Find out more...

Find out why red meat and dairy foods are harmful and which plant foods can help you prevent or overcome breast cancer.



One in Nine The VVF asks why breast cancer cases are rising and investigates the role of diet. £3.50 (inc p&p). This scientific report looks at how diet affects your risk of this major Western killer.

How animal-based foods are linked to breast cancer and why plant foods are protective.

A Fiahtina Chance A guide with

recipes to help prevent and overcome breast cancer. £2.90 (inc p&p).

This new, easy-to-read colourful

guide provides vital information on which foods can help fight cancer. It includes a sevenday meal plan with inspiring healthy recipes.



in this 76-page, scientific report which reviews over 200 research papers.

White Lies The health

consequences of consuming

The detrimental health effects

products are widely discussed

cow's milk. £5 (inc pop).

of cow's milk and dairy

Join the VVF (£15 per year)

You can join the VVF, receive its highly-acclaimed magazine *Veggiehealth* three times a year and five nutrition fact sheets in a special folder, and have

white lies

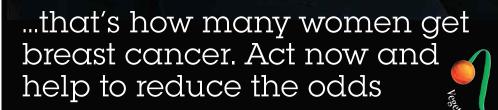
access to free advice on diet and health. You will also be supporting our campaigns to improve the nation's health and save animals from suffering.

	<u>~</u>
 Please send me: (state qty) One in Nine report @ £3.50 each (state qty) A Fighting Chance guide @ £2.90 each (state qty) White Lies report @ £5 each □ Yes, I'd like to join the VVF and enclose £15 □ Yes, I'd like to donate to the One in Nine campaign and enclose £ 	
Total enclosed \pounds (Please make cheques payable to the VVF.)	
OR please debit my Visa/Master/Switch/Solo/Maestro card number	
Expires/ Switch Issue No Switch start date/	-
Title First name Surname	
Address	
Postcode	
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Tel (day):

Send to: One in Nine, VVF, 8 York Court, Wilder St, Bristol BS2 8QH. Or call 0117 970 5190 (Mon-Fri 9am-6pm) or order/join online at www.vegetarian.org.uk

One in Nine...



Vegetarian & Vegan Foundation (VVF) registered charity 1037486

Rising tide

Over 44,000 UK women are diagnosed with breast cancer every year – over 100 a day. Numbers have risen by 80 per cent since 1971 and are still climbing by one per cent a year. One in nine women are affected and one in 300 men.

It's in the genes

Only to a small degree as just 10 per cent of cases can be blamed on genes. Diet, chemical pollutants and contaminants are all more important.

Western diets – Western diseases

Western diets are heavy on meat, dairy and processed foods. They're also heavy on heart disease, diabetes, breast cancer and other degenerative diseases – diseases of affluence.

The World Health Organisation (WHO) reckons that poor diet accounts for around a third of all our cancers. The World Cancer Research Fund is even more convinced, blaming diet and lifestyle for 40 per cent.

Fat facts

Animal fat – the saturated kind found in whole milk, cream, butter, meat, cheese and some cakes and biscuits – can increase breast cancer risk whilst vegetable fat doesn't.



Red alert

Red meat may increase the risk of breast cancer and as little as a sausage and a burger a day could almost double the risk. The guilty parties are thought to be growth hormones used in the US and animal fats, oestrogen and haem iron – all found in meat but not plant foods.

Obniral Brit

Hormone havoc

Meat and dairy foods contain oestrogen and so Western diets increase levels of this powerful hormone. Cows only produce milk after giving birth and are made pregnant every year to keep the milk flowing. This ensures that cow's milk is loaded with 35 hormones including oestrogen. It also happens that breast cancer patients have higher levels of oestrogen.

A growth hormone – IGF-1 – is also present in the milk and blood of both cows and people. It carries a simple message – 'grow, grow, grow!' IGF-1 is higher in people who eat dairy foods and high levels are linked to a higher risk of several cancers, including breast cancer.

Give milk α miss

Cow's milk is far from being the wonder food the dairy industry would have you believe. Ditching dairy could help you fight breast cancer and other diseases.

Positive plans

Plant foods lower the risk of breast cancer. Fibre, found in fruit, vegetables and wholegrain foods, lowers the risk by reducing oestrogen levels. A specific compound in green vegetables such as broccoli helps stop cancer cells growing. Eating soya foods when you're young significantly redu

when you're young significantly reduces breast cancer later in life. Switching from dairy to plant alternatives reduces saturated fat, oestrogen and IGF-1 intake.

Making a real difference...

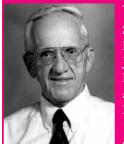
"When I was diagnosed with breast cancer I wasn't offered any dietary advice. I didn't know where to turn but the VVF's A Fighting Chance told me all I needed to know and it even has recipes! This amazing guide should be available to all women who want to prevent or beat breast cancer." Jenny Carter, Stockport



Professor Jane Plant CBE, Anglo American Professor of Applied Geochemistry at Imperial College, London, says...



"One in Nine is an excellent campaign. The VVF's report and guide contains thoroughly researched, valuable information about diet that could help save your life."



What the scientists say on *White Lies...*

Professor T. Colin Campbell PhD, Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry at Cornell University in Ithaca, New York...

"More recently, much more evidence on the adverse health effects of cow's

milk has accumulated, and much of it has been ably reviewed in this excellent report which is timely, broad in scope and profound in its consistency."

