

## **Take a step towards compassionate living / People for the Ethical Treatment of Animals.**

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People for the Ethical Treatment of Animals.

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### "Isn't it natural to eat meat?"

Humans are primates, and all other primates are almost exclusively vegetarian. We are not built to be carnivores, we just acquired the habit of eating meat. Among other physical differences, natural carnivores have a much shorter digestive tract that quickly expels decomposing flesh food. Meat is also loaded with fat which clogs our arteries and has no fibre (which we need for digestion). Small wonder that a carnivorous diet gives us so many problems!

### "So what can I eat instead?"

There is limitless variety to a healthy and satisfying diet for the compassionate diner. Pasta, country stews and vegetable casseroles are simple, or experiment with tofu (soya bean curd), exotic vegetables and grains (excellent cookbooks are available for the beginner and the experienced cook). Try Indian, Italian, Chinese and Mexican restaurants. Make easy, tasty sandwiches with tomato and avocado, fefafel, hummus or good old peanut butter.

There is also an ever-increasing range of animal-free foods to be found in health food shops and in the larger supermarkets – choose from vegetarian burgers, egg-free mayonnaise, tofu "hot dogs", soya milk... there's no need to miss out on anything!

Become a label-reader in shops, and watch out for animal products such as lard, gelatine and whey, which creep into items like bread and biscuits.



### WHAT IS PETA?

PETA (People for the Ethical Treatment of Animals) is a nonprofit animal protection organisation with more than 500,000 members worldwide. Founded in 1980 in the USA, we are dedicated to establishing the rights and improving the lives of all animals – by educating, changing lifestyles, and exposing cruelty wherever it occurs.



Our colour magazine comes free for a year when you donate £10 or more!

Why not join PETA today and receive more information on compassionate living?

### MEMBERSHIP AND DONATION FORM

Name \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

I've attached my donation of:

☐ £10 ☐ £15 ☐ £25 ☐ £50 ☐ Other £ \_\_\_\_\_

(Donate £10 or more and receive six free issues of Animal Times.)

☐ I'm already a PETA member. This is an extra donation.

Send the completed form with your cheque to:

**PETA** PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS  
P.O. Box 3169, London NW6 2QF  
071-372 0459

Thank you from all of us here at PETA.  
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TAKE A STEP TOWARDS

## Compassionate Living





### "How are animals affected by my everyday life?"

Most people are upset at the idea of animal suffering. But without realising it, we can cause or stop the suffering through the products we buy and the foods we eat.



When we buy meat in neat plastic-wrapped packages, we don't see the face of the animal who was killed to produce it. We don't see the suffering and we don't taste the hormones and chemicals he or she was fed. The labels on our shampoos don't mention that animals were forced to swallow enough of the product to kill them.

### "What can I do to help?"

A million things or one. It all helps. By learning the facts, you can make informed buying decisions. Find out about the growing range of 'cruelty-free' products and learn how easy it is to be a compassionate shopper. See, too, how your family's health can be dramatically improved by a cruelty-free diet. Finding out what happens to animals will disturb you, but remember, every step you take to eliminate products of pain from your life will bring the world a step closer to being a happier and healthier place for us all.



### "What are animal tests?"

Although animals are used in everything from military radiation tests to starvation experiments, the two most common tests performed on

animals to test cosmetics and household products are poisoning and blinding. In poisoning tests, products are force-fed by mouth or tube and the results monitored (sometimes for years). Typical symptoms include convulsions, vomiting, paralysis and bleeding from the eyes, nose and mouth; animals who survive the test are killed. Rabbits, guinea pigs, rats, mice, dogs and monkeys are all used in such tests.

In typical blinding tests, six to nine albino rabbits are fastened into stocks to stop them from rubbing their eyes with their paws. Their lower eyelids are pulled back to form small cups; the test substance is poured in and the eye then held closed. With caustic substances, the rabbits scream in pain. The eyes are examined over days or weeks for bleeding, ulcerated corneas and blindness which are all common results. No treatment is given.

