

30 Day **Vegan Vitality** **Program**

Lose weight,
regain your energy,
oh, and help save
the planet too!



future kind +

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DISCLAIMER:

This guide does not provide medical advice. It is intended for informational purposes only. It is not a substitute for professional medical advice, diagnosis or treatment.

WELCOME

TO THE 30-DAY VEGAN VITALITY PROGRAM

Congratulations on taking the first step towards a healthier and happier future!

Whether you're a gnarly veteran vegan or brand new to it, the vegan vitality program will help you either kickstart your vegan journey, or get it back in gear so you're firing on all cylinders and fitting into those jeans again that you had left for dead.

Here's how to start:

1. Download all the ebooks from the email you received
2. Read this guide while you wait for your delivery
3. Write your why and take your before photo (more on this on page 31)
4. Go shopping with your shopping list.
5. Once you receive your supplements, start your 30 day program.
6. Follow the meal plan on page 32 as best you can



WHO EXACTLY ARE WE?

We're Shaun and Eliot. Aussie brothers, certified plant-based nutritionists and the founders of Future Kind. After studying nutrition, we discovered the truth about the shady parts of the supplement industry.

So we set out to create a new kind of health brand, producing evidence-based problem-solving products using the cleanest 100% vegan ingredients, with science and environmental sustainability at the core.

WHAT IS VEGAN?

If you're already vegan you can skip this, otherwise, here's a quick overview.

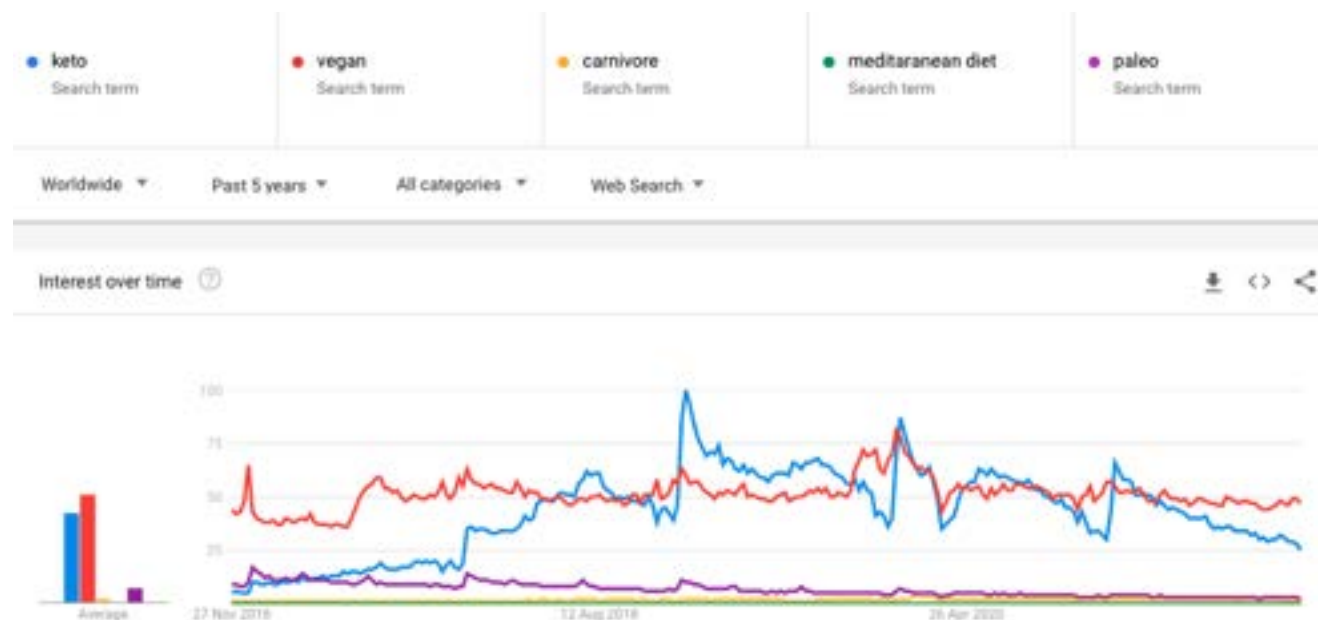
**HERE'S THE SIMPLE DEFINITION:
VEGANS DON'T USE ANIMAL
PRODUCTS.**

Unlike vegetarians, vegans also avoid dairy and eggs (we'll explain why later).

