and aggressive machismo. In India a bull festival termed Jalli Kattu in South India is also prevalent which goes against ethical values.

Alternatives

No events or activities that involve using non-human animals should be allowed by law. Humans must never pay for them, watch them, or support them in any way, and must speak out against them at every instance. For entertainment and betting purposes, use of humans who are willing participants themselves to race, fight, or compete respectfully without using non-human animals in spectacle sports is the right thing.

Animal Sourced Sports Products

In some sports animal based cricket balls, shuttlecocks, and gloves are used although synthetic versions are available. Use of animal skins and body parts goes unnoticed and seldom questioned simply because society is primarily non-vegan and non-human animals often seen as food and by-products instead of as individuals.

Alternatives

Animal exploitation-free alternatives to sports items are easy to acquire and sold in many shops as well as online.

Animal acts in film/TV/ videos

Use of animals in media and entertainment is popular with a glamorization of horse riding and a glorification of the use of non-human animals as pets so that human children start demanding a dog or cat to use for their own enjoyment.

They also routinely show animal products as the

default food option, or as a fashion statement in the form of fur or leather.

Many TV and films depict fishing, hunting, eating of insects, eggs, or eating animals as something fun, or for survival and competition.

Many filmmakers including cartoon films also try to show animal farming as something ‘humane’ with cute looking animals roaming freely as if in a park so that humans get brainwashed into accepting animal farming as a wonderful thing.

Some of these show animals being killed by way of actually killing them, for example spiders. Some use animals for fun, showing scenes involving real reptiles, sea creatures, puppies, cats, rabbits, parrots, mice, or any others to perform various acts, tricks. They either use purpose bred or caught non-human animals on sets, or disturb non-human animals in wildlife for filming.

Alternatives

Use of AI and computer generated content in

videos, can effectively replace the need to use real non-human animals in a very big way. The content itself shouldn't glamorize or even normalize exploitation of sentient beings.

Hunting and Fishing

Killing non-human animals in wildlife hunting, trail hunting, trophy hunting, fox hunting, and 'game' birds for sports is primitive and medieval. It cannot be a game if it is not consensual. Using animals as a trophy or object that you wish to own or use is simply deplorable because it does not belong to you.

It is a myth that humans are apex predators and inclined to kill animals for survival since the Stone Age to obtain food, leather, fur, or other benefit from them. We are definitely not in those regressive times now and it serves no purpose to think so or to use it as a brainwashing mechanism.

Using dogs to hunt other animals, or using spears and weapons to hunt animals might have been

part of a dark past when humans strayed out of their natural environment. Instead of eating fruits and vegetables, and growing crops, a migration to cold or dry areas of earth might have caused this unnatural behaviour of animal hunting and then farming which led to other exploitation. Now that we have agriculture and plant based food easily available in all nations, we need not rely on hunting or justify it as part of the past or heritage, tradition, or sport. Nobility, rich class, monarchs, and military should also not be permitted to indulge in these.

Fishing too is an activity that some people whose ancestors once migrated to unsuitable climates in tundra regions might have engaged in due to no real plant based food options in the immediate vicinity. This is not something meant to be done as a hobby, sport or a fun day out, under normal circumstances, because it is no fun for the fishes. They are interested in living their own life without disturbance or pain. Even if you catch and release fish, it does not excuse the act of harassing and disturbing them. Fishing baits,

worms and insects are also exploited and killed in the process when you should not be using anyone at all for sports, entertainment, or even food.

Human children being taken on fishing trips by adults is a sad example of a social evil, just as children being taught to use guns or pebbles for hunting and poaching is too.

Alternatives:

A better hobby or sport is possible with our modern technologies. Learn positive day outs, meditation, appreciation of nature including lakes and rivers or sea. Enjoy sunlight, clean air and the beauty of nature without harming anyone. Even simulated hunting and fishing video games are disrespectful. Why teach our children that regarding others as dispensable, or something to use or kill is perfectly alright?

Culling for Population Control

Some people justify hunting or killing animals such as deer, stray foxes or dogs, badgers, or gray

squirrels by stating that that are keeping the natural population down in the absence of predators in the environment. You are not giving nature a helping hand by this form of population control because these animals are not really pests. Even if they consume any crops or are strays, they are not responsible because it is us who have caused this issue in the first place. We have brought various species into various parts of land in the past. Moreover we have destroyed nature and deforested land in order to build our housing and industrial units causing natural imbalances in populations. These animals are individuals and not just population statistics. They must have their individual rights. Their right to look for food and survive in a hostile environment is valid. Stating that you are killing individuals to conserve native fauna or flora and preserve the species you prefer to see around is also speciesism if you would not kill humans just to control their population artificially. Any such act of violence or control of rights of any individual in guise of conservation is not morally legitimate. Individual rights cannot be compromised ever.

Alternatives:

Nature has an inherent balancing system that does not require human intervention at all, since long before humans came into the picture. There is no need for humans to replace nature and go around culling animals for any reason. You could transport animals into sanctuaries if at risk.

Some people believe that birth control or spaying and neutering of undesirable animals should be conducted, as a lesser evil to prevent culling. The reason why this too is debatable is that we would be infringing upon the bodily autonomy of those individuals whom we would spay or neuter without their consent.

Space travel using non-human animals

Non-human animals have not agreed to become test subjects to send for space travel or in future time-travel or any other expedition. Monkeys and dogs have been used for space experiments as they are considered expendable in comparison to human life. Much like in the case of laboratory

animals, this form of exploitation and usage is also unethical and not of Vegan values. These non-human animals are vulnerable, terrified, and unable to look after or protect themselves and handle the machinery or environment they are artificiality subject to by force. Their life and safety is as valuable to them, as ours is to us.

Alternatives:

Humans must try out journeying into space directly by themselves of their own free will, if they are so eager to try space travel out. Or we can simply use robotic models or AI, to collect information in space journeys and relay back images or test their technologies, for instance the Mars Curiosity Rover if humans refuse to risk it.

Dissection and Vivisection

In laboratories in schools, colleges and universities around the world, non-human animals are treated as slaves and subjects of not just experimentation but also mutilation. These tests often involve cutting open their bodies after

application of toxic chemicals to render them unable to move. This is done in order to check their moving muscles, beating heart, or blood flow, lungs and brain of live animals (vivisection) or in some cases to check the anatomy of an animal killed for the purpose (dissection). This is disturbing violence that children and adults are forced to accept in order to pass basic to higher education levels in science and in order to develop careers in medicine or allied fields. The mutilated bodies are often thrown away into garbage after their exploitation, or used for further dissection.

Alternatives

Mutilation of dead human subjects who have donated their bodies for medical research voluntarily, is ethical if based on their will. For other experimentation AI based simulation models, or artificial models, diagrams and charts, can be sufficient. If you would not cut open an unwilling living human being just for the purpose of research, why would you do this to a non-human animal who cannot give their consent?

This simply happens due to unfair laws created to support the profiteering industry.

Non-human Animal Experimentation or Research

Other research involving non-human test slaves includes scientific experiments or product development trials such as:

- Forced swim tests on mice who are drowned in the process,
- Giving heart attacks to puppies or brain damage to cats, to test medical products
- Giving cancers to some non-human animals for cancer research,

These are often funded by governments and public via huge charity donations and grants. People assume they are supporting charities or a good cause, when they are in fact adding to massive evil. There is an false assumption that the benefit to human life and health outweighs exploiting non-human animals as sacrifices.

Cosmetic research of chemicals is often banned in

some countries although rampant in others, yet products seem to be available in international markets. Cosmetic research might involve injecting rabbits or mice with strong chemicals in their eyes to cause irritation and bleeding, or using chemicals on the skin or mouth that leave burns and feel painful.

In all such research and tests, whether medical or cosmetic, the poor animal is often bred for purpose via an abuse of the female animal's rights. Babies are separated cruelly from the mother and exploited for profits or funding. They are often transported across continents in cages on perilous journeys and then treated as unwilling slaves.

The assumption that the use of non-human animals is necessary for medicines is also invalid in terms of basic ethics. **Most products developed in this way actually fail when trialed on human beings (approximately 95%).** Even if these tests were actually helpful to humans it will still be an immoral practice as it would still go completely against the rights of the animals.

