



VEGETARIANISM

the first step towards a
vegan future

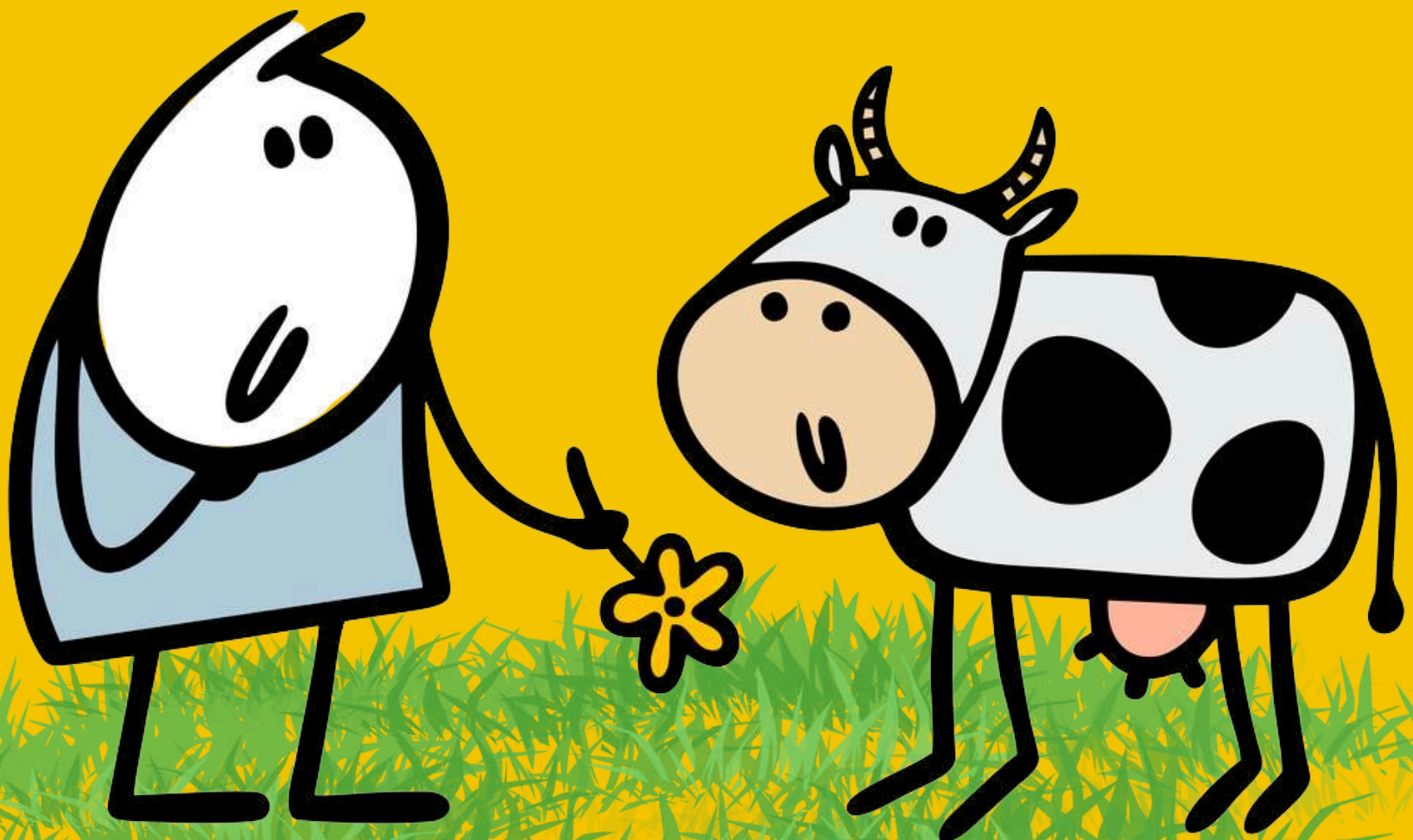


Discover why embracing a 100%
plant-based diet is the next step
towards a better world.



