



Choose Kindness*



**The animals we eat feel fear and pain,
just like the dogs and cats we consider family.
When we purchase their flesh or fluids,
we pay for them to be harmed.**

But with health authorities such as the USDA and American Dietetic Association now acknowledging that plant-based diets can be healthy for all stages of life, we can stop supporting needless animal violence.

Harming Us Too



Animal foods increase risk of many **major diseases**: heart disease (America's #1 killer), cancer (#2 killer), stroke (#5 killer), Alzheimer's (#6), diabetes (#7), erectile dysfunction, and obesity.



Animal "agriculture" produces more **global warming** than all cars, trucks and planes in the world combined (per United Nations), and is a leading cause of:



Deforestation and species extinction



Ocean dead zones from waste runoff



One hamburger requires over 600 gallons of **water** to produce. And one gallon of milk requires over 700 gallons (that's 10× more than oat milk, 20× more than soy milk).

The Real Truth



When we harm animals, we also harm ourselves and our home. We may associate freedom with eating whatever we want, but it's time to question what we've been getting advertised into wanting to eat. Because modern animal "agriculture" is sick, and harming us all.



A 2018 Oxford University study found that going plant-based may be the single biggest way to reduce our environmental impact on Earth. And unlike buying a Tesla or solar, anyone can afford to eat kindly. In today's economy, how we spend is direct action for our future.

Your Choice Matters



Slammed on concrete
for being too small



Males dumped in
grinders alive



Baby cows shot so they
won't drink "our" milk

"There is no fundamental difference between humans and animals in their [ability to] feel pleasure and pain, happiness and misery."

– **Charles Darwin**

"The animals of the world... were not made for humans any more than blacks were made for whites"

– **Alice Walker**, author of *The Color Purple*

"I am in favor of animal rights as well as human rights."

– **Abraham Lincoln**

"A long habit of not thinking a thing wrong, gives it a superficial appearance of being right."


– **Thomas Paine**, Founding Father



"Put a baby in a crib with an apple and a rabbit.
If it eats the rabbit and plays with the apple,
I'll buy you a new car."

The Good News


All protein starts with plants, and getting your protein directly from plants has significant health benefits. That's why so many world-class athletes are already 100% plant-based, including some of the most powerful weight lifters.

 **MEAT:** If culture still has you associating the taste of slaughtered animals with enjoyment, there are now plant-based alternatives:



 **DAIRY:** Rather than killing a cow's baby so that we can consume her milk, there are now delicious infanticide-free options:



 **EGGS:** If you're still habituated to the taste of animal ovum, try this cholesterol-free replacer:



Please Choose Kindness

Learning more may not be easy. But whether you do it for animals, health, or the planet, **it will be worth it.**

- **The Game Changers** (Netflix)
- **WatchDominion.com**
- **What the Health** (Netflix/Amz)
- **Cowspiracy** (Netflix/Amz)
- **Forks Over Knives** (Amazon)
- **YourWebsiteHere.org**

"My body will not be a tomb for other creatures."

– Leonardo da Vinci