

**YOU CAN MAKE A
DIFFERENCE,
RIGHT NOW!**

DO YOU WANT TO HELP TO REDUCE DEFORESTATION, WATER POLLUTION AND GLOBAL WARMING?

DO YOU WANT TO AVOID CONTRIBUTING TO THE HUNGER OF THE WORLD'S POOREST PEOPLE?

DO YOU WANT TO LOOK AFTER YOUR HEALTH?

IF SO, THEN THE VEGAN DIET IS FOR YOU! VEGANS DO NOT EAT MEAT, FISH, MILK, EGGS, HONEY NOR ANY OTHER ANIMAL PRODUCT. THEY **DO** EAT A GREAT VARIETY OF DELICIOUS CRUELTY-FREE FOOD.



Beauty Without Cruelty

Defending Animal Rights

"TEACHING A CHILD NOT TO STEP ON A CATERPILLAR IS AS VALUABLE TO THE CHILD AS IT IS TO THE CATERPILLAR." (BRADLEY MILLER.)

BEAUTY WITHOUT CRUELTY IS AN ANIMAL RIGHTS ORGANISATION WITH A PRIMARY OBJECTIVE TO EDUCATE AND INFORM THE PUBLIC ABOUT THE EXPLOITATION, ABUSE AND SUFFERING OF ANIMALS AND TO OFFER HUMANE NON-ANIMAL ALTERNATIVES TO REPLACE CRUEL AND HARMFUL LIFESTYLE CHOICES.

BEAUTY WITHOUT CRUELTY NEEDS YOUR SUPPORT TO CONTINUE FIGHTING ANIMAL EXPLOITATION, IN ALL ITS GUISES, ON YOUR BEHALF. THIS INCLUDES COSMETIC TESTING, VIVISECTION, WILDLIFE EXPLOITATION, ANIMALS IN ENTERTAINMENT AND FACTORY FARMING.

DONATIONS WELCOME

BANKING DETAILS

BEAUTY WITHOUT CRUELTY | STANDARD BANK -
BRANCH: 025109 - SAVINGS ACC: 077 491 645

NPO#002-882

DONATIONS TAX EXEMPTION # 8/11/13/4836.

ADD US AS A BENEFICIARY ON YOUR 'MYSCHOOL' CARD OR APPLY FOR YOUR FREE CARD AT WOOLWORTHS AND DONATE AT NO COST TO YOU!

VISIT OUR WEBSITE WWW.BWCSA.CO.ZA AND REGISTER FOR OUR FREE E-NEWSLETTER, DOWNLOAD YOUR HUMANE PERSONAL AND HOUSEHOLD CARE GUIDE AND BECOME A MEMBER.

BEAUTY WITHOUT CRUELTY
DEFENDING ANIMAL RIGHTS
EST 1975

**MAKE THE
CONNECTION
FOR YOUR HEALTH,
FOR THE PLANET,
FOR THE ANIMALS.**

CUTTING OUT ANIMAL PRODUCTS MEANS VOTING EVERY SINGLE DAY OF YOUR LIFE WITH YOUR KNIFE AND FORK AND BY YOUR CHOICE OF CLOTHING.

YOUR VOTE SAYS NO TO ANIMAL CRUELTY.

THERE IS NOW A FANTASTIC RANGE OF PRODUCTS ON THE MARKET TO MAKE IT EASY FOR YOU TO MAKE THE TRANSITION.



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PEACE BEGINS ON YOUR PLATE



EATING ANIMALS CAUSES UNTOLD SUFFERING TO ANIMALS IN WAYS THAT MANY SIMPLY CANNOT (AND OFTEN, WILL NOT) BELIEVE.



A COW CAN RECOGNIZE MORE THAN 100 MEMBERS OF THE HERD, AND SOCIAL RELATIONSHIPS ARE VERY IMPORTANT TO THEM.

COWS WILL CONSISTENTLY CHOOSE LEADERS FOR THEIR INTELLIGENCE, INQUISITIVENESS, CONFIDENCE, EXPERIENCE, AND GOOD SOCIAL SKILLS, WHILE BULLYING, SELFISHNESS, SIZE, AND STRENGTH ARE NOT RECOGNIZED AS SUITABLE LEADERSHIP QUALITIES. THEY FORM CLOSE FRIENDSHIPS WITH SOME MEMBERS OF THEIR HERD.

FARMING PRACTICES, ESPECIALLY IN THE DAIRY INDUSTRY, DENY THEM A NORMAL LIFE AND INCLUDES REGULAR RAPE, SEPARATION OF MOTHER AND CALF, THE KILLING OF 'USELESS' MALES OR CONFINEMENT AND IMMOBILISATION UNTIL DEATH, FOR THE VEAL INDUSTRY.

WHEN A COW IS NO LONGER COMMERCIALY PRODUCTIVE SHE WILL BE SLAUGHTERED. NO ANIMALS GO WILLINGLY TO THEIR DEATH AND THE SMELLS, SIGHTS AND SOUNDS OF FRIENDS AND FAMILY BEING KILLED IS IMMENSELY STRESSFUL AND TERRIFYING, ALONG WITH THE REALIZATION THAT THIS IS HER FATE.

