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WAYS

TO LIVE

KINDLY



Looking to make the world a little kinder? We are, too. Today, the marketplace is ripe with compassionate options in every supermarket aisle or department store counter.

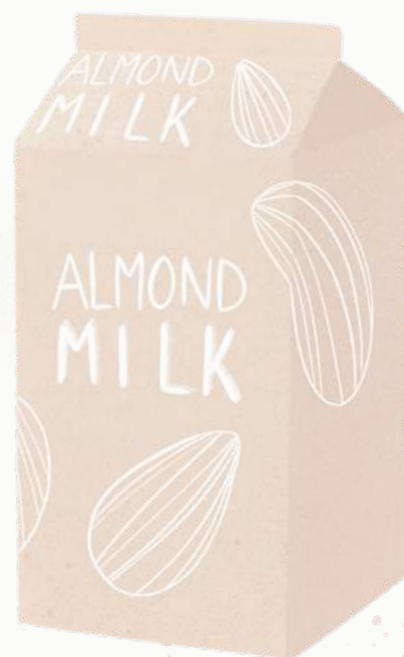
There's so much you can do, from choosing animal-free entertainment to supporting animal sanctuaries offer refuge for abused, orphaned, or displaced animals. We've rounded up our top ten tips for going kind. They're surprisingly easy, and in many cases, delicious, too! What's your favorite way to spread the compassionate message?

1. DITCH DAIRY

We know giving up all dairy products might sound scary – here's how to make it easy. Instead of “giving up,” think about it as “replacing.” Milk is usually the easiest for people to replace. Most grocery stores carry at least one type of plant milk, whether that's soy milk or almond milk. But you can also choose from coconut, cashew, macadamia, oat, walnut, rice, hazelnut, banana, and many more. There's even peanut milk!

Next, try replacing your coffee creamer with a vegan option. If there are multiple varieties available, choose one new dairy-free creamer each week to find which one you like best or join a vegan social media group and ask for recommendations. For vegan butter, seek out plant-based options in the dairy aisle.

Cheese is one of the biggest hurdles for a lot of people, but fear not! You can find a vegan



version of just about any cheese these days, like shreds, slices for grilled cheese, cream cheese (the same goes for sour cream), cheese wheels, and even the beloved boxed mac and cheese.

Vegan ice cream is also no longer as obscure as it once was. Big brands like Ben & Jerry's, Magnum, and Häagen-Dazs are making nondairy treats.

For chocolate, many brands that make milk chocolate offer dark chocolate free from dairy, but you can also find creamy vegan milk chocolate in specialty stores. Keep an eye out for "Fair Trade" labels to ensure that your sweets weren't produced under unethical working conditions or download the free Food Empowerment Project Chocolate List app, which provides a list of brands that make vegan, fair trade chocolate.

2. REPLACE EGGS

The egg industry tends to be forgotten during discussions about animal agriculture, with meat and dairy products generally receiving more focus. But there are plenty of good reasons to leave eggs off your plate or opt for a plant-based alternative. Many believe that purchasing eggs does not cost the life of an animal, however, this is not the case. Whether eggs are labeled "cage-free" or otherwise, male chicks are considered useless in the industry. Because of this, they are killed shortly after hatching.

Life doesn't bode well for the females spared an early death, though. Caged hens are kept in spaces too small to spread even a wing, while the larger enclosures are usually no bigger than a piece of printer paper. Despite the industry's trend toward being cage-free, many birds suffer from cramped conditions, and most never see daylight. And it is not uncommon

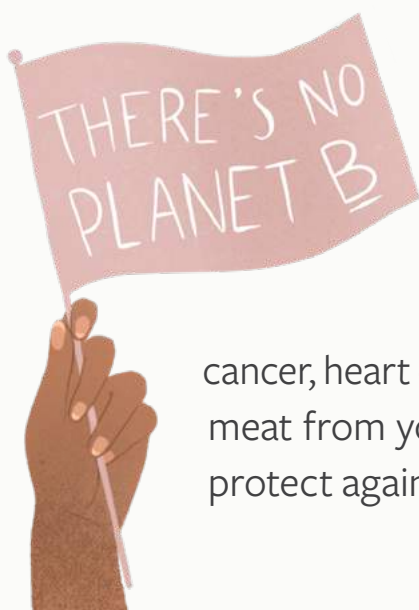


for hens to have their beaks removed (without painkillers) to stop them from pecking each other out of stress.

But you can still enjoy eggs without the chicken. There are plenty of alternatives available. For baking, many choose to use applesauce, mashed banana, silken tofu, or chia seeds. Or, you can try plant-based eggs from vegan brands like Follow Your Heart, JUST, or Spero Foods for omelets, scrambles, and quiches. Making this change will spare lives and suffering, help you to avoid the high cholesterol and saturated fat content of chicken eggs, and make you feel truly egg-cellent.

3. GO MEAT-FREE

There has never been a more perfect time to think about ditching meat. While foods such as tofu and tempeh remain great sources of protein, the range of meat replacements has never been so expansive. From vegan “steak” and bleeding “beef” burgers to fried seitan-chicken and meat-free ham, there’s a product to replace every animal product – and they really do taste just as good. Plus, making shopping convenient, most major supermarkets now stock many of these products.