These animals are victims and not things to be used for human welfare. Human life and health is not more precious than theirs.

Alternatives:

Instead of non-human unwilling victims, willing humans can volunteer as test subjects for drugs, products, research, or procedures. Organ on chips can be grown using DNA replication and lab grown cells, in order to check the conditions of organs for drug and medical research. Simulation models can be employed using latest technology instead of the rudimentary and outdated systems of non-human animal testing.

Educational materials using non-human animals

In order to pose for photos, videos, documentaries, or for talks, and to show to students, non-human animals are sometimes robbed of their privacy and autonomy. They are forced to be present in a display of science or in the name of educational

materials. This is unjust. These animals are individuals who did not consent at all.

Alternatives:

The non-human animal could be replaced by artificial models, AI simulations or computer generated realistic images or 3D projections in order to create content.

**Animal Abuse, Cruelty, Violence, and Neglect
(whether of exploited, wild, or rescued animals)**

Veganism is not limited merely to non-exploitation or ending use, but also to ensure that no rights abuse takes place at all. All rights of these individual animals matter with the right to not being exploited or used being the bare minimum of all rights.

Even in case you rescue non-human animals from farms or slaughterhouses, you cannot mistreat or subject them to humiliation, for example by keeping them in extremely unhygienic places or transporting them in rough or cruel ways. When

you interact with them in nature itself, in order to view them, feed them, deliver any medical support, or take photographs or videos, it is necessary to respect their rights, individuality, all their needs and freedoms.

While handling animals in our care, in medical spaces, or in sanctuaries, it is necessary to not mistreat them or subject them to neglect. Just because we are rescuing them, does not make us entitled to treat anyone as less worthy or less respectable. We need to respect their needs to not be touched unnecessarily, to be in a clean space, to be fed and offered water appropriately, to be offered immediate medical care as and when necessary, to not be subject to confinement unnecessarily, offered privacy or community, and so on. Some rescuers think that saving someone from exploitation is more than enough as Vegans with a lack of awareness of their other needs.

Sanctuaries must not be turned into zoo like places to display animals for profit or to visit for your own emotional needs, if they are not

interested in being touched or have trauma and are intimidated by crowds or noise.

Various non-human animals must not be used as pet food for certain preferred animals in the care of rescuers, animal support organizations and vets. Imagine rescuing a turkey or sheep, and then feeding poor chickens or lambs to a dog at the same sanctuary, healthcare, or rescue centre. Unfortunately these things are commonplace.

Similarly other wild or free animals also must be given their space and not be abused or violated in any way such as being deliberately stepped upon for fun, hit, given cruel treatment, or hurt if they are interacted with for any reason.

The practice of harming non-human animal rights by taking away their habitats, stealing from them all their food or water supply, contamination of their environment and leaving them in distress is also abusive.

Alternatives:

We need to see all non-human animals as individuals with similar rights just like humans. One must not mishandle, neglect or abuse any animal even in the process of rescuing them or appreciating them as free beings in nature.

Clarification: In case abuse, neglect or harm is perpetrated upon exploited animals, whether farmed animals, pets, laboratory animals, or any other, then the main issue is the exploitation itself. That exploitation should not be allowed in the first place - should be our primary demand, instead of merely focusing on welfare needs alone and ignoring the main crime or injustice. While you might feel compelled to speak against any physical mistreatment, cruelty or neglect, and complain to authorities, it is also necessary to not take lightly the fact that these animals should not be treated as slaves or properties who can be used for purpose, bred via sexual abuse of the females, and then killed. Please refer to the initial few chapters for details on how Veganism is not just about welfare.

CHAPTER 11

PET INDUSTRY

Forcing Companionship:

Some people wrongly believe that humans need non-human animals to be used as pets. They think using someone is appropriate for fun, company, or for physical or mental health support. Their interest in these animals is one sided: Training the domesticated non-human animal for developing an emotional relationship or bond with humans for personal welfare, and the satisfaction of looking after someone else as a 'pet-parent. The question is who was the actual parent of the so called 'companion' animal or 'pet'? Has the non-human animal being used for company or fun, consented for the same willingly, or are they domesticated, confined within human-made walls, put on a leash, and used for personal needs, instead of roaming free in nature?

Alternative:

Don't use anyone, whether human or non-human to provide for your needs whether emotional or mental, or any other. Only have relationships that are fair, balanced, mutual, and not coercive.

Breeding and selling animals as pets

Animals used as pets are bred for purpose and separated from their mothers who are sexually violated. Breeding animals usually involves forced reproduction or impregnation of a female who is a victim of rape or forced childbirth, and then taking away the baby away from the mother against their wishes. This injustice is perpetrated in order to make the babies live with and be a property of the human being who buys them like an object. Some farms or breeders are termed cruel as per existing laws applicable to them. Laws often neglect the basic rights of babies and parents to not be used as a property or a pet.

Alternatives: Only rescuing non-human animals who genuinely require rescuing should be permitted. Sending them to a spacious vegan sanctuary is ideal as a Vegan. Keeping them in your care at home is good only if you have enough space, skills and means to care for them, if they cannot be rehabilitated in nature or in a safe outdoor space as free beings.

Domestication, Genetic Mutilation and Cross-breeding

As pets, or even as farmed animals, non-human animals are domesticated or forced to become agreeable to live as per human decisions or control. This takes away their basic freedom and rights to reject human interference.

Sometimes they are transported and taken away from their originally suitable habitats so that humans can keep them in their homes, farms, or artificial surroundings. Being non natives to the land, they find themselves being handled by humans in places where they never intended to live. How would you feel if your whereabouts were controlled as per wishes or desires of others?

Many non-human animals, especially as pets, and domesticated farmed animals, are cross-bred in order to create genetically unnatural species sub-types. This is done in order to create tame variations who can be easily controlled. Cats and dogs used by humans are an example.

Some genetically modified and cross-bred species sub-types are unnatural ones crafted for human entertainment and enjoyment. Females are subject to sexual abuse by cross-breeding in order to generate visual variety of colour, limb size, fur, tail type, ears, and eye colour. Some are unhealthy and have difficulties in living or breathing normally, and are usually not strong enough to survive in wilderness. Toy poodles, dachshunds, pugs, bulldogs, persian cats and some types of rabbits are examples. Even in some sanctuaries, some rescued birds are kept in wire enclosures, unable to fly into the open sky as they are not capable of survival.

In farms domesticated hens (originally wild jungle fowls) are sometimes cross bred and genetically modified to lay an abnormal amount of eggs (300 periods or ovulation cycles instead of 12 a year). Wild aurochs have been turned into milking cows through a series of genetic modification and cross-breeding, so that they have abnormally large udders for milk production and therefore suffer from pain as well as lameness.

Pigs have similarly been created using cross-breeding from wild boars. Sheep (originally Mouflon and Urial species) have been cross-bred in order to produce huge amounts of wool that is unmanageable. Goats are derived from Bezoars, donkeys from the wild ass, and horses too from wild horses. They were never ours to use, domesticate, or breed in the first place.

Alternatives:

Non-human animals must not be removed from their natural habitats to be domesticated, bred, cross-bred, or in any way genetically altered or socially adapted to suit human preferences. Instead if you wish to look after rescued non-human animals please visit and volunteer at a sanctuary in a way that respects their privacy and peace. Ideally visit natural places to enjoy looking at and appreciating actual wildlife from a distance. Any domestication, use, or breeding of non-human animals, is unnatural and unethical. Nature should not be unnecessarily tampered with.

Wild and Exotic Pets

Some human beings pride themselves in keeping exotic birds in their homes, either in cages or glass enclosures, unable to fly away and migrate. They can no longer escape their enclosures, or relocate to wherever they wish, or return to nature. Others enjoy keeping wild animals such as tigers, jaguars, elephants, and other wild species as pets for showing off, scaring or intimidating others.

Exotic pet trade, breeding or transport is sometimes carried out either legally or illegally for the enjoyment and entertainment of humans. Some hunters might also bring wild animals as prized possessions into their lavish lands or estates. This all goes against the rights of these wild animals to live freely in their own natural habitat devoid of human contact.

