

A young woman with long blonde hair is smiling and looking towards a golden retriever dog. The dog is looking directly at the camera with its tongue out. The background is bright and slightly blurred, suggesting an outdoor setting. In the top left corner, there is a decorative pattern of white dots on a pink background.

**Choose
cruelty free**

choose life!

**ANIMAL
AID**



Find out how you can be Animal Kind!

- The everyday choices you make regarding food, clothing, sports and entertainment can help create a kinder world – for animals, the planet and yourself.
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- With so many great alternatives available, avoiding products that cause animal suffering is easier than ever!
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- Our purchasing habits send a clear message to stores and manufacturers, helping to reduce reliance on animal exploitation. Choosing to make even one positive change today can lead to a better world for animals tomorrow.



FOOD

- The best way to help animals is to keep them off your plate.
- Choose a nutritious, healthy diet by avoiding products like meat, fish, eggs and dairy.
- It's easier than ever to enjoy cruelty-free meals. Most food outlets, including major fast-food chains, now offer at least one vegan option.
- Supermarkets also stock vegan sandwiches and wraps, many of which are part of meal deals! Many world cuisines feature naturally vegan or easily adaptable dishes, giving you a wide range of options. **To help you find vegan eateries, try the HappyCow app.**

Why Vegan?



Some people go vegan straight away, but most start by cutting out meat, then dairy and eggs. Whatever changes you make will help save animals' lives.

A well-planned vegan diet can provide all the nutrients that people need to stay strong and healthy. In fact, studies have shown that people who eat a healthy vegan diet are healthier than those who eat a lot of animal products.



FOR A HEALTHY VEGAN DIET:

- **Eat a variety of fruit and vegetables**
- **Choose higher fibre carbohydrates**
- **Include good sources of protein in most meals**
- **Eat nuts and seeds daily**
- **Eat calcium-rich foods daily**
- **Check that you are getting enough vitamins B12 and D, iodine and omega-3 fats**

COSMETICS, TOILETRIES AND HOUSEHOLD PRODUCTS

There are so many brands that don't test on animals now, but sadly some still do. Do you know how to tell if a product has been tested on animals? **Some cruelty-free products carry one of these logos:**



Some brands, such as LUSH, don't carry these logos but never test on animals. You can find a full list of cruelty-free, ethical brands on the Naturewatch website: **compassionateshoppingguide.org**

Just because a product hasn't been tested on animals it doesn't mean that it is vegan, so check the ingredients or look for a vegan label.

ANIMAL INGREDIENTS TO AVOID IN COSMETICS

TALLOW - ANIMAL FAT

LANOLIN - A GREASE EXTRACTED FROM WOOL

GELATINE - FROM ANIMAL BONES, SKIN AND HIDE

SHELLAC - FROM CRUSHED INSECTS

KERATIN - FROM HAIR, HORN, HOOF AND FEATHERS

COCHINEAL (CARMINE) - FROM CRUSHED BEETLES

BEESWAX - WAX SECRETED BY AND TAKEN FROM BEES

ELASTIN - FROM MEAT



FUR AND LEATHER

Choose clothing, shoes and accessories that are free from animal products.

- In the UK, rabbits are kept in cramped, dirty conditions and killed for meat and fur. Worldwide, countless animals – such as beavers, foxes, mink and even cats and dogs – are killed for the fashion industry.
- Most retailers now offer non-leather shoes, boots and bags that are indistinguishable from real leather.
- Look out for clothing containing fur, leather, angora, sheepskin, silk, wool, merino wool, mohair or cashmere. These materials all come from animals and cause untold suffering.
- If you're buying clothing with a fur trim, ensure it is synthetic. If in doubt, don't buy it!



Raccoon dogs
are bred and
killed for their fur

How do you know if it's real or synthetic?

Fur

- Fake fur is often backed with mesh, real fur is attached to skin.
- Fake fur tends to have blunt tips whilst real fur narrows down to a soft, fine point.

Leather

- Unlike faux alternatives, real leather shows natural grain and pores because it is derived from animal skin, which must be heavily treated to stop it decomposing.

PETS AND COMPANION ANIMALS

Choose to rehome an animal from a rescue centre rather than buying from a pet shop, breeder or private ad. Rescue centres are full of animals needing loving homes.

- Always have your animals neutered or spayed to prevent babies being born who you may not be able to care for.
- Animals can be expensive and require a lot of care. Can you afford insurance, vet bills and food?
- Who will look after your pets when you and your family are away? If you have a dog, who will walk him or her every day?
 - Maybe you could consider volunteering at a local rescue centre instead of getting a pet.
 - Leave reptiles, fish and birds in the wild. Keeping animals like these in captivity can cause stress.





WILDLIFE

Help wildlife thrive! Even in our busy urban world, your choices matter. Choose eco-friendly products, avoid unnecessary plastic, and recycle whenever possible.

At home, create a wildlife-friendly space in your garden, yard or balcony by providing food and water, avoiding toxic pesticides, and letting a corner grow wild as a natural haven for animals.

If you find an injured animal, contact your local wildlife sanctuary or visit [helpwildlife.co.uk](https://www.helpwildlife.co.uk) for your nearest wildlife hospital.



CHARITABLE DONATIONS

Some charities fund or conduct animal experiments. Experiments on animals are unethical and unscientific. Animals are not laboratory tools, but sentient creatures who can and do suffer during experiments. Animal experiments are also bad science, since the fundamental differences between humans and animals mean that the results cannot be reliably applied to people.

For a full list of charities that do and don't fund or support animal testing and for information about the experiments that are conducted, scan the QR code below



SPORT

Choose kindness by supporting animal-free sports.

Every year, horses and greyhounds die on racetracks. Pushed beyond their limits, they suffer broken bones, heart attacks and other fatal injuries – all for entertainment.

Activities such as bird shooting, fox and deer hunting, hare coursing and fishing inflict suffering on sensitive animals.



ENTERTAINMENT

Choose animal-free entertainment

Animals in captivity are often confined to small enclosures, denied the chance to express natural behaviours, and subjected to stressful training methods. Choosing not to visit zoos, aquariums and safari parks, and only supporting circuses that do not use animals is a powerful way to use your influence for good.

Festive attractions, such as live reindeer displays, force animals to live in cramped and unnatural conditions.

True conservation protects wildlife in their natural habitats, rather than breeding animals in captivity for public display. Observing animals in captivity provides little insight into their real behaviour or lives.



Choose life & help animals!



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