NOT EATING ANIMALS: THE CHANGE STARTS HERE

Many vegetarians choose this lifestyle for **ethical reasons**, wanting to avoid contributing to the **suffering** of animals killed for their meat. While this is a commendable and praiseworthy motivation, there is a common **misconception** that the production of milk and eggs does not involve the same kind of suffering.





MILK: WHAT'S REALLY BEHIND IT?



Cows only produce milk **after pregnancy**, but in the dairy industry, pregnancies are forced, and male calves are often **slaughtered**.

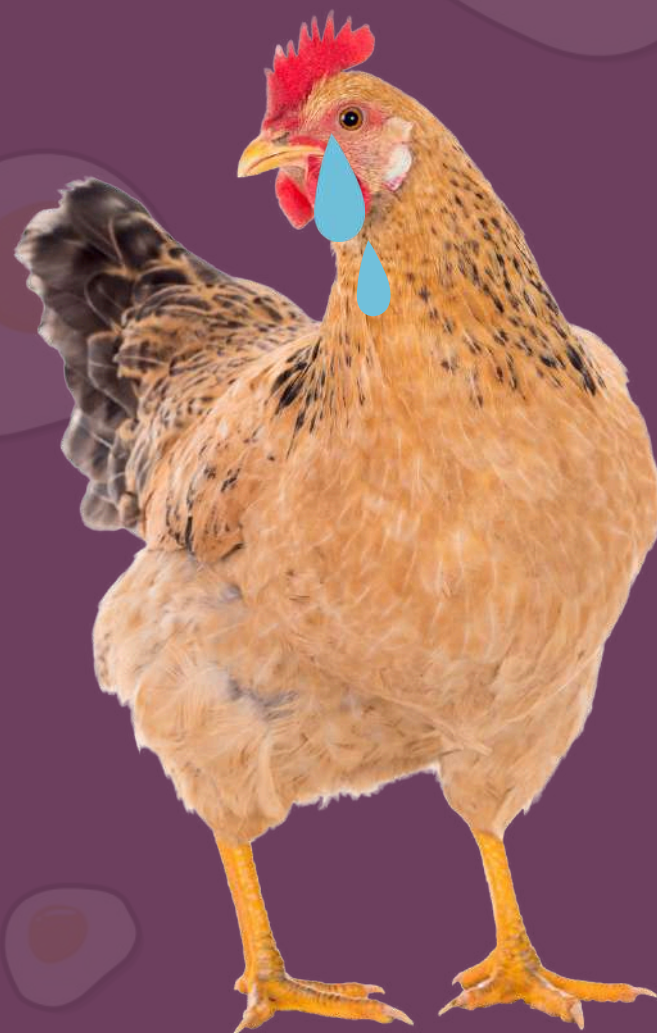
Female cows are exploited for milk production until they become "useless," shortening their lives to just a **few years**. Opting for plant-based milk alternatives can help avoid this cycle of exploitation and suffering.





