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.

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.

Visit circuses without animals.

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

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.

Never drink tea in a bone china cup.


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.

Refuse to use silk.

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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.

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

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Beauty Without Cruelty is a way of life which causes no creatures of land, sea or air terror, torture or death.
Do not cage birds or keep fish in tanks. Why? It’s cruelty to birds and fish and results in insensitive humans.

Do not visit animal jails or underwater prisons. Why? Freedom, not captivity, is their birthright.

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.

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.

Eat no meat, use no leather. Why? There is no difference between meat and leather. Both are a direct outcome of slaughter.

Wear moonstones in place of pearls, and replace corals with red jasper. Why? Coral reefs are the homes of millions of tiny marine creatures.

Do not ride on camels, ponies or elephants. Why? It is cruel, and in most places, illegal.

Say no to fur. Why? Animals such as rabbits are specially bred to be killed for their fur.

Do not burst fire-crackers. Why? Fire-crackers harm the elderly, babies, animals, birds and the environment.

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