

DAIRY-FREE SUPER PACK

This colourful pack bursting with juicy information, tips and recipes contains: *Everyone's Going Dairy-Free* guide, *Why You Don't Need Dairy* guide, *Vegan Vitamins & Minerals* Wallchart, *What I Need Each Day* Wallchart, *Everyone's Going Vegan!* magazine and the *Calcium* factsheet.

EXCLUSIVE OFFER
£5 including p&p



The value of this pack is more than £10 + p&p!

Yes, please send me (state quantity) Dairy-Free Super Packs (£5 each)

Yes, I'd like to donate to the Scary Dairy campaign £

Total enclosed £ (Please make cheques payable to: Viva!)

OR order online at vivashop.org.uk/dairy-free-super-pack

OR please debit my Visa/Master/Switch/Solo card number:

Expires Switch issue no Switch start date

Title First name Surname

Address

Postcode

Tel

Email

Date of birth (under 18s only)

Add me to Viva!'s email list (you can opt out any time)

We securely store your information. We'll only send you post about Viva! (and you can opt out any time). We review your info to help us improve our services and may send you tailored messages as a result. See viva.org.uk/privacy or call us on 0117 944 1000 for details.



Return to: Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH
viva.org.uk | info@viva.org.uk
 0117 944 1000 Viva! is a reg charity 1037486

THINK

Before you

DRINK!

Cow's milk is said to be 'natural, wholesome and healthy'. But it is tailor-made for baby cows, not humans! The saturated fat, hormones and growth factors in milk are linked to a large number of illnesses and diseases in people...



Viva!
scarydairy.org.uk



DID YOU KNOW?

Not drinking milk is normal for most. Over 70 per cent of the world's population doesn't drink milk. In fact, most adults are lactose intolerant. No other animal on the planet continues to drink milk after weaning and the idea that humans must suckle from cows for their entire lives for calcium is clearly absurd. This unusual practice begs the question – are we asking for trouble?

EVERY HOUR IS COCKTAIL HOUR IN THE DAIRY

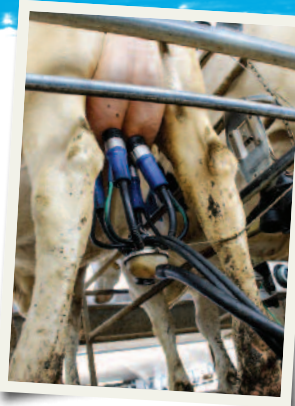
Milk contains a cocktail of different hormones and growth factors. As two-thirds of all milk is taken from pregnant cows, the rest coming from those who have recently given birth, levels are naturally sky high.

SIGNALLING TROUBLE

Growth hormones such as IGF-1 send a strong signal to grow, grow, grow! In the lab, it does the same to human cancer cells. Milk drinkers have higher levels of IGF-1 and even small increases raise the risk of some cancers, including breast and prostate cancer. IGF-1 can also turn existing or even benign tumours into more aggressive cancers. Research in the *British Journal of Cancer* found that vegans have lower levels of IGF-1 than both vegetarians and meat-eaters.

"Cow's milk is the PERFECT food... if you are a calf. Consumption of cow's milk and other dairy products during adolescence and adulthood is an evolutionarily novel behaviour that may have long-term adverse effects on human health."

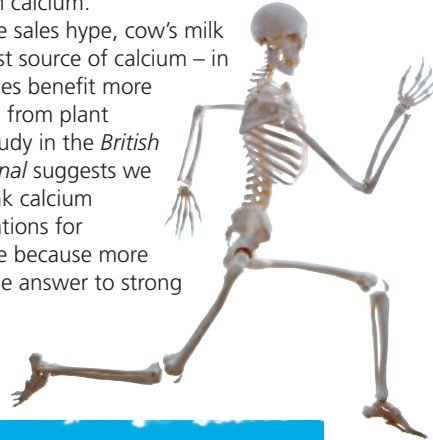
Dr Michael Greger, physician, internationally recognised speaker and author of best-seller *How Not to Die*.



DEM BONES!

Worried about your bones? Don't be! Most people in the world don't drink milk yet their bones are perfectly strong. Those who drink the most milk, on the other hand (in Northern Europe and the US), have the highest levels of osteoporosis. The World Health Organisation say that: "The paradox clearly calls for an explanation". Its explanation, based on research, is that animal (but not vegetable) protein, may cancel out any benefits from calcium.

Despite the sales hype, cow's milk is not the best source of calcium – in fact, our bones benefit more from calcium from plant sources. A study in the *British Medical Journal* suggests we should rethink calcium recommendations for young people because more milk is not the answer to strong bones.



"It is well-nigh time that the evidence on the adverse health effects of dairy be honestly presented to the public. One of the biggest myths is that we need dairy for strong bones and teeth."

Professor T. Colin Campbell, lead researcher of the *China Study*, Professor Emeritus of Nutritional Biochemistry, Cornell University.



Weight-bearing exercise – walking, running and dancing – is the most important factor, followed by a healthy diet (including calcium, vitamin D and other nutrients from plant sources) and lifestyle. To protect your bones – use 'em or lose 'em!

NOT COOL FOR KIDS

Acne, asthma, colic, eczema, ear infections and obesity are all linked to dairy. As is childhood anaemia, often caused by intestinal bleeding as a result of milk allergy. Childhood diabetes (type 1) is dramatically increasing in younger children and early exposure to cow's milk and cow's milk infant formula is a recognised trigger.

Type 2 diabetes was once the disease of parents and grandparents, it is now a disease of our children. Lack of exercise and poor diets are to blame – that four-cheese pizza does them no favours!

"If you want to look at why people are fat today, it's pretty hard to identify a contributor more significant than this meteoric rise in cheese consumption"

Dr Neal D. Barnard, president of the Physicians' Committee for Responsible Medicine.

...OR ADULTS!

It's not just kids at risk as several adult diseases are also linked to dairy, including breast cancer, prostate cancer, arthritis, Crohn's disease, food poisoning, gallstones, kidney stones, migraines, multiple sclerosis, obesity and osteoporosis.



ALLERGY VS INTOLERANCE

Lactose intolerance should not be confused with cow's milk allergy, they are entirely different. Cow's milk allergy is where the immune system reacts to cow's milk proteins. Lactose intolerance is where the body cannot digest lactose – the sugar in milk.

FAREWELL TO FAT

Diets packed with saturated fat are the gateway to our biggest killers – heart disease, diabetes and some cancers. Foods high in saturated fat include meat pies, sausages and fatty cuts of meat, butter, ghee, lard, cream, hard cheese, cakes and biscuits and foods containing coconut or palm oil. Cutting out saturated fat can dramatically lower the risk of these and other serious diseases.

TAKING THE PUS!

One third of dairy cows have mastitis each year – a bacterial infection of the udders. Like us, cows produce pus when they are fighting infection. Pus is made up of white blood cells and dead cell tissue carried in a thin fluid. White 'somatic' cells are the immune system's 'soldiers' sent to attack any bacteria causing infection.

The EU permits consumption of milk with up to 400,000 of these somatic or 'pus' cells per millilitre. Organic milk is no better – organic dairy farmers can't use antibiotics to control the disease so the situation can be even worse.