Veganism is about more than just food though.

Sure, it can help you lose weight and feel amazing, but just as importantly, it's a huge positive for the environment and of course the animals, which can keep you motivated.

That's probably why, **unlike fad diets, veganism only continues to grow over time**, whereas other diets have disappeared. Check out the trends graph below (vegan is in red):



Source: Google Trends

**IT'S IMPORTANT
TO REMEMBER THAT
WE LIVE IN A
SOCIETY WHERE
IT'S HARD TO AVOID
ANIMAL PRODUCTS,
LIKE MEDICINES FOR
EXAMPLE, SO
IT'S NOT ABOUT BEING
PERFECT, IT'S ABOUT
DOING AS MUCH AS
POSSIBLE!**

WHAT ABOUT PLANT-BASED?

From a diet perspective, today there are vegan alternatives for absolutely everything, from sausages to ice cream. So, in 2022, vegan doesn't necessarily mean healthy.

That's why in this guide we focus on foods known as "Whole Foods Plant-Based" (WFPB).

These are foods like **fruits, vegetables, grains, legumes, nuts and seeds** that are packed with vitamins and minerals and will have you bursting with energy.



WHY GO VEGAN?

Different people choose to go vegan for different reasons, but generally speaking, there are 3 key reasons why you'd want to make the switch:

#1 YOUR HEALTH

#2 THE ANIMALS

#3 THE ENVIRONMENT

HEALTH

Here's a little-known fact skeptics won't tell you: The vegan diet is not only regarded as a safe and beneficial diet for all stages of life¹, but it also comes out on top as one of the healthiest diets you could ever follow.

Cutting out all animal products from your diet is associated with a lower risk for heart disease, type 2 diabetes, obesity, high blood pressure, and even some types of cancer.

We all know that prevention is better than cure and a nutrient-packed vegan diet can help you manage a great deal of health conditions, as well as prevent them!

Research² has shown that a healthy vegan diet can help manage the most serious symptoms of heart disease and even reverse cardiovascular issues by eliminating the dietary cholesterol and saturated fat building up in our arteries.

On top of that, a balanced vegan diet that includes daily supplements can also help improve your energy levels, promote better digestion, better sleep, and healthier hair and skin.

This is because a plant-based diet rich in fiber and micronutrients (vitamins and minerals) can give your body everything it needs to thrive and function optimally.

The best way to maximize the health benefits of veganism is to stick to a whole food diet as much as possible, cutting down on processed vegan foods, refined carbs, and saturated fats. So going whole-food plant-based is key to reaping all the incredible health benefits a vegan diet has to offer!

1 Melina V, Craig W, Levin S. Position of the Academy of Nutrition and Dietetics: vegetarian diets. *J Acad Nutr Diet*. 2016;116:1970-1980. pubmed.ncbi.nlm.nih.gov/27886704/

2 Esselstyn, Caldwell B. A plant-based diet and coronary artery disease: a mandate for effective therapy. *Journal of geriatric cardiology: JGC* vol. 14,5 (2017): 317-320. doi:10.11909/j.issn.1671-5411.2017.05.004

ANIMALS

Another key reason why so many people decide to go vegan every year comes down to realizing the horrors and exploitation behind the meat and dairy industry.

Most people would describe themselves as animal lovers, after all, and it's fair to say that most of us would agree that factory farms are pretty horrible places we wouldn't want our children to see.

EVER HEARD THE SAYING “IF SLAUGHTERHOUSES HAD GLASS WALLS, WE WOULD ALL BE VEGAN”?

Yet, we grow up being taught to love some animals, like our pet dog or cat, while eating others at the same time. In other words, our cherished family pets deserve love and protection, while cows, pigs, and chickens do not. Those who choose to go vegan realize the inherent contradiction of this statement, as all animals feel pain and yearn to be free just like your beloved pup does.

