



## OCTOBER 2010 NEWSLETTER

Beauty Without Cruelty has a busy line up in store!

- Veg Pride Parade Sat 30th Oct in Cape Town CBD
- Film Festival in CT, KZN and JHB starting 29th Oct
- Awareness Market in conjunction with Organic market Sat 30th Oct in Kloof Street
- Vegan Week restaurant special offers 25-31st Oct CT, KZN, PTA and JHB and nationally!

## FINAL CALL - AFRICA'S FIRST VEG PRIDE PARADE

**AFRICA'S  
FIRST VEGGIE  
PRIDE PARADE!**

**Are you Vegetarian or Vegan?  
JOIN THE PARADE!**

Saturday Oct 30<sup>th</sup> 10am sharp  
c/o Strand and Long Streets, Cape Town.  
**PRIZES for best adult & under-16  
costumes/tee shirts and banners.**

**Wear a costume, carry a banner  
& bring the family!**

*Finishes at the Wellness Natural & Organic and  
Beauty Without Cruelty Animal Awareness Craft Market,  
Jan van Riebeeck Primary, 52 Kloof Str Cape Town*

**FOOD DEMO; MUSIC ; CRAFTS ; FOOD ;  
ORGANIC FRUIT & VEG 9am—2pm**  
*Prize giving at the market at 12 noon.*

wellnesswarehouse *live life well!* Beauty Without Cruelty  
Defending Animal Rights  
www.bwca.co.za

Please invite all your veg friends!

Join us and wear your veggie / vegan message tee shirts, make or hire a costume, paint up a positive and fun poster / banner and come and be part of Africa's first VEGGIE PRIDE PARADE at 10 o'clock sharp in Cape Town on Saturday 30th October, from the corner of Long Street and Strand Streets. If you don't want to dress up, that's okay too, just come and join us!

We will walk to the Beauty Without Cruelty Awareness Day & Wellness Natural and Organic Market at Jan van Riebeeck Primary in Kloof Street, which is from 9am to 2pm. (About 1 ½ kms)

We will have prizes for the best adult and under 16 outfits (we want funny, clever, inventive) and the best banner / posters too! The market will have vegan food demos, organic fruit and veg, stunning art and crafts, animal welfare stands, vegan food, cookies, bakes and cakes and more! Prize giving will be at 12pm and winners must be present to collect their prizes.

Visit [www.bwca.co.za/campaigns](http://www.bwca.co.za/campaigns) for info for the BWC film festival held in Cape Town, KZN and Jhb for which Shannon Keith, Los Angeles based lawyer, activist and film director is our special guest!



Beauty Without Cruelty  
Defending Animal Rights

## SUPPORT US HERE

### WOOL IS NOT ACCEPTABLE TO BEAUTY WITHOUT CRUELTY

Wool, like leather, is mostly considered a by product of the meat industry which in itself is tortuous for the animals forced to endure immense suffering through assorted standard practices, however wool is often the main product and more lucrative than the corpse of a sheep.

Sharlea Sheep (aka Sheddled Sheep) live in small wood and wire pens day in and day out every year for up to 5 years, unable to exercise or see the sun and when they no longer produce fine wool, like other animals who have outlived the usefulness in one way, are simply slaughtered.

Ultra-fine wool growing is an intensive animal industry, in other words, factory farmed, in which nylon coats are worn by the 'shedded' sheep to further ensure that dust and dirt does not enter their fleece. Like other factor farm industries the behavioural and social needs of the sheep, intrinsic factors which provide quality of life, are completely ignored.

The impacts of chronic stress caused by an inappropriate environment are obvious, where it has been shown that confined sheep continually chew on the wooden slats and strands of wire which enclose them. Furthermore, repetitive body movements - classic stereotypic behaviours caused by a barren environment (which leads to chronic boredom), have been noted.