Alternatives:

Humans should not keep wild or exotic pets or any non-human animals, for enjoyment, as status

symbols, or as properties. Only inanimate objects can be used as collections if not sourced from wild animals. Use of exotic species of plants is a great idea, and so is collecting minerals or specimens of crystals or meteorites within eco-friendly limits. One might enjoy acquiring antiques, rare coins, art collections, memorabilia, and so on, instead of non-human animals.

Service and Support Animals

Use of non-human animals as service or support animals, especially dogs, is a wrong practice, popular in police, military, and civilians. Non-human animals are used as slaves or servants of people who require support with disabilities, mental well-being support, dogs used to guide blind humans, or horses used as therapy animals. These are all wrong practices. Those non-human animals never consented through free will but were trained, bred and coerced into this servitude to become puppets of human welfare needs. They actually need their own families and own natural habitat, not us.

Pigeons were once used by British army for delivering letters to and fro, leading to their presence and proliferation in urban cities today. The use of non-human animals to meet human needs of welfare, protection, safeguarding, sniffing out evidence, finding ways or guiding humans, is all unjustifiable. Keeping dogs, or any other animal against their wishes, making them get used to us, heavily dependent on us for shelter or food, ensuring that they never know a life without our support, is all coercion and control. They are forced to work for us because they have no way out. They support us physically or emotionally, against their own freedom. They are victims, controlled by human beings for human purposes, often bred and sold after domestication and kept on leashes or in confinement instead of a natural habitat.

Alternatives:

Instead of using non-human animals as slaves or to provide free service or support to humans, one must only employ consenting humans for any

needs of service or support or for any work or welfare. Humans can also develop their own sixth sense or intuitive powers instead of using dogs to find evidence, items, ways, or criminals. Else use gadgets and AI or robots. Emotional support can be obtained from consenting humans who are not coerced or manipulated into the same in a balanced relationship of mutual benefit.

Spaying and Neutering of non-human animals

Spaying and neutering are invasive surgeries to take out the gonads (ovaries or testicles) of the animals these are performed upon, for birth control. Due to farming and breeding of non-human animals as pets and for hunting, services, and recreational use, their populations can increase in case they mate. Some pet owners breed their pets for mating purposes and sell the progeny or gift them out once, and then spay or neuter their pets through vets. These procedures are always performed without consent of the victim animals and in many cases they can never have a normal sexual relationship as they would

be able to in the wild had they not been tamed or domesticated for human use. Spaying and neutering is often considered necessary because if not spayed or neutered the animals might give birth to several babies, which will be unmanageable for humans to control. Because of being confined into human care, some pets also display certain unique or distressful behaviours that pet owners wish to eliminate, such as cats or dogs being in sexual 'heat', wanting to go outside, urinating or fouling to display rebellion, and aggression towards other humans or non-human animals, owing to their hormones and an unsatisfied need to mate. The primary issue in this is the fact that the animals were domesticated at all in the first place which has caused their distress. Removing body organs through surgery is an injustice although regarded as a lesser evil to breeding and sale, and as a means to an end.

Alternative: Ideally one must not keep pets at home at all or use them at work for any purpose whatsoever. We must end the entire system of non-human animal use and 'kept' animals.

Non-human Animal Control by way of Stray-culling, Pounds, and Euthanasia

Due to domestication and taming of non-human animals as pets, a number of them have been abandoned into the streets causing an unmanageable amount of stray animals wandering about, being ill, underfed, and in grave danger from cars or other vehicles. They may also host infections that can spread to humans, and possible aggression or violence towards each other and humans. These result in dog pounds and forced killing by vets or even by police at times who are at times allowed to destroy them.

Alternatives: Rescue organizations and shelters can be given funding and support to find and home these stray animals and prevent euthanizing healthy ones. Ethical issues exist with organizations being blamed if they euthanize stray animals owing to lack of resources or no other way of dealing with the issue.

The right solution is to ban any domestication,

breeding and sale of non-human animals entirely so that these issues never arise. Do not buy, use and abandon pets ideally.

Pet food, Medical care, and Accessories

An often ignored issue in pet animals is the fact that millions and millions of other animals are bred and exploited to become food for pets such as cats or dogs. Humans have preferred carnivorous pets to herbivores, since the stone ages, in order to teach them how to hunt for and protect humans. This has led to them being brought into domestication into human controlled environments. The entire industry has caused a massive exploitation of various farmed animals for pet food as well as accessories, vets, medicines and so on.

Pet food is a huge multi-billion dollar industry thriving on giving unhygienic slaughterhouse food to pets, including dead body parts, blood and bones, that are considered waste-material not suitable for humans to consume ourselves.

Antibiotic use and germs causes non-vegan pet foods to be toxic to pets, creating lack of immunity and antibiotic resistance.

Leads, harnesses, clothing, or toys, often include animal products, such as leather, feathers, animal bones, skins and animal body parts. Also treats, medicines, vet care and grooming products use animal parts.

The pet industry is a massive profit making system, with additional services:

- Pet Sales
- Pet Vets
- Pet Breeders
- Pet Food and Treats
- Pet Grooming, Washing, Nail Trim, etc.
- Pet cages
- Pet feeding equipment
- Pet toys and accessories
- Pet travel and transport
- Pet insurance policies
- Pet trainers
- Pet sitters

- Pet hotels
- Mutilation (spaying/ neutering) for birth control
- Pet euthanasia
- Pet shows
- Pet fashion
- Pet competitions
- Pet use in film, TV and advertising

This global billionaire conglomerate system plays upon human emotion and brainwashing using media and false beliefs to ‘love animals’ by actually exploiting them.

Alternatives: Only vegan pet food which has all required nutrients, with the right texture to suit their biology should be offered to non-human animals. No further breeding or trading of any pets must be conducted. Pet ownership must discontinue to stop their objectification. Domestication must end. Only Vegan Vets must be consulted and only Vegan products used for any rescued animals or existing pets. As per existing research, cats and dogs are often healthier and live longer on vegan alternatives.



Non-Human Animals must not be used for:
Sale as Pets, Breeding, Companionship,
Service or Support, Domestication, Animal
Control, Forced Mutilation, Non-Vegan Pet
Food and Accessories, Pet Vet Services, and
Euthanasia Profits.

CHAPTER 12

RELIGION, LANGUAGE AND CULTURE

Use of the term ‘Animal’

Cultural, religious and social malpractices involve use of non-human animals or their products by way of viewing them exclusively as ‘just animals’. In legal parlance worldwide, the term animal is wrongly used only to indicate non-human animals. In society, especially in religion and culture, humans are considered to be somewhat ‘above’ non-human animals, owing to which most people don’t include humans when they say ‘animals’. The entire mindset is irrational, discriminatory, and totally against scientific and biological facts. Humans are animals. Not superior.

The language we use daily in saying ‘I love animals’ or ‘animals are our friends not food’ indicates lack of awareness. A number of times I have witnessed many Vegan and animal-rights activists and outreach volunteers too using wrong language, and calling only non-human animals, ‘animals’. This must be discontinued. We must use the term animals to denote both humans and non-human animals for equality of rights.

Wrong Use of Animals in Religion

On one hand we call non-human animals ‘just animals’ by regarding them as ‘lower’ than us in hierarchy. On the other hand though, some religions regard some animals as especially holy, for worship, wish fulfillment and religious use.

Non-human animals in temples and festivals are held for religious purposes and for tourism, in order to attract visitors to see them and interact with them or worship them. These include tiger temples of Thailand. Elephants in India who as representations of Lord Ganesha as a deity, are also made to walk on streets to attract attention. They often have injuries, chains on feet and stay hungry, thirsty and tired of walking for miles without any breaks. They are used primarily for donations and profits by some religious temples and organizations.

