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) * ChoosePlantBased.org

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

- Leonardo da Vinci



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.