MANY PEOPLE WHO KNOW PIGS COMPARE THEM TO DOGS BECAUSE THEY ARE FRIENDLY, LOYAL, AND INTELLIGENT. PIGS ARE NATURALLY VERY CLEAN. WHEN THEY ARE NOT CONFINED ON FACTORY FARMS, PIGS SPEND HOURS PLAYING, LYING IN THE SUN, AND EXPLORING THEIR SURROUNDINGS WITH THEIR POWERFUL SENSE OF SMELL. THEY ARE CONSIDERED BY ANIMAL BEHAVIORISTS TO BE SMARTER THAN 3-YEAR-OLD CHILDREN !

A MOTHER AND HER PIGLETS DEVELOP A STRONG BOND AND SHE REMAINS CONSTANTLY BY THEIR SIDE FOR THE WHOLE OF THE FIRST WEEK. MOTHERS ARE KNOWN TO "SING" TO THEIR PIGLETS.

FISH AND CHICKENS ARE THE MOST ABUSED ANIMALS ON THE PLANET. BOTH HAVE PROVEN TO BE INTELLIGENT, SENTIENT AND SENSITIVE. ACCORDING TO CULUM BROWN FROM MACQUARIE UNIVERSITY, FISH HAVE SHOWN IN MANY AREAS, SUCH AS MEMORY, THEIR COGNITIVE POWERS MATCH OR EXCEED THOSE OF 'HIGHER' VERTEBRATES INCLUDING NON-HUMAN PRIMATES .

CHICKENS EXIST IN STABLE SOCIAL GROUPS., RECOGNIZE EACH OTHER BY THEIR FACIAL FEATURES, HAVE 24 DISTINCT CRIES THAT COMMUNICATE A WEALTH OF INFORMATION TO ONE OTHER, INCLUDING SEPARATE ALARM CALLS, DEPENDING ON WHETHER A PREDATOR IS TRAVELING BY LAND OR SEA. THEY ARE GOOD AT SOLVING PROBLEMS. CHICKENS UNDERSTAND THAT AN OBJECT, WHEN TAKEN AWAY AND HIDDEN, NEVERTHELESS CONTINUES TO EXIST. THIS IS BEYOND THE CAPACITY OF SMALL CHILDREN.

THE FACT OF THE MATTER IS, BE THEY SHEEP, BIRDS, FISH OR OTHER SEA-LIFE, CATTLE, PIGS OR OTHER ANIMAL CONSUMED OR WORN, THEY ARE ALL PROVEN TO BE INTELLIGENT AND SENTIENT -THINKING, FEELING, EMOTIONAL BEINGS WITH THEIR OWN SOCIAL NEEDS AND SKILLS, FAMILY VALUES & PERSONALITIES WHO SUFFER AND DIE FOR NO OTHER REASON THAN WE WANT - NOT NEED - TO EAT THEM.

FLESH CONSUMPTION IS HABIT. MORE AND MORE RESPECTED HEALTH PROFESSIONALS ARE DECRYING OUR OBSESSION WITH FLESH CONSUMPTION WHICH IS LITERALLY KILLING US AND THE PLANET.

WE CANNOT THROW OUR HANDS UP IN HORROR AT THE CONSUMPTION OF DOGS, CATS, HORSES, GUINEA PIGS, RABBITS OR OTHERS, WHEN WE ARE EQUALLY GUILTY OF TAKING LIVES.

BY EATING FLESH WE ARE LITERALLY TAKING FOOD FROM OTHER HUMANS' MOUTHS; THERE WOULD BE SUFFICIENT GRAIN TO FEED THE HUMAN POPULATION IF WE WERE NOT FEEDING IT TO ANIMALS, SO A SMALL % OF HUMANS CAN HAVE A (MEAT BASED) BURGER!

THERE IS ENOUGH FOR EVERYONE'S NEED, BUT NOT EVERYONE'S GREED.

THERE IS AN EXCITING, DELICIOUS, UNCOMPLICATED WORLD OF FOOD AVAILABLE THAT DOES NOT REQUIRE SUFFERING !

A TANTALISING WORLD OF TEXTURES AND TASTES AWAITS YOU, INCLUDING ITALIAN, MEXICAN, THAI, JAPANESE, AFRICAN, GREEK, BOEREKOS, INDIAN AND MORE!



VEGAN LIVING IS SUITABLE FOR CHILDREN, THE ELDERLY, ATHLETES AND EVERYONE IN BETWEEN!

FOR INSPIRATION, TRY THE **BEAUTY WITHOUT CRUELTY** 'LIVING WITHOUT CRUELTY' COOKBOOK, WITH 89

EASY, DELICIOUS MAKE-AGAIN RECIPES. ORDER ON LINE WWW.BWCSA.CO.ZA/MERCH

SEE OUR NEWSLETTERS ON LINE FOR RECIPES WWW.BWCSA.CO.ZA/NEWSLETTERS

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VISIT WWW.FRYSVEGETARIAN.CO.ZA FOR INFO ON DELICIOUS PRODUCT LINES, FOUND AT YOUR LOCAL SUPERMARKET . THE SITE ALSO OFFERS RECIPES

FOR SUPPORT,

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