Cows and bulls are similarly worshiped as a goddess or deity in Hinduism. Just like human female form is venerated as a ‘mother’ for the

purpose of domesticating them to make them produce children, cows too are used as symbols of fertility and motherhood. They are considered to be representations of goddess Laxmi to promote prosperity, (by being milked). Promoting imagery of Krishna as a cowherd who loved cows milk and butter as a child is popularized in this campaign to promote dairy consumption over thousands of years of brainwashing. Lord Shiva in his phallic representation of Linga statues are depicted as being worshiped with udders of a cow raining milk upon the linga statue. In reality several tonnes of cows milk are used in temples, on Shiv-lingas and various deity statues in order to benefit the industry of cow exploitation in India since ancient times of Vedas and Puranic scriptures. A belief that these deities were men who walked around, and are now ascended in heaven is prevalent as a justification for the continued use of milk from exploited cows by Iskcon and Hare-Krishnas as well as other temples and believers.

Similarly Jesus as a ‘good’ shepherd who tries to

count his sheep in order to bring a missing sheep back to be pen is glorified as a parable. It is mentioned in the Bible that Jesus also helped his disciples catch fish upon resurrection as he asked them to cast their net down where he was confident of catching the maximum fish miraculously.

These religions instill a belief that farming and herding cows or sheep, fishing, or consuming dairy are good things because these deities practiced the same.

Alternatives:

Veganism is a moral imperative instead of something linked to any religions or deities whether Jesus, Krishna, or any other. One does not have to regard everything these deities are mentioned doing as always perfect and to be imitated exactly. One must be ready to be rational and realize that these religions are from the past when society was not highly conscious.

Ritual Sacrifice

Religious slaughter is linked to several festivals such as Eid-ul-Adha of goat slaughter, Gadhi Mai festival of Nepal, killing lambs for Easter, pigs and turkeys for Christmas, chicken for Jewish Kapparot, and killing doves, hens, oxen or lambs as atonement, peace and sin offerings. Jesus being a sacrifice to take away sins is also based on a belief that sacrificing an innocent lamb (or Jesus as the lamb of God) is potent in removal of sins. In a handful of notorious Hindu temples regressive black magic practices of animal sacrifices are held, besides aghori and black magic tantrics using sacrificial rituals to send negative energies or curses to people. Some Satanic rituals are widely known to involve killing non-human or human animals as sacrifices to attract a violent demon or devil for prosperity or evil power. However the use of dairy milk, non-human or human sacrifice to propitiate any power or deity in Hindu, Christian, Jewish, Islamic or any religion is also equally evil.

Alternatives:

One does not have to worship any power or deity by blind obedience, to kill own son, a goat in his place, or any other animal, or the son of God, or use cows for milk, in order to propitiate or please the deity, take away sin and misfortune, for blessings, prosperity or heaven. If it is wrong to curse or wish ill upon others in black magic practices, it is equally wrong to use any animal greedily for winning favours of any deity. These rituals are unacceptable. No sentient being must be used for any purposes even if any God, spirit, deity or Allah has commanded so, in books, dreams or visions, or in person.

Herbal and fruit offerings for harvest, and symbolic destruction of a non-animal image that represents misfortune, can replace animal sacrifice. A vegan black candle burning spell is a good example of an alternative to symbolically be free of any problems. One can sacrifice own bad habits or unhealthy behaviors as a symbol of our own demons or sins being vanquished.

Festive and Communal Offerings:

Traditional festivals and temple food or offerings (prasad) or ritual offerings, in Hindu temples and Gurudwaras sometimes consist of dairy in breads, cakes, cookies, sweets or ghee, which are based on tremendous exploitation. In Christian churches, exploitative food sharing of dairy coffee, eggs, pigs, turkeys chicken, beef, and other animal products in their cafes and communal gatherings is a norm. Some Spiritist churches or communities also serve animal products such as chicken or fish, while calling upon spirits of deceased loved ones or pets for personal comfort. This is all a shame.

Alternatives:

Serve only Vegan offerings to deities or community members. Teaching community members or followers positive behaviors that do not exploit, use, enslave or harm others needlessly is a good idea. Moral values are more important than mere belief in religions, gurus, or deities.

Beliefs and religious doctrine/ scriptures

On planet earth, most religions followed by the masses involve a belief in a creator who is often visualized as having a human or human-like form or individuality and personality. These various religions often include scriptures that have detailed out the descriptions of what the deity has commanded or prescribed to followers. These beliefs might at times not always be consistent with ethics. Yet people blindly obey them owing to a belief in the truth of the scripture without any direct evidence.

ISLAM:

- Muslims believe in the Koran as a noble truthful scripture dictated by an angel Gabriel, to a prophet called Mohammed's instructions. Allah who is their deity is the same deity as the Lord God of Biblical Old Testament, and 'He', has made non-human animals for human use as per Koran, Surah Ghafir 40:79: "It is Allah who made **for you** the grazing animals upon which you ride, and some of them you eat".

- Many of them reject Veganism because of the stanza in Surah Al-Ma'ida 5:87 also stating: "Do not prohibit the good things which Allah has made lawful to you and do not transgress."
- The core belief in their faith is obedience and adherence to the instructions by Allah, as issued in dreams to Prophets. For example, Abraham, Surah Al-Saffat 37:102 "My son, I see in my dream that I am slaughtering you. So consider (and tell me) what you think." He (the son who was old enough to walk) said: "Do as you are bidden. You will find me, if Allah so wills, among the steadfast." The replacing of the son with a 'great sacrifice' is celebrated by killing goats, lambs and other innocent animals annually at Bakr-Eid.
- Also they consume animals killed in an approved or Halal way by cutting off their jugular vein to drain blood, assuming that it causes no suffering.

When humans migrated to deserts/ harsh climates being short of plant food supply, killing animals was a norm. It is no longer required to do so.

JUDEO-CHRISTIAN FAITHS

- Jews and Christians similarly believe in the same 'Lord God' who resembles a human in likeness, created the entire natural universe in a few days time and then gave Dominion to man (Verse Genesis 1:26).

- While 'He' gave plants as food to humans, 'He' later on allowed use of various non-human animals for food, clothing and other purposes just as 'He' gave plants. (Genesis 9:1-4)

- They believe that the same deity also accepted sacrificial killing of spotless (faultless or innocent) oxen, bulls, goats, lamb, doves, and chicken (kapparat to transfer sins to chicken and kill them for Yom Kippur observance). Christians believe that killing Jesus was the ultimate such sacrifice as he was faultless, and being God's son could absorb away all sins of masses. The core belief: "Without shedding of blood there is no forgiveness of sins." (Hebrew 9:22)

- Also God said 'his spirit will kill firstborns (Passover) unless a lamb is killed and his blood smeared on the doorsteps'. (Exodus 12:1-13)

- Jews additionally believe in killing in some prescribed ways such as Kosher, to strictly forbid stunning, draining out blood of conscious animals using a process called shechita by a certified male.

HINDU BELIEFS

- Hindus believe Krishna as a avatar of Vishnu who is a male human formed person whose dream is our reality, as he is the soul within all beings. They believe that he incarnated within his own dream to save earth in various non-human animal and human forms.

- They say he has prescribed a path of non violence or Ahimsa as Krishna, with (one of his avatar appearing in his own dream to others) with spiritual practices including good karma yoga or deeds. Animal meat, eggs, and slaughter and banned in a few towns/ cities due to such beliefs.

- In contradiction because stories depict Krishna consuming dairy as a small child, animal milk consumption in India is the norm and cows are exploited making India a huge leather and beef producer and exporter in spite of beef sale bans.

- A large percentage of Hindus also practice non-

vegetarianism because there is no central control in their faith and believers are flexible in their exact beliefs or practices, especially with a Moghul and Colonial influence of Islamic and Christian beliefs in India, intermixing with the indigenous Indian beliefs.

- Those who remain Vegetarian sometimes believe that not killing cows majorly, and for some, not killing other animals used for food is enough to practice Ahimsa or non-violence.

- Hare Krishna followers in addition also believe in using cows to produce milk in ways that they believe to be 'Ahimsa' as they do not kill the cow, claiming that the cows are kept in a sanctuary like farm with kindness and not impregnated forcibly. They refuse to understand that they must not touch anyone, use their body, or milk them, in order to be non-exploitative.

SIKHISM

- Sikhs believe in compassion and kindness to each other as humans, as per their Guru Gobind Singh's words in Guru Granth Sahib, and still consume dairy and also in many cases animals.

As per this text 472: "All eating and drinking is pure; for God has provided it for our sustenance."

