Humans can easily
help animals
and themselves.

It is not at all inconvenient.

Implementing even
a few of these suggestions
can make a huge
difference to animals.

So why not?

All it takes
is a little caring.

Beauty Without Cruelty
is a way of life
which causes no creature
of land, sea or air
terror, torture or death

Contact us for more information or if you would like to help:

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Do not light *agarbattis* or incense-based products unless the veg symbol is affixed on the packets.

Why?
Agarbattis and *dhoop* can contain animal substances which make them unsuitable for religious use.

Killing an animal or bird can never be a "sacrifice".

Why?
Respect for life is a spiritual virtue.

To paint walls, use non-animal hair brushes that are labelled "man-made".

Why?
The pig is held down and its hair yanked out for bristles, used in wall painting brushes.

Never use silk.

Why?
Silkworms are boiled alive to make silk. No silk, not even so-called "ahimsa" silk which is widely promoted, is free of killing.

Never attend an animal race or fight.

Why?
It is cruel to train and force animals and birds to compete with, or fight, each other.

Visit circuses without animals.

Why?
Hunger, torture and fear make animals and birds perform in the circus ring.

Refuse to drink tea in a bone china cup.

Why?
Bone china contains bones of slaughtered cattle.

Bags made of plastic, cling film, milk pouches, sachets, cello-tape, sweet wrappers, stickers, balloons, and even bottle caps, metal pins and staples, should be segregated and appropriately disposed.

Why?
Animals like cows, dogs, cats, birds and even wildlife have died due to having inadvertently eaten plastic or metal.

Help Animals and Yourself!

Beauty Without Cruelty
guides us to make
lifestyle changes that benefit
ourselves and animals.

Having reverence
for all life means
no killing, exploiting, abusing,
harming, using, adorning,
or eating any creature, big or small,
for food, fashion, entertainment,
exhibition, religion,
or for any other reason.

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www.bwcindia.org

Do not cage birds or keep fish in tanks.

Why?

It's cruelty to birds and fish; and results in insensitive humans.

Do not discard unwanted food in the garbage. Place water bowls in appropriate places.

Why?

Leftovers can be fed to hungry stray animals without them having to rummage through the garbage. Water is life and birds also need it, particularly during summer.

Do not visit animal jails or underwater prisons.

Why?

Freedom, not captivity, is their birthright.

Never burst fire-crackers.

Why?

Fire-crackers harm the elderly, babies, animals, birds and the environment.

Fly kites without *manja*.

Why?

However carefully a kite is flown, the *manja* can unknowingly severely wound, maim and kill birds – and humans.

Never use a catapult.

Why?

A catapult injures birds and small animals and can even kill them.

Before buying or consuming any packaged food or consumer item, check it has the green veg symbol affixed on it.

Why?

The brown symbol indicates the presence of non-veg ingredients. If no symbol is affixed, the product is almost certainly non-veg.

Do not ride on camels, ponies or elephants.

Why?

It is cruel, and in most places, illegal.

Eat no meat, use no leather.

Why?

There is no difference between meat and leather. Both are a direct outcome of slaughter.

Say no to fur.

Why?

Animals such as rabbits are specially bred to be killed for their fur.
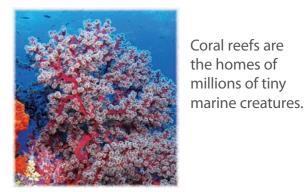

Wear moonstones in place of pearls, and replace corals with red jasper.

Why?

Pearls are a product of years of painful suffering and death of oysters.

Coral reefs are the homes of millions of tiny marine creatures.

Do not eat *choona* (spread on *paan*) which is made from crushed shells.

Why?

Tiny marine lives are killed for their shells.