#### *THE REAL COST OF YOUR PURCHASE OF FINE WOOL*

Sheep cannot form social groups or establish a personal zone

Normal sleeping, drinking and digestion are affected by chronic stress

Sheep who are stressed are likely to suffer from disease and parasites

The pens are too small for natural movement — stretching, laying down, turning around, walking and running

Foot problems are common from constantly standing on hard surfaces

Bacterial infections can result from an altered environment in the gut

Painful stones in the urine may result from not drinking enough water

Sheep suffer without temperature control in sheds — they cannot flock together to keep warm in the cold and, in the heat, rugging (the wearing of nylon coats) can lead to overheating. You can easily imagine your own suffering if wearing a nylon / plastic raincoat in February!!



Note the floors on which the sheep will spend the rest of their lives.

Studies show that sheep suffer acute stress due to change of environment and diet, they are stressed by the lack of flock structure and space to move and chronic stress may come from continuing poor nutrition, noise, bright lighting and changes to routine. Stress continues because sheep cannot escape from the stressors and long-term confinement and chronic stress lead to changes in a sheep's normal behaviour.

Behavioural anomalies seen in shedded sheep include wool biting, chewing slats, bars, buckets or pen fixtures, mouthing air and repetitive licking, increased vocalization, panting (without heat stress), as well as obsessive movements such as rearing, butting, leaping and weaving.

A major supporter of Australia's ultra-fine wool industry was leading Italian fashion house, Ermenegildo Zegna. Animals Australia's campaign against single penned sheep in 2009 resulted in Zegna making a decision that wool sourced from sheep kept in single pens is no longer eligible for their award. Furthermore, Italian designer Loro Piana concluded that not only would fleece from single penned sheep from their Wool World Record Challenge Cup awards be banned, but confirmed they will also no longer purchase wool produced under such cruel conditions.

Either way, penned or not, wool sheep are bred to have far more skin (and so more wool) than ever found naturally which causes immense suffering due to farming practices. In days gone by the wool would have been pulled as it sheds naturally. Now we shear them often resulting in cuts and immense stress, and in a sudden change in weather, sheep can die of the cold.

Mulesing is the literal excising (cutting off) of the skin around the anus, without benefit of painkillers or analgesic, due to fly infestation, a result of our breeding sheep to produce more wool!

In these days of fabulous man made materials that are luxurious and soft to the touch, there is no need to wear a garment that undoubtedly causes immense suffering.



## VEGAN WEEK 25TH TO 31ST OCTOBER 2010



**WORLD VEGAN WEEK**  
25-31 OCTOBER 2010

**HAVE A FREE DRINK WITH ANY VEGAN MAIN MEAL ORDERED**

VISIT [WWW.BWCSA.CO.ZA/CAMPAIGNS](http://WWW.BWCSA.CO.ZA/CAMPAIGNS) FOR A FULL LIST OF PARTICIPATING VENUES. THIS IS A BEAUTY WITHOUT CRUELTY INITIATIVE [WWW.BWCSA.CO.ZA](http://WWW.BWCSA.CO.ZA)



Beauty Without Cruelty  
Pain-free animal care

Beauty Without Cruelty have again liaised with various venues to participate in Vegan Week and this year the venues will offer a complimentary drink with any main meal ordered; juice, tea, coffee or wine depending on the venue and options available.

We are delighted to have an increased list this year, including national companies Global Wrapps and Steers! (Steer's veg burger is vegan, a special made for them by Fry's. The Veg burgers, which are outstanding, do not have mayo on them, they use barbecue sauce)

*Please use this opportunity to try a dish you haven't tasted before and support the venues to encourage future participation. The list of venues is on our website [www.bwcsa.co.za/campaigns](http://www.bwcsa.co.za/campaigns)*

Please note that while Nino's regrets they are unable to take

part at this time due to current in-house priorities, we are delighted to announce they do offer a comprehensive range of vegetarian and vegan options.

## MEAT FREE MONDAYS

Meat Free Mondays are an easy way to lower your own environmental impact and help ensure worldwide food security. Giving up animal products one day a week will benefit the planet, our health and of course, the animals. If every South African goes meat free one day a week, as many as 11 200 cattle, 2 million chickens, 10 000 pigs and 22 300 sheep will be saved from slaughter weekly. Eating less meat will decrease the likelihood of heart attacks and high blood pressure.