- Many also consume various non-human animals killed for them in certain ways, especially chicken and in some cases quickly killing a baby bull or goat with a sharp weapon (Jhatka slaughter). They are also not always fully able to empathize with these non-human animals or understand the concept of non-exploitation although some are vegetarian by choice.

BUDDHISM

- Buddhists believe in enlightenment of Buddha and often worship him as a deity along with learning meditation or mindfulness.

- They claim Buddha consumed animal body parts when donated or offered to him, if not cooked specially for him. Some believe that he might have died due to food poisoning after eating a pig cooked by a man called Cunda as per paintings in some temples that depict this event.

- Many Buddhists consume animals and dairy daily, due to a lack of awareness about how exploitation is wrong although some do not.

JAINISM

- Jain beliefs revolve all around Ahimsa (non-violence) as the highest form of religion, as taught by various meditation gurus in their clan. Yet they justify dairy - wrongly believing - it doesn't kill.
- Animal body parts, eggs, honey, silk, leather are avoided by them usually, as they believe these to be killing various lifeforms.
- A core belief is that eating germs and roots of plants (both not sentient) is violent. In Palitana town slaughter is banned, but cows and calves if not killed, wander around or are left in other states nearby for the purpose.

OTHER INDIGENOUS FAITHS

- Native Americans, Aboriginals, Inuit, and other Native Tribes across the world often believe in hunting and killing of various non-human animals for food, skins, and other supply, for survival of their tribes.
- They often believe in respecting the spirits of the victim animals, in using all parts of the body without wastage for eco-friendly reasons, and in respecting wildlife or trees.

- Some refuse to go Vegan for keeping ancient traditions alive, in spite of having no need to be non-vegan in today's day and age.

PAGANISM

- Pagans and Neo-pagans believe in continuation of ancient British, Celtic, Druid, Norse, Germanic, Anglo-Saxon, Asatru, Viking, Hoodoo, Voodoo, Haitian, Afro-Celt, Egyptian, Inuit, Native, Aboriginal, Vedic, and other tribal beliefs and rituals.
- Prehistoric stone-age based hunting and gathering systems also includes veneration of a few hunting deities such as Lord of the Wild Hunt, Artemis, Diana, Herme the Hunter, and Cerrunos who wears the horns of stags in British paganism.
- Sometimes non-vegan ritual horns, bones, skins, sacrifice, and food are popular in pagan communities, imitating ancient rituals and deities.
- Ancient does not always mean positive or ethical. Believing in ancient religious practices predating Christianity, does not make exploitation of sentient beings the right thing to perpetrate. Sadly not everyone understands that.

WICCA

A much lesser known religion, Wicca is a modern 20th century nature based faith in magical energy work (not pagan, but neo-pagan, with the ancient elements of magic).

- Wiccans believe in the Wiccan Rede (guideline) ‘An It Harm None Do What Ye Will’ which means not harming others or self, and besides that to do whatever you like and wear what you like, with no restrictions upon sexuality, nudism, etc.
- Some Wiccans do not align their behaviour with this guideline of non-harming, believing it to only refer to not practicing ‘black magic’ or harmful spells. They do not always extend the Wiccan Rede to diet and ordinary life behaviour, or believe that the guideline is not always mandatory.

Alternatives:

Even if you are born or initiated/ converted as a follower of these or any other beliefs, you should still be Vegan. Many polytheistic Pagans, Wiccans, Hindus, spiritual believers of various gurus of Sikhism, Jainism, Buddhism, as well as

monotheistic religious followers of Islam, Judaism, and Christianity are all going Vegan.

Being Vegan is 100 percent Halal and Kosher automatically as it causes no pain or exploitation in the first place, Halal and Kosher guidelines were issued as assumptions of causing lesser pain to the animal.

Some Jews, Muslims and Christians believe Veganism to be consistent with the earliest commandments of their deity or God in paradise or Eden, of plants being the 'meat' for humans as per their creation myth in the Bible, declaring it is 'good'. (Genesis 1: 29-30) and that later addition of animals was due to migration out of Eden owing to human faults.

Some Christians go Vegan believing that Jesus was Vegan and did not consume animals. They believe that he did not want animals to be traded in temples and synagogues, and therefore was killed by community members as a rebel.

Many Hindus, Jains and Sikhs, are going Vegan by recognizing that non-violence or Ahimsa is not just about murder or cruelty, but also about not perpetrating overall exploitation.

Many Buddhists are able to Go Vegan because of a belief in calm and compassionate behaviour, higher consciousness or mindfulness of 'Buddha'.

Some Wiccan traditions such as Global Wicca founded by me, are Vegan, in order to awaken inner spirituality, love for nature, natural behaviour as herbivorous human apes, be against all discrimination, injustices against witches, pagans, indigenous beliefs, and sentient beings.

However the core reason of being Vegan must not be mere adherence to any religion or deity. It should be an inner moral awakening in itself by simply realizing that we should not perpetrate any injustice or exploitation upon any non-human animal (just as you would not perpetrate these injustices on any human too, I hope).

Spirituality, Yoga , New Age, and Meditation

Some people believe themselves to be spiritual rather than religious and are more modern and eclectic in their outlook. These include beliefs in one or more of the following:

- A Supreme Spirit, Creator or Higher Self.
- Various deities as powerful energy beings,
- Spiritism, and communication with dead beings,
- Fairies, angels, ascended masters, spirit guides
- Nature and love for Gaia or the planet
- Reiki, healing, past life therapy
- Feng-shui, vastu, space clearing or design
- Eclectic coven based or solitary witchcraft not affiliated with Wicca or particular paganism or initiatory traditions,
- Magical spells, chants, affirmations, rituals
- Use of crystals, candles, amulets, symbols
- Divination, tarot, astrology, intuition, psychics
- Mindfulness, sensory focus, and breath-work
- Yoga, chakra healing, and meditation from India, (often adapted by the west)
- Karma healing and positive deeds.

Many of them sadly continue to use non-human animals while being perfectly free to be Vegan and not bound to any religious scripture or rule. Their misconception is that they must focus on learning these techniques of meditation, working with energy, nature, or spirits and deities, just for their own benefit, or for earning money and benefiting human society. Many of them believe that positive thinking, mindfulness, magic and spiritual healing is limited to being positive about yourself, with self love, regardless of actual physical behaviour towards others. Many eat animals and consume dairy as well as use non-human animals for clothing or entertainment. They forget that they are exploiting or perpetrating injustices, adding to their bad karma or deeds, thereby creating negative energy in their aura, and that it reflects poorly upon them.

Alternative:

Spirituality is not about mere belief in spirits, angels, fairies, deities or a supposed individual ‘creator’ of the universe. It is about being in

alignment with your own higher consciousness through positive energy. It is about realizing our Oneness and unity as the same universal energy manifest as all beings. It is about understanding and mastering your own energy and regulating the same consciously. It is a realization that everything and everyone is not merely formed as a one-time creation long ago, but a constant co-creation of our combined energies.

We must let go of our ego as human beings, and realize that energy is not just in us humans or there for human benefit or personal gain, but in all living beings, and for all beings. The energy of all sentient beings must be respected by honoring their rights as individuals just like us who can feel and think like we do. Most importantly spirituality is about realizing the self, or to Know Thyself, as a frugivore ape species in physical body with an ethical soul within. We must be in alignment with our true nature of peace and fairness as evolved beings instead of being predatory, ignorant, exploitative and brainwashed by society and culture.



True Spirituality and a Positive Culture:

Is all about Liberation, Empowerment, Truth Seeking and Telling, Balance and Justice with all Beings, Will Power, Vitality, Joyful Abundance and Safety - based on Respecting Self and Others.

LANGUAGE

The term ‘Animal’ vs. People, Person, Citizen, and Children/ Kids

We already discussed how humans are animals just like any other animal and not a separate or superior category. Also, who are we to say that only human beings are ‘people’ or ‘persons’ or ‘citizens’. All non-human sentient beings also live in this world just like we do as ‘citizens’ or inhabitants. We must normalize calling humans - animals, and non-human animals - people, persons or citizens/ inhabitants as we share this world with them. Also the word children should not be used to refer just to human kids. Non-human animals have children too.