More than 70 billion animals are killed every year for food, and there are as many as 200 million land animals being killed every single day behind the walls of slaughterhouses.

When it comes to the dairy and eggs industry, some might say that the treatment of cows and chickens is even crueler. Dairy cattle are forcefully impregnated to produce milk and have their babies taken from them right after birth, so we can sell their milk and slaughter their young for veal. Hens live their entire lives cramped on top of one another to produce eggs, while their chicks are taken away to either be discarded (male chicks) or grow up in a tiny cage to become egg-producing hens just like their mothers (female chicks).

This process repeats for years on end until the animals sadly pass away long before the end of their natural lifespan.

But what about humane slaughter?

Some might be tempted to think that “humane slaughterhouses” can be a kinder, less cruel alternative to these standard factory farm procedures, and that only buying animal products marketed as “grass-fed” or “free-range” can help support better animal welfare — even if farm animals are still, inevitably slaughtered to end up on our plate.

UNFORTUNATELY, THE TRUTH IS THAT HUMANE SLAUGHTER IS AS MUCH OF A MYTH AS A MARKETING PLOY.

The act of taking a healthy life cannot be compassionate or humane in any way, even if the animals have been roaming freely before being slaughtered.

And on that note, claims of cage-free chicken and grass-fed beef don't mean the animals have been living a life that is anywhere close to the one they'd live out of captivity either.

In industry terms, cage-free simply means that animals are not constricted within a tiny cage but stacked on top of each other "freely" under the same concrete roof.

Not something you'd want your children to see indeed!



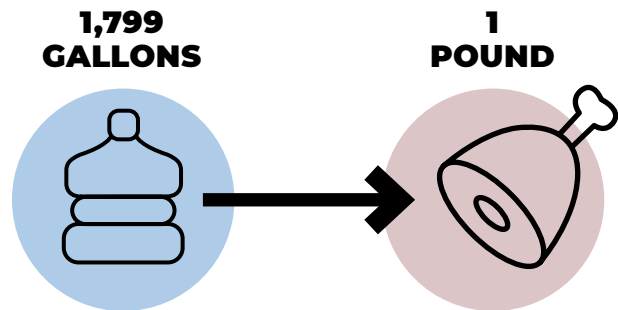
THE ENVIRONMENT

Another key reason why so many people are choosing to go vegan is to help reduce our carbon footprint and protect the planet from the effects of climate change, deforestation, and waterway pollution.

The impact of animal agriculture on the environment is now well-documented: **THE MEAT AND DAIRY INDUSTRY ALONE IS RESPONSIBLE FOR AS MUCH AS 60% OF ALL AGRICULTURAL GREENHOUSE GAS EMISSIONS, WHILE USING A WHOPPING 83% OF THE WORLD'S FARMLAND³.**

So, it doesn't come as a surprise that ditching meat and dairy is considered the single biggest way to reduce your environmental impact!

In addition to growing deforestation and greenhouse gas emissions, the livestock industry is also responsible for one of the heaviest water footprints of all industries. One pound of beef requires a whopping 1,799 gallons of water to produce, which is a far cry from the mere 216 gallons needed to produce one pound of soybeans⁴.



The situation doesn't look too eco-positive in the fishing industry either: Overfishing is the main cause of biodiversity loss in our oceans, throwing the marine ecosystem out of balance and leading fish species like tuna and mackerel to be on the brink of extinction⁵.

Going vegan can help save **200,000 gallons of water every year⁶**, cut greenhouse gas emissions in half, and cut land use by as much as 76%⁷, all while improving your health and saving thousands of animals in the process.

If you thought that cutting down on single-use plastics and taking brisk showers was the best answer to the planet's climate crisis and water scarcity, think again!