Pledge your support for the Meat Free Monday campaign, a Fry's initiative, in association with BWC and others. Also, you can support us with your purchase of a shopper, bracelet or booklet. [www.supportmfm.co.za](http://www.supportmfm.co.za)

## BEAUTY WITHOUT CRUELTY FILM FESTIVAL 29TH OCT TO 6TH NOV, CT, KZN AND JHB

Voices from the underground, celebrities, historians, native Americans, activists, designers, fashion icons and experts weigh in on the current use of fur as fashion, which inevitably begs the question, "Why are animals still being killed for fashion?"



How far will the fur industry go to get you to buy real fur? "Skin Trade" takes you on a journey from the birth of the fur industry as fashion through the current trends, misconceptions, and lies perpetrated upon unknowing consumers.

We are delighted to announce our special guest for the 2010 Animal Awareness Film Festival is LA based Shannon Keith, lawyer, activist and film director of the Skin Trade.

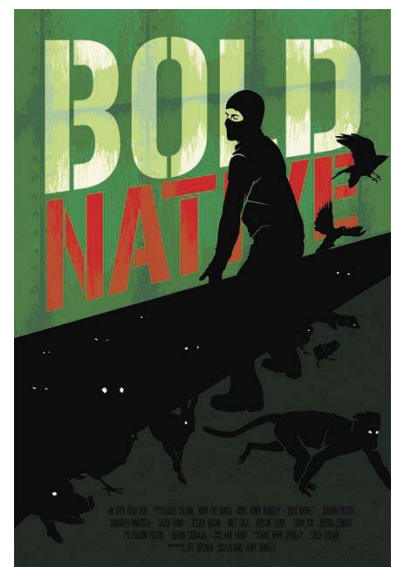
**CAPE TOWN** 6pm 29<sup>th</sup> & 30<sup>th</sup> October at the Labia Theater, Orange Street. Tickets are R30 at door, incl snacks and drinks.

**DURBAN** Wednesday 3rd November the film evening is at Earth Mother Organics 106 Bulwer Road Glenwood in Durban at 7pm and includes snacks at drinks.

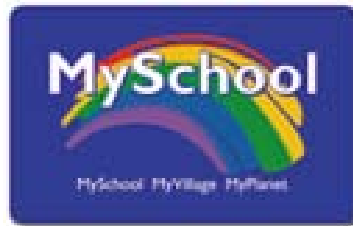
**JOHANNESBURG** Friday 5th Nov: 40, Westmeath Road, Parkview. 700pm R30. Tickets at door. Saturday 6th Nov: Nu Metro Hyde Park. 2.00pm R50. Tickets at theatre.

**BOLD NATIVE STORYLINE** :Charlie Cranehill, an animal liberator wanted for 'domestic terrorism', emerges from the underground to coordinate a nationwide action as his estranged CEO father tries to find him before the FBI does.

DETAILS ON [www.bwcsa.co.za/campaigns](http://www.bwcsa.co.za/campaigns)



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Our immense gratitude to Delon Palm of 13 for current and all future design work, including the vegan week and fireworks posters!

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| DESIGN | PHOTOGRAPHY | thinking.creating

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## RHINO KILLERS FREE!

The unexpected and unbelievable news was released 20th October : The rhino horn syndicate case in which the suspects were believed to have slaughtered at least 19 rhinos, including three calves, in order to profit from the illegal rhino horn trade, and involving George Fletcher, Gert Saaiman, and Frans Deventer, has been thrown out by Judge Nomonde Mngqibisa of the North Gauteng High Court.

Multiple charges had been brought against them, including racketeering, money laundering, various counts of theft, malicious damage to property and contraventions of the Conservation Acts and the Aviation Act.

The court ruled that to delay the case any further would be unfair to the accused, as they are 'losing their social standing'. Cases of murder, rape and other serious crimes are delayed for lengthy periods, what makes these people special?