### "Aren't animal tests required by law?"

No law in the UK requires cosmetics or household products to be tested on animals. In fact, hundreds of companies use no animal tests at all. They use known-safe ingredients instead of harsh chemicals and modern *in vitro* and human skin tests instead.

### "WHICH COMPANIES TEST ON ANIMALS?"

The makers of the bigger and better-known brands are often the worst offenders. PETA investigators have uncovered evidence that many large companies poison animals with their deodorants and force shampoo into rabbits' delicate eyes. PETA investigators recently learned that a laboratory in the USA carries out painful and lethal animal tests for more than 200 companies. Toys and household and office products are usually tested on animals. Write to PETA today for a list of companies that don't test on animals and those that do.



### "Why do some companies still test on animals?"

Companies want you to believe that testing products on animals may somehow ensure their safety for human use.



But forcing liquid bleach down an animal's throat is such a crude method of testing that it has no useful human application. Also, results vary widely from laboratory to laboratory. The rabbit's suffering will not help the child who swallows a bottle of bleach at home. The fact is that companies continue animal testing because it may help protect them in court from consumers harmed by these "safe" products.



### "What can I use instead of animal-tested products?"

Try some of the many reliable brands on the market that are tested in modern ways, not on animals.

You can also make natural cleaners and household products at home, using familiar ingredients. Try  $\frac{1}{4}$  cup of vinegar in the final rinse as a water softener, or 3 tablespoons baking soda in one quart of warm water as a household cleaner. Natural cleaners don't pollute rivers or poison the earth.





### "What can I do to stop the cruelty?"

- Take the "cruelty-free pledge," knowing that every pound you spend is a vote for or against cruelty. The faster people become compassionate consumers, the faster humane products will be widely available in supermarkets and chemists.

- Tell manufacturers of cruelly produced products why you've dropped out of their market.

- Contact PETA for a Caring Consumer Action Pack.

- Tell everyone about product testing on animals. Most people will not willingly support cruelty to animals, but simply don't know the facts.

- Ask local shops to stock cruelty-free products.

- Write to your MP (House of Commons, London SW1A 0AA) and Euro MP (European Parliament, Rue Belliard 97/113, B - 1040 Brussels), urge them to support legislation to save animals.



**"You have the power to appoint a human voice to speak for the voiceless. Your compassion counts at every purchase of food, clothing, even shampoo."**

**Kim Basinger**

### What about leather?"

Most leather in the UK comes from the skins of cattle slaughtered for meat and from cows too sick or old to produce milk profitably. Skins of pigs, sheep, goats and horses killed for meat are also made into leather. Buying leather goods supports the cruel treatment of these animals as much as eating meat does. Many other species of animals are hunted and killed for their skins, including some that are endangered or threatened.

Leather-making takes a heavy toll on the environment, too. The toxic chemicals and other substances used to finish leather are discharged into rivers. This carcinogenic waste seeps into groundwater near tanneries and threatens the health of their neighbours.

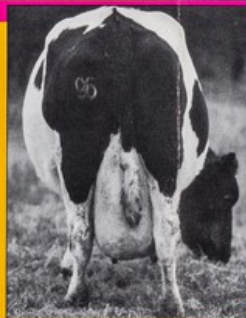


### "Aren't animals raised for fur treated well?"

Animals raised on fur "farms" are kept confined in conditions that breed fear, stress,

disease and parasites. Outbreaks of contagious disease are common, as are self-mutilation and even cannibalism. Electrocution, neck-breaking, poisoning with strychnine or hot unfiltered engine exhaust, and gassing are painful and common techniques for killing animals.

Animals caught in the notorious leghold trap also suffer. Some animals chew off their trapped limbs to escape, becoming



vulnerable to gangrene, fever, blood loss and predators. If they remain caught and alive until the trapper returns, they may be drowned, beaten or stomped to death.