3 Carrington, D. (2018) Avoiding meat and dairy is 'single biggest way' to reduce your impact on Earth. *The Guardian*. www.theguardian.com/environment/2018/may/31/avoiding-meat-and-dairy-is-single-biggest-way-to-reduce-your-impact-on-earth

4 Olson-Sawyer, K. Meat's large water footprint: why raising livestock and poultry for meat is so resource-intensive. foodtank.com/news/2013/12/why-meat-eats-resources/

5 Andrei, M. (2015) Tuna and mackerel populations suffer disastrous 74% population decline. *ZME Science*. www.zmescience.com/science/news-science/tuna-mackerel-overfishing-16092015/

6 Cronin, A.M. (2015) You Can Save Over 200,000 Gallons of Water a Year With One Simple Choice. www.onegreenplanet.org/environment/how-to-save-water-with-one-simple-choice/

7 Poore, J., & Nemecek, T. (2018). Reducing food's environmental impacts through producers and consumers. *Science*, 360(6392), 987-992. doi: 10.1126/science.aag0216

BUT WHAT ABOUT LOCAL

Some skeptics might think that buying locally sourced and locally produced meat, dairy, fish, and eggs will make a bigger positive impact, but the figures don't really lean in their favor.

According to a recent study⁸ on food-related emissions in the EU, in fact, eating a fully plant-based diet is even better for the planet than choosing to only eat local produce.

If we are looking to reduce our carbon footprint and help ease the ever-mounting pressure of climate change, it's what we eat that matters most, rather than where our food comes from.

FOOD?

And while emissions from transportation and production do impact our footprint, choosing to cut down on animal products (or better yet, eliminate these foods entirely from our diet) as well as opting for local produce and plant foods is the best way to truly make a positive impact.

**THERE'S NO WAY AROUND IT:
GOING VEGAN IS SIMPLY
THE BEST CHOICE YOU COULD
MAKE TO PROTECT YOUR
HEALTH, THE ANIMALS,
AND THE PLANET!**



⁸ International Institute for Applied Systems Analysis. (2018). For a lower climate footprint, vegetarian diet beats local. *ScienceDaily*. www.sciencedaily.com/releases/2018/10/181023110627.htm

VEGAN NUTRITION 101

When going vegan for the first time, you're likely going to come across your fair share of naysayers insisting that there is no way a plant-based diet could ever give you all the nutrients you need to thrive.

But all the existing literature surrounding vegan nutrition points to the same conclusion: Following a fully plant-based diet is a healthy choice for all stages of life, including pregnancy, lactation, infancy, and childhood.

The experts all agree that a plant-based diet is not only a healthy choice for all people regardless of age and activity levels but also a health-promoting one, American Dietetic Association included:

“THE POSITION OF THE AMERICAN DIETETIC ASSOCIATION IS THAT APPROPRIATELY PLANNED VEGETARIAN DIETS, INCLUDING TOTAL VEGETARIAN OR VEGAN DIETS, ARE HEALTHFUL, NUTRITIONALLY ADEQUATE, AND MAY PROVIDE HEALTH BENEFITS IN THE PREVENTION AND TREATMENT OF CERTAIN DISEASES.”

—American Dietetic Association⁹



9 Craig WJ, Mangels AR; American Dietetic Association. Position of the American Dietetic Association: vegetarian diets. *J Am Diet Assoc*. 2009 Jul;109(7):1266-82. doi: 10.1016/j.jada.2009.05.027

WHY ARE PLANT-BASED DIETS SO HEALTHY?

Well, much of it comes down to nutrient density: We all know that greens, fresh fruit, legumes, nuts, and seeds are good for us thanks to their health-promoting phytochemicals and antioxidants.

Plant foods naturally contain more gut-healthy fiber, potassium, magnesium, folic acid, vitamin A, C, and E than animal products. And on top of that, classic vegan foods like avocado, tofu, nuts, seeds, and olives, contain plenty of unsaturated fats (aka “good fats”) as opposed to saturated and trans fats, which are some of America’s biggest dietary killers.

So, overall, vegan diets tend to contain more dietary fiber and a lot less cholesterol and saturated fat, leading to vegans having lower blood pressure, lower cholesterol, better weight management, and a lower risk of heart disease¹⁰.