EGGS: THE HIDDEN REALITY

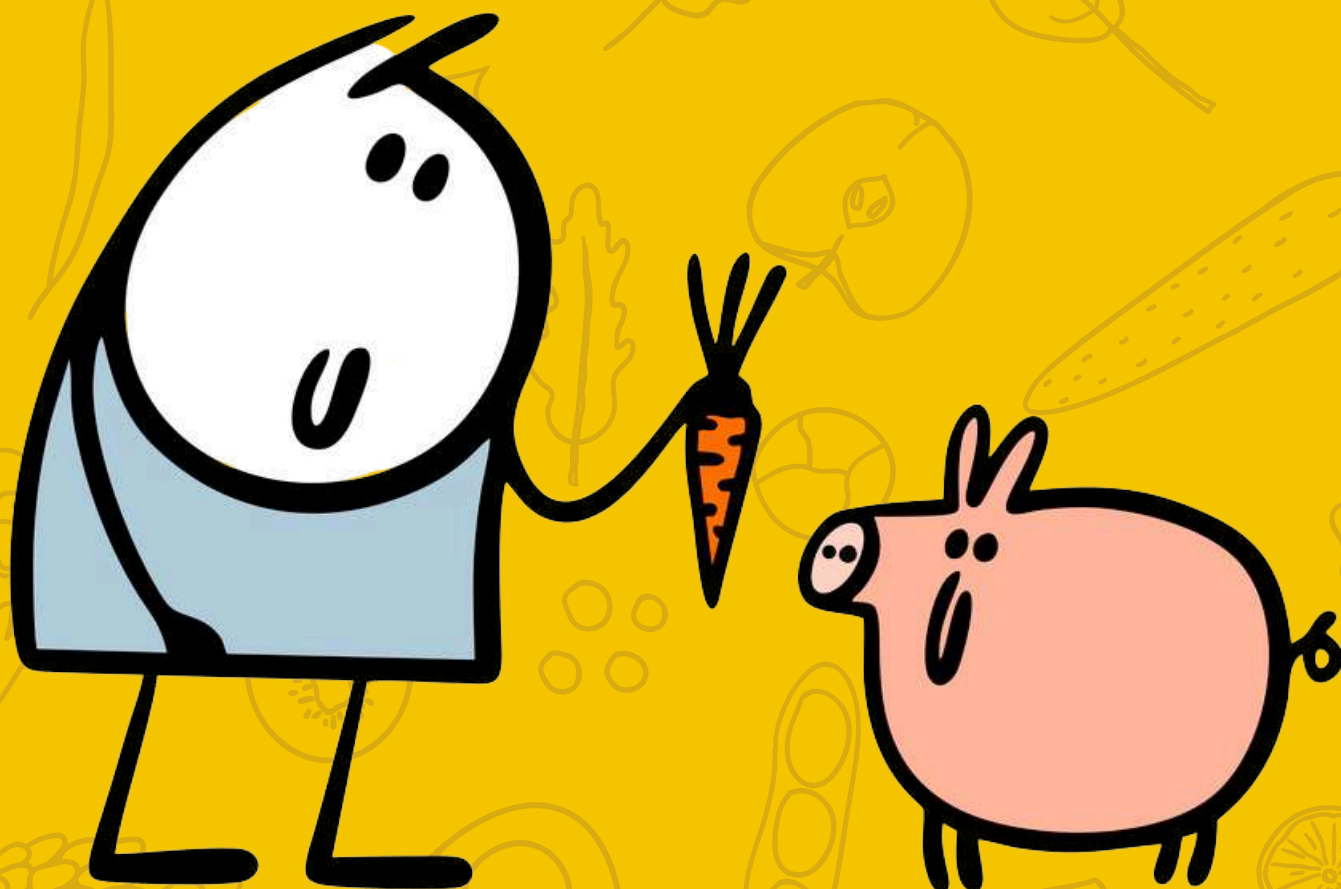
Egg production also involves suffering. Hens are raised in **cramped spaces**, often confined to overcrowded **cages**, living lives devoid of any freedom or dignity. Their brief existence ends as soon as they are no longer productive.





WHY GO VEGAN?