### "Wool, down and silk are produced humanely, aren't they?"

Eighty percent of the wool on the market comes from Australia, where painful procedures without anaesthesia are commonplace. Newborn lambs are subjected to tail-docking and ear-punching and the males to castration. The unnaturally thick fleece the sheep are bred to have causes many to die of heat exhaustion in the summer and of exposure after shearing. Sheep are also subjected to tooth grinding and mulesing (the slicing away of the skin around the tail).



Down feathers are often plucked repeatedly from the tender skin of living geese. Silkworms are boiled alive to obtain the filaments of their cocoons from which silk fabric is made.

### "What can I wear instead?"

Many manufacturers are now producing beautiful, durable and economical alternatives to animal-derived clothing and goods. It is possible to find everything you need - from shoes to coats to luggage - made from cotton, rubber, linen, canvas, synthetics and other nonanimal products.



## "What's wrong with meat?"

Meat production causes more than 700 million animals intense suffering in the UK annually – and endangers people and the environment as well:

- Animal farming is the largest water user in the UK, consuming 159 billion gallons every year.

- In the Third World, government and private money goes into developing cash crops for export (often to be fed to animals in the West). Local farmers can no longer afford to grow food for their own families. More than 40 percent of the world's grain is fed to animals going to slaughter, while a vegetarian diet could support a population many times the world's present size. Nobody need go hungry.

- Nowadays, the trauma of slaughter is the end of a miserable life in which animals are manipulated from conception to death, their individual needs ignored. Chickens are crammed into cages too small to stretch a wing in; calves are taken from their mothers at birth; horns, beaks and tails are mutilated or removed; animals are kicked, prodded, electroshocked, dragged and, finally, killed to satisfy our taste for their flesh.



*"Some years ago I heard on the radio that Korean refugees wanted to eat dogs condemned to death in the Los Angeles pound. Apparently they thought a delicacy – dog's meat – was just going to waste."*

*I love animals, I have dogs, and I though how horrible the idea of eating those pound dogs was. Then I thought – what's the difference? Between them, I mean, and the animals I was eating. I talked it over with my wife and we've never eaten meat since."*

Donald Doll  
American Medical Doctor



## THE DOWNED COW

The truck carrying this cow was unloaded at Walton stockyard in the USA on the morning of September 29, 1983. After all the other animals were removed from the truck, she was left behind, unable to move. The stockyard workers used their electric prods and beat and kicked her (see the bleeding eye in the photograph), but still she did not move. Finally they tied a rope around her head, tied the other end to a post in the ground and drove the truck away. She fell to the ground, landing with both hind legs and her pelvis broken. All day she remained in that state, crying out in the hot sun and using her front legs to drag herself a painful 13-14 yards toward the shade. Not until 7.30 that evening, after a local animal rights activist intervened, was she euthanized by a veterinarian. This is not an isolated case – such incidents are so common that animals like this are called "downers" and are usually tied to the back of a pick-up truck to be dragged and piled up together for easy slaughter.



Eating meat supports world famine. A plot of land can feed 12 people who eat plants and grains, but only one person if the plants are first fed to an animal for meat. About 60 million people starve to death every year.

## "Don't we need meat to be healthy?"

On the contrary, you'll be healthier without meat, and you'll live longer! The biggest cause of premature death in the UK is heart disease; vegetarians suffer at least a third fewer heart attacks than meat eaters. Vegetarians also are a third less likely to suffer from cancer and 40% less likely to suffer bowel cancer than meat eaters. The overloaded fat and protein content of meat and dairy products is also linked to other cancers, obesity and stroke.



Vegetable protein is just as effective as animal protein for strength (elephants, bulls, gorillas and horses are vegetarians!), and current studies show that too much protein can cause diabetes, cancers and osteoporosis. Every protein, mineral and vitamin we need is easily obtained from plant sources.

In fact, while we have been struggling (and failing) to cure the major killers – heart disease, cancers and stroke – the answer lies right under our noses, on the dinner table: a vegetarian diet.