The terms ‘Suffering’/ ‘Cruelty’/ ‘Abuse’/ ‘Violence’/ ‘Crime’/ ‘Harm’/ ‘Torture’

Socially, legally or religiously prescribed ways of killing or using exploited slave animals are followed and remain legal in most parts of the

world owing to a focus on ‘welfare’ not rights. Most humans misunderstand the terms suffering, abuse, torture, or cruelty, and ignore the fact that abuse includes abusing anyone’s rights, such as controlling their life, making decisions for them, breeding them via forced impregnation, using them via exploitation for products or services, and even killing them as per regulations.

Often only the most abject and visually terrifying forms of torture, extreme cruelty, extreme suffering, neglect, physical harm, physical abuse, or lack of welfare practices are counted as abuse, cruelty or violence. Exploitation or use of the non-human victims is ignored as a crime, although an exploitation of human-beings is termed as abuse by law. In truth all rights violations or injustices are crimes. Exploitation is a crime too although not yet recognized in common language by many humans as yet.

Popular phrases

In daily language for ‘effect’ humans use a

number of phrases that reveal that they regard non-human animals in a negative or degrading way which is also a form of abuse. Examples are:

- 'Treated worse than an Animal' as a symbol of a human being treated badly (as if we are 'above' animals and deserving of better treatment).
- 'Behaving like animals', 'Animal inside', 'bring the inner animal out' to denote aggression as if humans are not animals already.
- 'Beastly' or 'beast' to denote violence, monster, and also someone who is a non-human animal.
- Use of the word 'Bitch' (a female dog) to denote a cruel person.
- 'Dog' to denote a man who is of low character. Also being 'treated like a dog' for mistreatment, 'working like a dog' or 'dog tired' for exhausting work, 'Dog's life' for a dreary life, 'dog eat dog world' for ruthless competition. 'Let the dogs out' to denote untame expression.
- 'Filthy pig' to denote 'dirty', 'pigging out' for indicating gluttony, 'male chauvinistic pig' to denote sexism, and 'greedy pig' for greed.
- 'Donkey' and 'Ass' to denote someone foolish, a slave, or 'ass' for one's bottom.

- ‘Chicken’ to denote someone who is cowardly.
- ‘Birdbrain’ to denote someone with less intellectual capacity.
- ‘Pecking order’ as a concept of social hierarchy to justify aggression, based on birds who are kept in crowded barns.
- ‘Cock’ as male genitalia and ‘cocky’ or ‘cocksure’ as someone overconfident.
- ‘High horse’ as grandiosity, ‘work horse’ as excessive labour, ‘dark horse’ as an unexpected winner, a term coming from ‘horse racing’, ‘beating a dead horse’ as pointless explanation or work. ‘Straight from the horse’s mouth’ to denote direct evidence, with the term coming from using horses. ‘If wishes were horses, beggars would fly’ to denote use of horses to ride on. ‘Horsing around’ for rowdy behaviour. ‘Horsepower’ in science for machines based on horse enslavement.
- ‘Sheep or sheeple’ as an example of slavery or obedience of humans as people. ‘Black sheep’ as a social outcast. ‘Good shephard’ for guiding others on the right path to glorify sheep herding. ‘Pastor’ as a church or school mentor, normalizing pastor grazing of non-human animals.

- 'Scapegoat' as someone who is sacrificed.
- 'Goat' as a gen-z term for 'greatest of all times', coming from seeing goat as good food.
- 'Cow' as a Gen-z term for someone who is stupid. Also 'holy cow' or 'sacred cow' as irrational ideologies. 'Cash cow' as being used for profit. 'Milking' for getting maximum value.
- To be 'treated like cattle' to denote bad treatment, or 'raised as a pig or cattle for slaughter' to indicate good treatment initially for eventual sacrifice.
- 'Beef' as a word for complaint, or feud, 'beefed up' for bulky or muscular.
- 'Wolf in sheep's clothing' for someone untrustworthy, or 'lone wolf' as someone unsocial.
- 'Rat' or 'Vermin' to indicate a person who is worthless or unwanted in society.
- 'Bugging someone' as harassment or stalking.
- 'Snake' to denote an evil person who can harm you even when not all snakes are poisonous.
- 'Dodo' as someone who is of low intellect.
- 'Queen bee' as someone who is a leader or dominant in hierarchy.
- 'Killing two birds with one stone' to denote

achievement of two goals with one action

- ‘Feather in the cap’ to symbolize achievement.
- ‘Beating about the bush’ which means trying to hunt out animals from a bush, as a term to denote wasting of time.
- ‘Milking’ which is exploitation to denote using to the maximum potential.
- ‘Bring home the bacon’ for earning money as if bacon is an acceptable or necessary food item.
- ‘Earn your bread and butter, or cheese’ which normalizes dairy.
- Use of ‘Honey’ as a desirable item or person.
- ‘Putting more skin in the game’ which normalizes use of skin of hunted animals for food.
- ‘Break a leg’ to denote good luck, which comes from breaking a leg from a cooked animal. ‘Wish bone’ from making a wish when you get the larger bone of the animal being eaten. ‘Find bones’ to denote fault finding coming from bones in soup, vs. ‘Make no bones about’ for acting without doubt.
- ‘Cat out of the bag’ from being deceived after buying a pig by finding a cat in the bag instead
- ‘Bull’ or ‘bullshit’ as an insult to denote lies.

Use of Terms Beef, Bacon, Steak, Meat, etc

Use of the words beef, bacon, dairy, meat, flesh, etc., mask the fact that they were actually animals used for body parts. This way humans objectify these animals, which is a type of abuse. We see the product and not the victim.

Industry lobbies and cartels have an interest in not letting us use the terms Vegan meat, Vegan beef, Vegan steak, Vegan milk, Vegan cheese, Vegan leather, Vegan silk, Vegan fur, Vegan burger, Vegan sausage, etc, hoping that Vegan alternatives will not be chosen in lieu of the animal product. Milk, meat, silk, flesh, juice, cream, butter, cheese, etc are textures that can be obtained easily using plants or manufactured in vegan ways (e.g. coconut milk, peanut butter). The use of non-human animals to create these textures, shapes and designs (burger shape, sausage shape, nugget etc.) is inherently wrong.

Calling animals meat, beef, bacon, mutton, etc. is disrespectful. Food should only be Vegan. We

must see these animals as individuals like us, instead of products. What if human bodies were being sold as meat, beef, ham, etc? Just as we respect human bodies, and do not objectify them as meat, beef, food, or protein, we must respect non-human bodies too. Ideally laws should be well developed enough to ban all exploitation and use of non-human animals, just as laws ban the exploitation and non-consensual use of humans.

Alternatives:

The use of certain terms to denote non-human animals in negative ways or in ways that normalize their exploitation must be discouraged and stopped. One can replace these terms by the actual meaning of the terms, for example, meeting two goals at once, instead of ‘killing two birds with one stone’. Similarly directly use the term argument instead of ‘beef with someone’, say overindulgence instead of ‘pigging out’, earning money instead of ‘bringing home the bacon.’

It is imperative for us to use the term Animals to

refer to humans as well as non-human animals equally, and to specify 'non-human animals' instead of just 'animals' if talking about non-human animals in any context.

Also we must acknowledge animals as people, persons and individuals in their own right and deserving of being treated like citizens who live on the land with us and whose protection our laws should ensure.

We must never think that the term 'children' refers to human children alone. All animals have children. Also most of the exploited non-human animals are just little children when killed.

Animals must never be called meat, flesh, beef, bacon, steak or burger. Just use the word animals and their bodies, carcass, or body parts.

The exploitation of chicken and other birds is so rampant that the term 'chicken' almost exclusively refers to cooked chicken. This is also wrong. We must educate humans that chicken, turkey, ducks,

etc are birds who live, and not just pieces of 'meat'.

IT: Some people use the term it to refer to animals. They are not It any more than we are. Say them or theirs if gender is unknown.

