

TRY VEGAN THIS JANUARY



VEGANUARY IS HERE WITH SUPPORT AND ENCOURAGEMENT TO HELP YOU

By joining the millions of people around the world who take part each year, you could improve your health, protect the environment and help spare farmed animals from suffering.

98%

**OF PARTICIPANTS
SAY THEY WOULD
RECOMMEND
VEGANUARY**



veganuary.com

VEGANUARY 

THINK ONE PERSON CAN'T MAKE A DIFFERENCE? THINK AGAIN!

Millions of people from all around
the world have already taken part...

FOR EVERY
ONE MILLION
PARTICIPANTS
WHO EAT VEGAN
FOR 31 DAYS
THE POSITIVE
IMPACTS ARE
HUGE!

Based on calculations extrapolated
from Poore & Nemecek (2018) Science
science.sciencemag.org/content/360/6392/987/



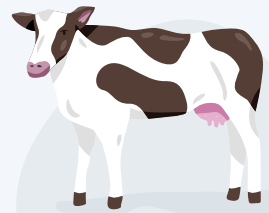
**6.2 MILLION LITRES
OF WATER SAVED**



**405 TONNES
OF PO_4^{3-} eq SAVED
(EUTROPHICATION)**
the same as 1,645
tonnes of sewage
spared from waterways



**103,840 TONNES
OF CO_2 eq SAVED**
equivalent to 1.2
million flights from
London to Paris

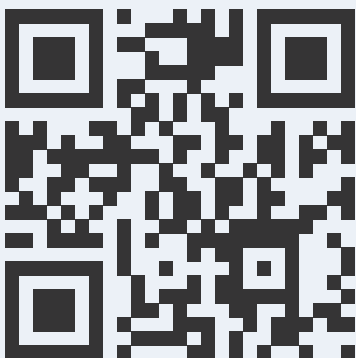


**3.4 MILLION ANIMALS
SPARED FROM A LIFETIME
OF SUFFERING****

**according to The Vegan
Society's calculator

**WILL
YOU
JOIN?**

**VISIT OUR WEBSITE
FOR MORE!**



**TAKE PART
AT **VEGANUARY.COM**
NOW AND YOU'LL RECEIVE:**

Regular emails with shopping lists,
recipes, meal plans and nutrition advice.
A celebrity e-cookbook, with delicious
vegan recipes. Social media support
in our closed Facebook Group.

It's all free!

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