The unabated killing of our Rhino has reached a 16-year high, with more than 600 rhinos slaughtered since 2005!! Despite the fact that rhino horn has been proven to have no medicinal properties, it still remains important in China and Vietnam, where it is illegally used in traditional medicines.

### **ANIMAL RIGHTS CONFERENCE JOHANNESBURG**

An Animal Rights Conference was held in Johannesburg on October 9th, hosted by the Vegan Society of South Africa.



Beauty Without Cruelty's Anne van Vliet (seen here) was one of ten organisations or individuals invited to speak at the day-long conference, which was attended by about 60 people.

Among the other speakers was Sarah Rutherford Smith, who spoke about Creating an Animal Rights Culture and gave the delegates much to think about on how to create a unified movement that will be taken seriously by society. Dr. Les Mitchell presented Moral Disengagement and the Farming of Non-Human Animals, explaining

how humans are complicit in the mass abuse of farm animals on a daily basis and David Devo spoke about his work as a photographer involved with the Jane Goodall Institute and the Sea Shepherd Conservation Society.

It's hoped that this will become an annual conference where diverse people working within the animal rights community can gather to exchange ideas and plan strategies and campaigns.

### **CAPE TOWN OFFICE**

Beauty without Cruelty had a stand at a large Cape Town shopping mall for 3 days, during which time pamphlets on Meat Free Monday, Veganism, Beauty Without Cruelty and Compassion magazines were handed to interested members of the public.

Volunteers including Luan Webber and Jacques Haarhof, Heather Howe, Bidy Miller and Peggi Kensley assisted at the Charity Christmas card stand for the course of a week, to whom we are immensely grateful. Please remember you can purchase BWC cards at various malls in Cape Town and they really are



a bargain! Designs will be up on our website in November for those wishing to purchase from further afield, we will happily post them.

Beauty Without Cruelty had also been invited to address faculty and students at Rhodes University, to present on Vivisection and Dissection during the ROAR (Rhodes Organisation for Animal Rights) animal awareness week campaign, which by all accounts was a 'roaring' success! They started the week with a streak for the animals, had live link up with a well known animal rights personality, are campaigning to introduce meat free Mondays in the canteen and are working toward making significant animal friendly changes within the study system. Kathryn McConnachie, outgoing chairperson of ROAR will be a tough act to follow, but we have no doubt that with the current level of dedication and commitment ROAR can only go from strength to strength! We are delighted to have been invited to participate in their endeavours.



Cape Town also saw a dedicated group of supporters handing out pamphlets on Meat Free Monday, veganism and Living Without Cruelty on a Saturday morning, World Farm Animals Day, at a busy intersection in the city centre, where the public was most receptive to us.



*Beauty without Cruelty was my first real exposure to animal activists. Prior to a display and talk at my high school, I just had an idea of 'eww-meat is dead'. I now know that animals are not only killed for food but tortured too. It is now seven years since I first came across Beauty Without Cruelty and I am an active member of Animal Rights student's society at Rhodes (ROAR).*

*Thanks to Beauty Without Cruelty for helping me get to where I am today!*

*Caitlyn Wilkie –ROAR committee, media representative*

## OUR SUPPORTERS



### AVATARA VEGETARIAN / VEGAN GUEST HOUSE

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A Sanctuary for Captive Born Predators  
Open daily from 09h30 to 17h00 (closed 25th Dec) Feeding Times Monday, Wednesday and Friday at 16h00. Admission R45 for adults and R25 for children.

[www.lionrescue.org.za](http://www.lionrescue.org.za)



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[www.labia.co.za](http://www.labia.co.za)

The Labia Theatre in Orange Str Cape Town, an Italian Embassy Ballroom, was opened by Princess Labia in May 1949 and is currently the oldest independent art repertory theatre in the country.



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128 St. Georges Street (main road. opposite Jubilee Square). Simonstown  
NOTE call before you visit, Bella Vegan is undergoing change



DaisyMeisie Vegan catering @ Deerpark Cafè, Vredehoek  
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