Unless people understand that exploitation is also a form of abuse and a crime, it is best to speak against the exploitation or use of non-human animals first, and welfare later on. Instead of using the terms cruelty, violence, ahimsa, or torture, we can try to speak against the main evil of using non-human animals in the first place so that people do not think that they can use or exploit others in less cruel, less violent, or less torturous ways, or cause less suffering or harm.

Always remember that all animals are people or persons, not just the human animal. Let our language be more respectful than it was before.

CHAPTER 13

ECONOMIC SYSTEMS

Being Vegan by refusing to use non-human animals, any animal products, services or activities involving use of non-human animals - is the bare minimum we can do as a human being. It may not be perfect but it is a moral baseline.

Living within systems, industries, governments and the world at large with Non-Vegans dominating around us, poses its own challenges that are often ignored or overlooked.

For example, would a Vegan start a business of animal exploitation? Certainly not. But would a Vegan agree to work in jobs to support corporations which sell and promote Non Vegan items, services or activities? Views on this vary with some Vegans believing that if jobs are scarce and money necessary then one must go ahead and accept the offer, while others such believe in ideally not working for products, brands, or services that clearly involve exploitation of non-human animals.

In some cases working for these industries might

include handling non-vegan items, or handling animals or their dead body parts or secretions, in disrespectful ways, such as selling them, or using them, which are exploitative and against our values. For example working in a non-vegan restaurant, cafe, store, or supermarket. Or as a creative or marketing person in an advertising agency where animal products are advertised. As an employee you would be held responsible for completing the tasks given and there is no guarantee that your individual voice or opinion would matter before profits, in case you disagree.

A Vegan must definitely not own any brands, items, or organizations that use, directly sell or promote non-vegan items such as animal bodies, dairy items, eggs, honey, silk, leather, fur, feathers, products with animal ingredients/ animal testing, or services such as zoos, conservation hunting, breeding, aquariums, animal riding, horse racing, animal entertainment, and so on.

Additionally we can do our best to help in minimizing any indirect support or investments in

industries that exploit non-human animals by way of the following:

- Not investing in banking and pension funds that are known to fund animal exploitation industries.
- Not supporting corporate sponsorship or advertising from non-vegan brands or organizations that promote animal use.
- Not working for them if possible, including manufacture, sale, publicity, advertising, and promotional support of those industries.
- Voting mindfully and not supporting those political parties, their leaders, and governments that promote animal exploitation. Instead support those who are completely Vegan and understand the full spectrum of animal rights.
- Not supporting legal and military sector usage of animals, such as police dogs, military use of horses, and to refuse usage of non-human exploited animals if employed there and asked to.
- Medical and Healthcare sectors often force doctors and health workers or support staff, as well as pharmacists to handle animal products, or animal tested items. Refusal to do so should also be one's basic right as a Vegan who is ethically

protected by law to remain true to these values of non-human animal rights.

- If you are employed in an organization that sells or promotes animal products you must have the right to refuse handling, promotion, publicity, or sale of these items.

- Educational institutes and schools must never force either pupils, or employees to work with animal products, or to handle non-human animals as a part of teaching animal cooking, animal farming, zoo trips, wildlife shows, demonstrations etc. Staff, students and parents must be able to refuse these activities and food. Schools, meals and clubs staff, and students, should be able to refuse using non-vegan items if they are forced by law to use them.

- Energy sector uses non-human animals for production of gas and electricity by use of animal manure or 'gobar gas' in pipelines. This is usually from animal waste or feces or remains from slaughterhouses being recycled for energy production. These need not be supported by Vegans. Practical implementation is still an issue, because gas and electricity supplied to all

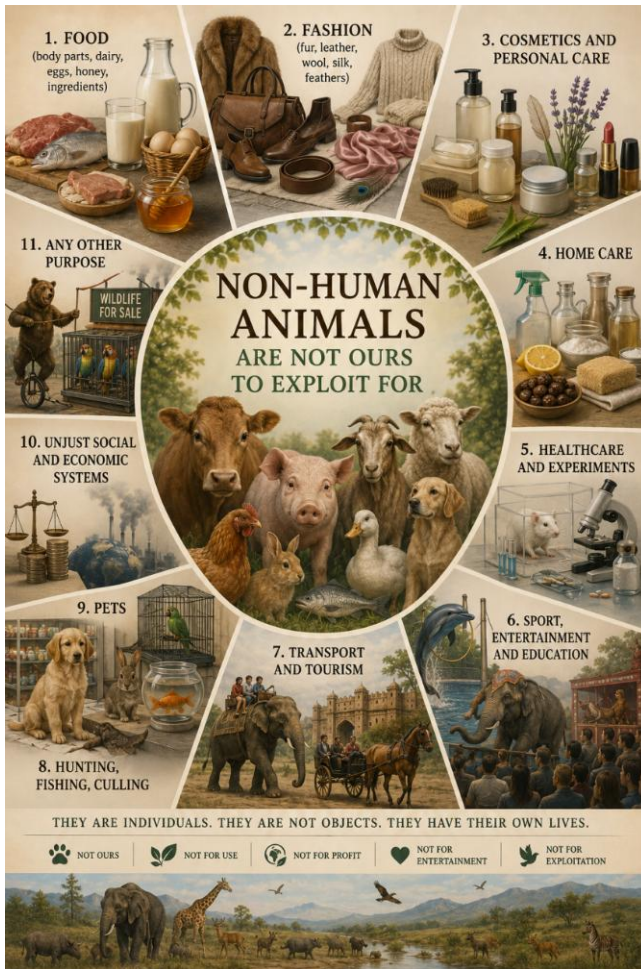
households in an area might be from the same pipes/ lines and therefore non-vegan even if you pay a premium to support a Vegan brand of energy supplier.

Vegans must be given social support and economic funding to start their own Vegan businesses, instead of being expected to work in non-vegan organizations. In case of jobs we should be given a preference in being hired for Vegan brands and organizations by those organizations. They must recognize the values and moral issues that keep us from finding work that aligns with our ethics, and the huge economic impact and mental health issues this causes in us. Vegan charities that are well funded must also employ vegan activists who are struggling to survive and fit into the world, and wish to do their bit to help create a Vegan planet. Without economic empowerment and financial support Vegans will continue to live in trauma and be forced to support non-vegan organizations and feel guilty or morally torn and injured as a result. We must all work to create a Vegan Earth.

SO, IS VEGANISM DIFFICULT?

Veganism can be very easy if one sees it as a basic moral imperative of not using or exploiting sentient non-human animals who are just like us. See it from the victim's perspective. It is easy being Vegan but infinitely difficult to be an animal who is exploited, used, controlled, and killed. Please put yourself in their position.

While human beings don't like to be told what to do, this does not apply to crimes of using, exploiting and harming others, which are banned in case humans were victims of the same. We must not dictate terms to non-human animals and take away their rights to live their own life free of human control, domination, or exploitation. Being apologist-vegans who feel ashamed to talk frankly about why everyone must be Vegan, is not ideal. We must be unashamed of being Vegan and teaching Veganism. While being Vegan is the least we can do, we must also promote Veganism in every possible way and help make our planet Earth, fully Vegan.



Being Vegan is Easy

We use/ buy only Vegan products for:

- 1) Food, especially enough whole and raw fruit, veg and nuts, 2) Fashion 3) Cosmetics and Personal Care 4) Household items, etc.

We don't use animals for any Services or Activities such as:

- 4) Health and Research 6) Entertainment and Education 7) Transport and Tourism 8) Hunting, Fishing, Culling 9) Pet Usage and Pet Products and 10) Unjust socio-cultural and economic systems OR for anything else.

CHAPTER 14:

Final Steps

Go Vegan and Promote Veganism

PLEASE TAKE THE VEGAN PLEDGE

I declare myself Vegan, by understanding that it is a moral imperative to respect the fundamental rights of all sentient non-human animals.

I vow to eliminate from my life, all products, services or activities that involve their use, exploitation, or control of their rights. This includes food such as animal body parts, eggs, dairy, honey, clothing, personal care items, cosmetics, entertainment, sports, or any other products, services, and activities that involve such exploitation.

I now use only Vegan choices that align with justice and fairness.

By taking this pledge, I commit to a lifelong decision, and will abide by the same.

I pledge to be Vegan.

