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, 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 creature of land, sea or air terror, torture or death.

Contact us for more information or if you would like to help:
Beauty Without Cruelty - India
4 Prince of Wales Drive, Wanowrie, Pune 411 040
Tel: +91 20 2686 1166 Fax: +91 20 2686 1420
E-mail: admin@bwcindia.org Website: www.bwcindia.org

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? Agarbatti and dhoop can contain animal substances which make them unsuitable for religious use.

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.

Refuse to 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.

Never use animal hair brushes.
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.

Help Animals
and Yourself!

Beauty Without Cruelty

Killing an animal or bird can never be a “sacrifice”.
Why? Respect for life is a spiritual virtue.

Do not light agarbattis or incense-based products unless the veg symbol is affixed on the packets.
Why? Agarbatti and dhoop can contain animal substances which make them unsuitable for religious use.

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.

Refuse to 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.

Never use animal hair brushes.
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.

Refuse to 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.

Never use animal hair brushes.
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.

Refuse to 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.

Never use animal hair brushes.
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.

Refuse to 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.

Never use animal hair brushes.
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.

Refuse to 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.
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.

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.

Never use a catapult.

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

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.

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

Why? Tiny marine lives are killed for their shells.

Never burst fire-crackers.

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

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.

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.

Never use a catapult.

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

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.

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

Why? Tiny marine lives are killed for their shells.

Never burst fire-crackers.

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