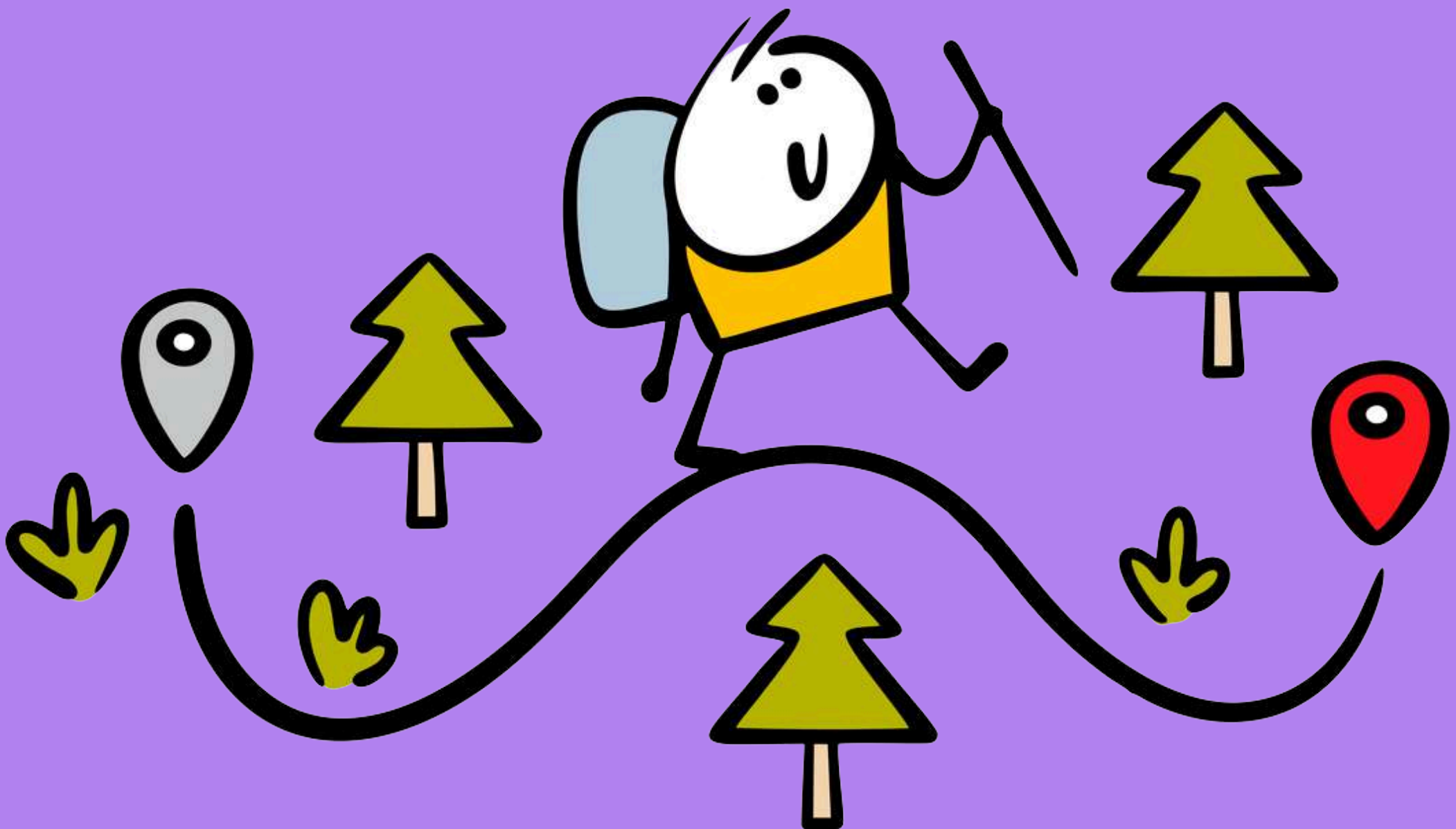
Veganism not only improves the lives of **animals** but also has a positive impact on the **environment**. Meat, dairy, and egg factory farming are major contributors to greenhouse gas emissions. Switching to a plant-based diet reduces your ecological footprint and is one of the most effective ways to combat the climate crisis, as many studies have shown.





YOUR NEXT STEP

If you've already embraced vegetarianism,
you're well on your way.
Veganism is the next step!





Adopt a 100% plant-based diet

**Be the
CHANGE**

**GO
VEGANOK**

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