NUTRIENTS TO PAY ATTENTION TO

CONTRARY TO POPULAR BELIEF, RESEARCH SHOWS THAT THOSE FOLLOWING A PLANT-BASED DIET ACTUALLY TEND TO HAVE FEWER DEFICIENCIES THAN THOSE EATING A STANDARD OMNIVORE DIET!

While there are only three nutrients¹¹ that vegans tend to not get enough of (vitamin B12, calcium and iodine), omnivores tend to have deficiencies in seven key nutrients, including calcium and iodine!

With that said, keeping deficiencies at bay is crucial for reaping all the health benefits that a vegan diet has to offer and sticking to it for the long term, so you should make sure to keep an eye on your vitamin B12, vitamin D, calcium, iodine, and omega-3 levels.

10 Craig, W.J., Health effects of vegan diets. *The American Journal of Clinical Nutrition*, Volume 89, Issue 5, May 2009, Pages 1627S–1633S, doi.org/10.3945/ajcn.2009.26736N

11 Greger, M. (2007) *Omnivore vs. Vegan Nutrient Deficiencies*, NutritionFacts.org, nutritionfacts.org/video/omnivore-vs-vegan-nutrient-deficiencies-2/

VITAMIN B12

Vitamin B12 deficiency is a widespread phenomenon among vegans, vegetarians, and omnivores alike, as it is a nutrient produced by friendly bacteria in the ground, rather than animals or plant foods.

As modern agriculture tends to remove this type of bacteria through soil degradation and the use of pesticides, farmers have long started to supplement their cows, pigs, and chickens with vitamin B12 – meaning that meat eaters are getting their B12 through supplements too!

VITAMIN D

Vitamin D is also an important and hard-to-get nutrient for both vegans and non-vegans, as it is only produced through sun exposure. Exposing your skin to the sun for 15 to 20 minutes can be enough to meet your daily vitamin D needs, but in the winter, depending on where you live (it's harder the further north you are), this can range from hard to impossible. Also the darker your skin, the harder it is to absorb Vitamin D.

That's why omnivores get their sunshine vitamin from fortified dairy milk and cereal, and those following a plant-based diet opt for fortified plant milk and vitamin D supplements instead.

IODINE

Iodine is also a little tricky to get on a vegan diet unless you are incorporating iodized salt in your meals, as in nature, the nutrient can only be found in seaweed – which is exactly where fish get their iodine from!

If you want to skip the fish (plus the mercury and microplastics that come with it!) and go directly to the source, you can start supplementing, or alternatively you can eat nori sheets. Relying on iodized salt isn't recommended because we should strive to reduce our salt intake.

OMEGA-3

There are three main Omega-3 fatty acids: EPA, DHA & ALA.

ALA is present in many heart-healthy seeds like chia and flax. The ALA in those seeds will convert to EPA and DHA, but it's an inefficient process, so unless you're eating multiple servings every day, it can be hard to get enough, which is why supplementing with a pollutant-free source of Omega-3 made from algae is a good solution.

CALCIUM

Despite the fact that vegans tend to consume less calcium, long-term vegans were found to have the same bone mineral deficiency. However, it is important to pay attention to this mineral, so focus on incorporating foods like tofu, beans, almonds, bok choy, and broccoli into your weekly meals!

PROTEIN

And what about the ever-popular “vegans can’t get enough protein” claim?

Let’s dispel the myth once and for all: Protein deficiency is incredibly rare among all demographics, so as long as you’re eating enough, you definitely won’t experience any full-blown deficiency!

Plant foods contain all the essential amino acids your body needs to thrive, but you should make sure to incorporate at least one source of plant protein with every meal to feel satisfied and satiated throughout the day.

Let us repeat: It’s a myth that plants don’t contain all the essential amino acids.

Beans, lentils, tofu, seitan, peanut butter, quinoa, nuts, and seeds make for some of the best sources of plant-based protein, so you won’t have to struggle to get enough!



SUPPLEMENTING

So, except for vitamin B12, and vitamin D over the winter months, vegans can get all the vitamins and minerals they need through diet alone, as long as they are following a balanced and varied whole food plant-based diet.