Beyond the abundance of delicious alternatives, the reasons for keeping meat off your plate are compelling.

A growing body of science is linking meat-consumption to several life-limiting illnesses, including cancer, heart disease, and depression. By contrast, removing red meat from your diet may improve healthy aging, boost libido, protect against and even reverse serious illness.

Replacing meat is essential to save our planet; the United Nations described tackling meat-eating as the world's most urgent problem. The biggest cause of ocean dead zones, a significant contributor to climate-warming emissions, and a leading cause of deforestation, environmental protection necessitates a move away from animal agriculture. And you can save the planet without compromising on taste: the popular vegan Beyond Burger, which mimics beef in taste and texture, produces 90 percent fewer greenhouse gas emissions than beef.

If environmentalism isn't your thing, perhaps the humanitarian benefits may convince you: if everyone switched to plant-based alternatives, we could sustainably feed ten billion people.

4. LEAVE SEAFOOD OFF THE PLATE

Did you know that sea creatures feel pain? They can make friends and express emotions. And they also have a survival instinct, just like you and me. In fact, one crayfish in a restaurant in China became an internet sensation after it displayed a will for its life, removing its own limb in order to escape a boiling pot. It was dutifully rescued and allowed to live. But what about the millions of other shellfish and sea creatures who are cooked and eaten every year? By leaving seafood off your plate, you're helping more continue to survive.

By opting not to eat seafood, you could also help to stop overfishing, a practice which could decimate fish populations by 2050.

But it's not just about animal welfare. In some areas of the world, the fishing industry assists in the exploitation of human beings. In countries such as Myanmar and



Thailand, men from some poor villages are often promised well-paid fishing jobs. However, after they board the boats, they are forced to work at sea as slaves for many years “paying off debt.”

By opting for vegan fish alternatives - of which there are many (try a chick-pea tuna recipe!) - you are helping to create a kinder world for humans, sealife, and underwater eco-systems.

5. GO FOR HONEY ALTERNATIVES

Humans have been eating honey longer than most any other food. And no one can deny its sweet and sticky allure. But honey isn't a byproduct, bees don't make it by accident. Honey is made for bees. Without it, these important pollinators would starve during winter. And it's hard work making honey, too. A typical honeybee needs to visit over one thousand flowers to produce just one-twelfth of a teaspoon of honey in its entire lifetime. It's a substance paramount to hive survival, and that's critical today now

more than ever. Agricultural chemicals such as herbicides, pesticides, and fertilizers, have all been linked to declining bee populations across the globe. The EU has taken a hard stance against neonicotinoids, a class of pesticides linked to colony collapse disorder devastating beehives worldwide.



Just like bees need honey to survive, we need bees to survive. They pollinate nearly one-third of all foods vital to humans. Loss of hive populations could render many fruits and nuts obsolete, driving food prices higher as a result.

Forcing bees to surrender their honey is detrimental to

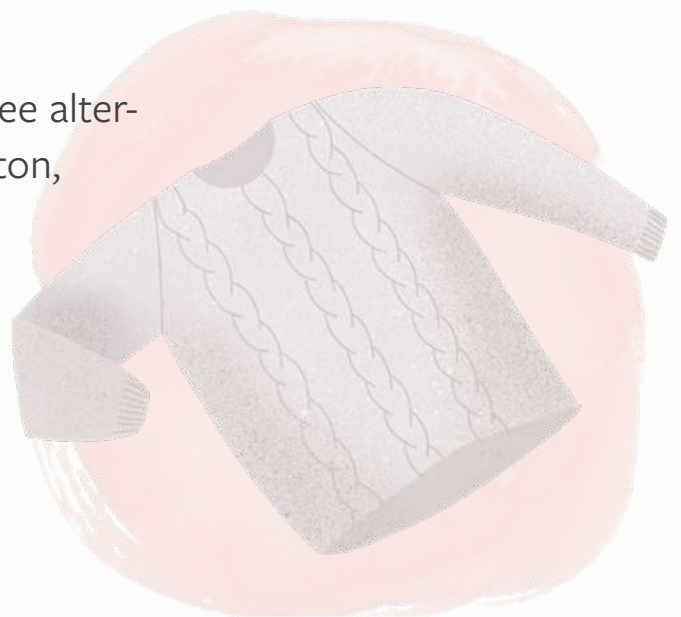
the hive. Many bees are killed in the process and commercial beekeepers often use unethical breeding and culling practices to increase production. Commercial beekeeping can also put pressure on other pollinators competing for nectar.

But if sweet, sticky syrups are your thing, you don't have to sacrifice flavor by going honey-free. Maple, date, rice syrup, and agave are all delicious substitutes that are cruelty-free and widely available.

