



Some vegans  
don't need help.  
**You might.**



Join us in November  
and start your vegan journey.



[www.vegansociety.com/worldveganmonth](http://www.vegansociety.com/worldveganmonth)  
#WorldVeganMonth #WorldVeganDay

Reg. Charity No: 279228 Company Reg. No: 1468880 WVM 10/2018



# Some vegans don't need help. You might.

Some of the strongest creatures on Earth exist on a vegan diet.

They've always thrived that way and so, for them, it's easy.

For some however, it can take time to get used to. When we're in the habit of filling our shopping basket with animal products, trying to go vegan can be a daunting decision.

That's why we're here.

There are so many reasons why over 600,000 people in the UK are now vegan.

For the majority it's for ethical reasons. Others do it for health reasons. And more and more, because it's the single most positive and immediate effect you can have on the environment.



WORLD  
VEGAN  
MONTH  
NOVEMBER

Whatever the reason, we can help – and World Vegan Month might be the perfect time to try eating vegan food for 30 days.

We've even created a special app to help make your choice a successful one.

Here's something to help you make the most of your 30 day vegan journey for World Vegan Month:

- Daily advice
- Support
- Recipes
- Daily videos for motivation
- Messages and information based on your reasons for going vegan

Download our free VeGuide app, available from 1 November, and receive all the support you need to start your vegan journey.

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