Of course, some people might fare better supplementing certain nutrients depending on their activity levels and specific health requirements (for example, if you're prone to anemia, you might want to incorporate iron supplements alongside plant-based sources of iron).

At the same time, it's also perfectly possible to have a healthy vegan diet and only take a B12 supplement every morning.

With that said, the goal of this program is to make the process as easy as possible to ensure you're smashing all your nutrient goals and thriving.

THAT'S WHY WE RECOMMEND THE FOLLOWING...



ESSENTIAL FOR VEGANS

Taken by thousands and specially designed with the requirements of a vegan diet in mind, Future Kind's >Essential for Vegans contains the nutrients that are the hardest to get on a plant-based diet, and nothing else.

This vegan multivitamin formula contains a healthy 400mcg dosage of vitamin B12, 50mcg of vitamin D3, and 650mg of algae-derived omega-3.

While vitamin B12 is virtually impossible to get without supplementation, getting enough vitamin D can be just as hard depending on the time of year and where you live.

Not everyone wants to eat mouthfuls of chia and flax every day to get enough plant-based omega-3 either, which is why we decided to include all three of these nutrients!

OUR ESSENTIAL FOR VEGANS HELPS SUPPORT YOUR ENERGY LEVELS, IMPROVE MOOD, FOCUS, AND SUPPORT HEALTHY JOINTS AND A HEALTHY BRAIN – AN ALL-IN-ONE SOLUTION FOR HEALTHIER LIVING.



The world's 1st Essential Vegan Multivitamin specifically made for Vegan and plant-based diets

Our Essential Multivitamin supports:



Energy



Immunity



Clear Thinking



Mood

BUY ME NOW

DEEP-EARTH SOURCED IODINE

If you don't eat seafood or much processed food with iodized salt, you might not be getting enough Iodine. Vegans and vegetarians, in particular, need to pay attention to this mineral, as studies have found that up to 90% are not getting enough.

IODINE IS AN ESSENTIAL MINERAL FOR THE FUNCTION OF OUR THYROID, PLAYING A ROLE IN OUR ENERGY PRODUCTION, CARDIOVASCULAR HEALTH, IMMUNE FUNCTION, AND SKIN HEALTH.

If eating seaweed on a regular basis doesn't sound like something you'd enjoy (and you want to stay away from processed foods and salt as much as possible), your best bet will be to take an Iodine supplement.

And we've got just the one:

› Our Liquid Vegan Iodine Drops give 150mcg to support thyroid health and optimal immune function, making weight management a whole lot easier in the process!

Take care of your thyroid with a vegan Iodine supplement: Iodine deficiencies are the most common cause of thyroid disorders.



Supports Thyroid Health



Immune Function



Improved Metabolism

BUY ME NOW



ORGANIC VANILLA PROTEIN POWDER

As we mentioned earlier, as long as you're including a wide variety of plant-based foods in your daily diet, you shouldn't have any issues getting enough protein to support your muscles. But we also know that daily life can get pretty busy, and most people won't follow a fully balanced and nutritionally complete diet 100% of the time.

So, to cover all the blind spots or simply support your body through periods of higher physical activity, having a protein supplement at hand can really work wonders for your health regimen.

Our >plant-based protein powder is made of organic pea protein and contains no added sugar or artificial sweeteners, delivering a generous 20g of protein per serving.

PROTEIN IS ESSENTIAL FOR MUSCLE GROWTH AND RECOVERY, AND IT CAN HELP WITH WEIGHT MANAGEMENT, WHILE PROVIDING A RICH SOURCE OF IRON.

An organic vegan plant-based Protein Powder fit for a minimalist



Supports weight and fitness goals



Helps increase energy levels and your metabolism



Aids in immune health and support against illnesses

BUY ME NOW



OTHER SUPPLEMENTS TO CONSIDER...

While these supplements are recommended for most vegans, there are plenty of other “nice to haves” that you can incorporate into your diet for better health and vitality.

WHEN YOUR GOAL IS TO FEEL YOUR BEST BY CREATING BETTER LIFESTYLE CHOICES, YOU SHOULDN'T LEAVE ANY STONE UNTURNED. NOT TO MENTION, TACKLING ALL HEALTH ISSUES AT THE SOURCE WILL MAKE GOING VEGAN A WHOLE LOT EASIER!