Your Name, Date, and Signature below

Please visit <https://govegan.earth/govegan/> and take the Vegan Pledge. Every signature helps us track the progress of this book and website. Also share this book and pledge widely.

HOW CAN YOU SPREAD VEGANISM

Education: You can be an educator by sharing this knowledge with your family first, friends, neighbour, colleagues, students and even the world at large. Whether in daily conversations around the dinner table, in events, parties, or festivals, or in your local community parks, streets or schools, you can always reach out and share materials, resources, and speeches if allowed to. Please share this book and the Vegan Pledge with them. **Please normalize Veganism and use the word - Vegan instead of fearing it.**

Social Media: You can post a link to this book, or create social media posts quoting the author. You can also write your own posts and create your own videos or music with your own original content, creative strategies, tags, and apps to maximize reach. Social media groups and profiles, or pages can help you share content widely.

Talks: Give talks online on social media, lives using various apps, seminars in physical venues,

talks in community venues, libraries, cafes, bookshops, schools and clubs. Use your own words and content or invite other authors or speakers too for a positive discussion.

Advertisement: If you can support and devote some budget to this work, please promote Veganism on social media ads to maximize reach to non-vegans. Some charities also use billboards, TV ads or radio spots if they have enough funding. Please could you help me advertise and promote GoVegan.Earth and the Vegan Pledge?

Press Editorials: Media including print, broadcast and blogs, can feature interviews, or debates, talk shows, columns, letters to editor, interesting news, photos, or videos when required.

Street Activism: As a part of the public's right to protest against injustices, you are allowed to start talking on streets or holding pleasant discussions, hold a sign, show TV footage to reveal animal exploitation as unjust, or distribute leaflets such as the ones we provide.

Outreach: Talking to public with the aim of discussing why they are not Vegan and educating those open to listening is a great idea as a part of street activism. It is even better if you provide materials to those you reach out to such as - leaflets, posters, banners, and cards with QR codes of the Vegan Pledge such as GoVegan.Earth. Recording conversations if allowed, can also help you post them online on social media. Please contact me for helping start a GoVegan.Earth outreach in your chosen location and for the artwork that you can print locally.

Demonstrations: Creative art shows, vegan cooking, fashion, photography, and videos help in attracting interest. Choose to conduct an art exhibit, performance, or a street show at a venue that will provide visibility, for example outside supermarkets, town centers, or tourist attractions. Some attention grabbing demos can make it to the news if promoted well.

Marches and Rallies: These can be good opportunities to host a talk, hold a poster, banner

or sign and take photos or videos of these for social media and press. You can also meet other activists and friends to support each other in the process.

Writing: Original blogs, books, articles, and short or long form content writing can help reach out to more people combined with the right marketing. Online write-ups can be scraped by search engines if you use the right tags, excerpts and meta-descriptions.

Leafleting: Giving out leaflets to a row of houses, flats, neighbourhoods, libraries, restaurants, bookshops, cafes, shops, or other spaces where allowed is an excellent idea. Please visit <https://govegan.earth/leaflet/> and print the same locally to support this cause.

Stalls: Putting up a stall at any major event, festival, community gathering, fair or exhibition can help in distributing leaflets, books or other work to the attendees. Use the QR code to share this book, or print our leaflets, banner and posters.

Merchandise: Vegan messaging and art in the form of stickers, posters, t-shirts, caps, hoodies, jewellery, bags, straps, patches, flags, wall decor, decals, paintings, greeting cards and tattoos are all amazing ways to promote Veganism while out and about.

Events: You can join in or even hold events such as group meetups, socials, film screenings, outings, discussions, online or app group events, camping, and gatherings.

Direct Action: Some activists try to disrupt non-vegan establishments, slaughterhouses, farms, shops, brand outlets, supermarkets, institutions, and government offices with various techniques. These could be pressure campaigns, direct action against these organizations, or awareness campaigns that attract press attention by bold actions. These may include loud but non-violent demonstrations, graffiti, chalking, megaphones, pouring fake blood, exposing undercover footage, disruptions such as sit-ins, lie-downs, road blockades, rescue of victim animals from farms,

and other risky actions. These can sometimes attract public backlash (or support), at times some danger from the industries or staff-members who could be rough or vengeful, and possible police arrest followed by legal trial or penalties in some cases if laws are broken. Some of you might consider them at your own risk.

Please note: There should be no risk to vulnerable adults or children, human or non-human animals. Only non-violent actions are advisable.

Kindly be open to learning and receiving training from leaders in the course of any activism.

CORE OF VEGAN ACTIVISM:

Moral Education and Awareness Building

Some people would cause major disruptions, commotion, noise on megaphones and break into cruel shops, a factory farm or a cruel testing center to shame them or even to rescue animals. This is commendable. However without an inner moral change being created in human hearts and

minds, humans will still continue to demand animal products. And it is demand that is the cause of non-veganism and animal exploitation, and creates all the supply. This supply therefore, in case consumer demand is not affected, will be fulfilled by some other sources if not from that particular shop, entertainment venue, zoo, aquarium, farm or slaughterhouse, and so on. While those few shops or establishments might close down or change, and many animals might be spared, or get to live in a sanctuary, it is almost certain that some other innocent animals will immediately become victims in their place, or be used in various ways, if the demand from consumer's side remains the same.

Also laws would continue to penalize activists, protesters, and rescuers unless laws were changed by human beings who went Vegan first. The system, the economy, and the government are all built around humans. Human beings make up all these laws and fuel all these industries, based on their demand, which in turn is based on their own lack of education on Veganism.

Real change will happen only and only if sufficient numbers of humans were first aware of the essence of Veganism and understood its moral reasoning to Go Vegan.

Therefore while Direct Action and risky protests are laudable, such as pressure campaigning, government lobbying, or rescuing animals on the side, it is always **most important** to go Vegan and turn as many people as you can Vegan, in order to shift daily behaviour and deeply instilled values of human beings.

Teaching Veganism by spreading the knowledge obtained from this book is crucial. Please visit GoVegan.Earth for more resources and contact me if necessary.



Also Sign the Animal Rights Declaration:

<https://govegan.earth/animalrights/>

A Free Downloadable Leaflet

<https://govegan.earth/leaflet/>

Free Books

<https://govegan.earth/books/>

Street Activism Demo:

<https://youtu.be/RMBSZRaFx9Q>

Vegan Pledge

<https://govegan.earth/govegan/>

Blog:

<https://govegan.earth/blog/>

Website: www.govegan.earth

I hope this book cleared many misconceptions, gave you more knowledge than what is common, and helped you understand Veganism comprehensively. Most people including established Vegans and activists, usually find that there is quite a lot to learn from this book.

A SINCERE REQUEST

Please share this book widely to awaken humanity and create awareness of facts. Please do your best to promote this work to help us manifest a sensible Vegan Earth.

Please contact me for any talks, articles, write-ups, columns, interviews, podcasts, speeches, workshops, school guest lectures, seminars, and training programs in order to support my free and charitable work. Also contact me if you wish to be trained in activism and volunteer with me.

Thank you!

Swati Prakash, Author and Founder

GoVegan.Earth

ABOUT THE AUTHOR



Rev. (Dr.) Swati Prakash (Alt. Med.) has authored over 300 articles and 12 books, and was a prominent spiritual columnist and a TV show host while living in Mumbai. She also is an ex-PR Agency owner from Mumbai having conducted several press conferences and events, trained employees, promoted leading brands, corporate and celebrities and has also been a guest lecturer in a management school. She quit PR to focus on the ethical path, founding the Global Wicca Tradition and Magick school/ physical store and Earth Healing Temple. Vegan since 2014 since moving to UK, she currently lives in London as a British citizen and is a Vegan activist.

BLOGS BY THE AUTHOR

www.swatiprakash.com

www.globalwicca.com

www.govegan.earth

SOCIAL MEDIA HANDLES

[@witchyswati](#)

[@govegan.earth](#)

OTHER PROFESSIONAL WEBSITE:

www.askswati.com

AMAZON LINK

www.amazon.com/author/swatiprakash

EMAIL: contact@govegan.earth

Please send me any feedback, reviews, comments or suggestions.

GOVEGAN.EARTH