6. WEAR WOOL-FREE

For too long, the sheep-shearing industry has been pulling the wool over our eyes. Often painted as a warm and cuddly environment, the inside of a sheep shed is much uglier than we would like to believe. Paid by wool volume rather than by the hour, sheep shearers often resort to rushed and rough handling of the animals to increase their earnings. Multiple exposés have uncovered aggression and violence in the industry, with sheep being kicked and beaten. When animals suffer injuries, wounds are sewn up without pain relief. Sheep are also subject to mulesing, where pieces of the animals' hindquarters skin are cut away to prevent flystrike. However, the painful practice often has the opposite effect, attracting flies to the wound and causing distress to the animals.

Luckily, there are plenty of cruelty-free alternatives to sheep's wool. Organic cotton, hemp, linen, and even more unique materials like bamboo, wood, and seaweed can be used to make clothing or other items. That way, we can leave the wool for the only ones that should be wearing it: sheep.



7. GO FAUX WITH YOUR FUR

Buying faux fur instead of real fur is one way that you can live a kinder life and help to give back to the animals. Coyotes, minks, and foxes are among the animals raised or hunted and then tortured for their fur. Cramped farm conditions can cause the animals to suffer from both physical health problems and psychological distress.

Whilst a number of European countries – including Norway, Luxembourg, and Belgium – have banned fur farms, the sale of fur from countries where these farms remain is still legal in many places around the world.

However, the good news is there are plenty of faux alternatives on offer! A growing number of brands from Topshop to Stella McCartney are embracing the faux-real feel off synthetic fur. All of the warmth, style, and comfort, but without the cruelty. But if it's on the high street, how do you guarantee the fur you're buying is faux? Well, there are some checks you can do yourself. Look at the ends: the ends on real fur will taper – like the fur on your dog or cat – but faux ends will be blunt where they have been cut. You can also look at the base – animal fur will have a leathery backing where it has been attached to the skin. There's also the option to burn the fur (maybe do this with some fur items you already own and not in the shop!) real fur will singe and smell like burning hair, but faux fur will melt.



By purchasing faux instead of real animal fur, you're helping the world move toward a cruelty-free, fur-free future!

8. LET GO OF LEATHER

From shoes and boots to bags, jackets, sofas, car steering wheels, and so much more, leather is so abundant in our lives it's almost invisible. Except that once you see it for what it really is – the skin of dead animals – it's not invisible at all. In fact, it can become quite horrific.

While a jacket looks less like the flesh of a cow than say, a steak or burger, it is indeed flesh in the most literal terms. A number of animal skins can be made into leather, but cow skin is the most common. And if you think it's just a byproduct of the meat industry that's not the case. More than a billion animals are killed every year for their skins. Most of it comes from China and India, where the animal welfare regulations are lacking. Despite India's love of cows, millions are raised each year for leather, forced to walk for days on end without food or water before being slaughtered.

And unlike other industries, it's virtually impossible to tell where leather originates. Animals including dogs and kangaroos are also often used for leather production, but consumers are in the dark.

Leather tanning is an intensive and pollutive practice that puts millions of workers at risk from the chemicals. In places like India, community waterways and air can become dangerously polluted by primitive leather industry practices that rely on mineral salts, formaldehyde, and coal-tar derivatives.

But leather is no longer a necessary textile. Vegan leather options are abundant – from synthetics to those made from natural resources such as pineapple, mushroom, and even upcycled plastic “leather.”



9. GO CRUELTY-FREE

The old adage is true: beauty is on the inside. But sometimes the outsides need a little help. The last thing you may be thinking about when you go to purchase body care or even household items is whether or not these lovely-smelling make-you-clean products were ever torturing an animal. But as hard as that may be to consider, the sad reality is animals are still used as test subjects for a number of industries, namely cosmetics.

But that doesn't mean you have to use products tested on animals.

In fact, the opposite is true. A growing number of brands are now making animal-testing and animal-ingredient-free cosmetics and personal care items. From small-batch producers that may only sell in your neighborhood to bigger name brands like Dove and CoverGirl, who both just announced they're ditching animal testing, options abound.

And give your own hand a try, too! DIY cosmetics and personal care products are easy, fun, and much more affordable than store bought. It's a fun family or friend activity – get the gang together to make bath bombs, scrubs, soaps, deodorants and so much more!



10. ADOPT DON'T SHOP

Any animal lover knows the joy living with companion animals can bring. If you're considering adding a new animal member to your family, there is one golden rule that should be followed: adopt don't shop.

Many animal breeders, motivated by profit, do not prioritize the animals' best interests. Animals kept for breeding – especially in puppy farms and other intensive factory-style facilities – may be inbred, overbred, and not cared for properly, causing long-term health ailments and even death. For breeders, animals are merely money-making machines, exploited for maximum gain and often discarded when no longer deemed profitable.

By contrast, adopting from a shelter has immeasurable benefits. The best thing about adopting is that you are saving a life, offering a second chance to an animal that may have suffered neglect and abuse. In the United States alone, roughly three million healthy dogs and cats are euthanized each year, simply because there is not enough space for them: animals are entering shelters quicker than they are being rescued from them. When you adopt, you are saving an animal, and also freeing up a much-needed space for another pet-in-need. On a practical note, when you adopt from a shelter you will inevitably spend far less money and also get long-term support from shelter employees. Best of all, you will have the ultimate reward: a new best friend who will shower you with gratitude.

