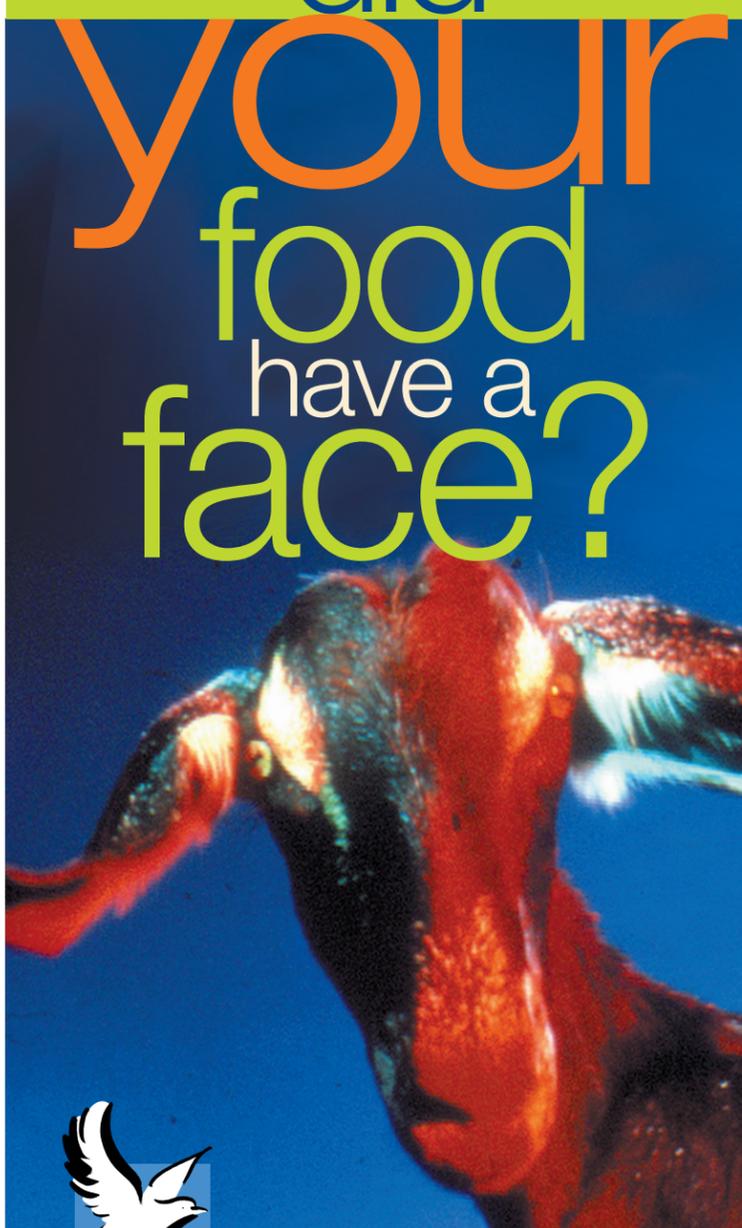


did your food have a face?



Milk and Eggs Harmful dairy products are loaded with fat and cholesterol. The world-renowned health advisor to former US President Bill Clinton, Dr John McDougall, calls cow's milk "liquid meat" because it is so bad for us. Milk can also increase the risk of suffering from heart disease, cancer, diabetes and osteoporosis. The late Dr Benjamin Spock, America's leading authority on child care, said that human infants should never drink cow's milk, because it can cause anaemia, allergies and insulin-dependent diabetes. The best sources of healthful calcium come from chana, dal, almonds, cashews, figs and green leafy vegetables. Soya milk and bean curd are excellent replacements for milk and cheese. Dr S.C. Manchanda, head of the Department of Cardiology at the All-India Institute of Medical Sciences, believes a switch from dairy to soya milk would help reduce the incidence of heart disease. "It would be better for our hearts to move away from cow and buffalo milk to healthier soya products."

Eggs are cholesterol time bombs, containing more than 200 mg each. They are often contaminated with bacteria, especially salmonella, one of the leading causes of food poisoning.

Join the Celebrities Vegetarianism is the diet of many popular film stars, musicians and athletes. Sir Paul McCartney, Kim Basinger, Hema Malini, Martina Navratilova, Amitabh Bachchan, Ramesh Krishnan, Juhi Chawla, Mahima Chaudhry, Bryan Adams, John Abraham, Alec Baldwin, Anil Kumble, Pundit Ravi Shankar, Woody Harrelson, Pamela Anderson, Prince, Alicia Silverstone and Drew Barrymore are just a few of the many vegetarian stars.

Won't you join them?

Go Vegetarian



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“Of all the diets we have out there to choose from, the vegetarian diet is obviously the best. Everything else is a compromise.” —William P. Castelli, MD, Harvard Medical School

Have You Heard the News?

All over the world, people are turning to vegetarianism, from athletes to doctors, from supermodels to movie stars. Did you know there are now more than 17 million vegetarians in the United States alone and 1 million more make the switch to a meat-free diet every year? In England, 2,000 people switch to vegetarianism every week!

Protect Your Health

The world's most nutrition-conscious doctors now recognise how much healthier vegetarians are compared to non-vegetarians. Dr T. Colin Campbell, the world's foremost epidemiologist, of Cornell University, reports that “the vast majority ... of all cancers, cardiovascular diseases and other forms of degenerative illness can be prevented ... simply by adopting a plant-based diet”. Dr Dean Ornish of the University of California at San Francisco has demonstrated that artery blockages can be reversed with a low-fat, dairy-free vegetarian diet instead of invasive and expensive surgeries.



Meat and animal products are loaded with fat and cholesterol, which can increase the risk of suffering from obesity, heart attacks, strokes, cancer and other diseases, and are completely devoid of complex carbohydrates and fibre—nutrients we need in order to keep our bodies in good working order. Beef and chicken both contain 100 mg of cholesterol in just 114 grams, and chicken is also high in compounds that directly increase cancer risk. Fish is often highly contaminated with mercury, dioxin and

other chemical toxins that can accumulate in your body and increase your cancer risk. Vegetarian foods, on the other hand, are typically low in fat and have absolutely no cholesterol. But they do have all the vitamins, minerals, protein and carbohydrates you need in order to be healthy and strong.

Stop Environmental Pollution

Meat, egg and milk production consumes vast amounts of raw materials, and waste from factory farms and slaughterhouses contaminates streams, rivers and other water sources. That's why mainstream environmental groups around the world, from the Union of Concerned Scientists to the Worldwatch Institute, are lining up to condemn wasteful and polluting animal agriculture.

Prevent Animal Suffering

Many animals in India are raised on factory farms, where they are kept in dark, crowded buildings, crammed into cages and stalls so small that they can barely turn around. They never see the sunshine, breathe fresh air or feel the earth under their feet. Severe crowding, mutilation and the administration of hormones and other drugs, as well as painful injections to milk cows, all cause the animals to suffer prolonged misery.

When they are sold for meat, the animals are crammed into lorries, where many break their legs as they stumble when the lorries careen down roads with potholes and sharp turns. By the time they arrive at the abattoir, some are so injured that they are dragged inside. Others have chillies and tobacco rubbed into their eyes in an effort to force them to stand up. Once inside, their throats are slit. Some have their legs hacked off or are skinned while still alive.