SLEEP

For example, if you're struggling with getting a good sleep every night, you might want to invest in a good melatonin supplement to help your body get the rest it truly needs.

Future Kind's >Sleep supplement is formulated for chronic light sleepers and the perpetually tired alike, providing 3mg of melatonin plus valerian root powder, L-Theanine, and other natural ingredients designed to give you the best sleep of your life.



Get to sleep with the most powerful Sleep Aid supplement



Fall asleep faster



Enjoy deeper sleep



Wake up energized

BUY ME NOW

STRESS

It's been a challenging couple of years for all of us, and if you've been feeling the pressure and damaging effects of stress more than usual, you'll want to reach for a natural stress relief to make the transition to veganism as smooth as possible.

Future Kind's >Stress Relief supplement contains Ashwagandha root, Rhodiola root, and lemon balm leaves, natural and age-revered ingredients clinically proven to help reduce stress, boost mood, and improve energy levels.

[BUY ME NOW](#)

COLLAGEN

We all want our bodies to reflect just how healthy we are on the inside, and while a healthy plant-based diet can give you the best figure and skin of your life, there's nothing wrong with needing some extra help when it comes to revitalizing your skin!

Your collagen is the best collagen, so you'll want to reach for a product design to boost your natural collagen production.

Future Kind's advanced >Vegan Collagen Booster supplement contains 16 collagen-boosting ingredients, including silica, biotin, grape-seed extract, zinc, vitamin A and E, and antioxidant-packed super berry amla – the perfect recipe for supporting skin and hair health!

[BUY ME NOW](#)

VEGAN PROBIOTICS

Thanks to its high fiber content, you'll soon find that a whole food plant-based diet is the perfect diet to follow if you struggle with digestive issues, especially if you make sure to incorporate fermented foods like kombucha and sauerkraut.

But if you find yourself still struggling, Future Kind's >30 Billion Vegan Probiotic is the perfect supplement for promoting optimal digestion and gut health.

BOASTING AS MUCH AS 30 BILLION COLONY-FORMING UNITS, THIS POWERFUL MIX OF VEGAN PROBIOTIC STRAINS CAN HELP PROTECT YOUR GUT MICROBIOME AND GI TRACT, SUPPORT HEALTHIER BOWEL HABITS, AND HELP SUPPORT YOUR BODY'S IMMUNE FUNCTION AND DIGESTIVE STABILITY.



With just one gut-loving capsule a day, keeping a happy and healthy gut has never been easier!



Supports intestinal health, a healthy metabolism, and optimal digestion



Helps enhance your immune system



Helps protect your gut from pathogenic bacteria

BUY ME NOW

PRO TIPS: GOING VEGAN, THE EASY WAY

WILL GOING VEGAN HELP ME LOSE WEIGHT?

We all have different goals when it comes to health and fitness, and if shedding some unwanted pounds is at the top of the list for you, you'll be happy to know that following a whole food plant-based diet is the perfect way to make weight management ten times easier!

Those following a vegan diet not only have the lowest rates of obesity but also seem to struggle a lot less with the pains of yo-yo dieting.

Here's the deal: Classic dieting doesn't really work. Cutting calories, often drastically, for a few months at a time before going back to your usual routine will only make you more tired and crankier, and as soon as you start eating more, you're likely going to gain back all the pounds you lost, plus a couple more. Crash and fad diets are not sustainable for the long term, but eating a whole food plant-based diet rich in micronutrients, complex carbs, protein, and healthy fats definitely is.

When you're packing your meals with satiating and appetite-regulating foods like whole grains, beans, and green veg, you'll often end up eating the right amount you need to sustain your energy

levels and metabolic functions, and nothing more. Still, that doesn't mean that overeating won't ever happen on a vegan diet, especially if you're eating more processed foods, added sugar, and oil.

So, if your goal is to lose weight sustainably and keep it off for the long term, it might be helpful to start tracking your calories and macronutrient/micronutrient intake with a convenient app like [Cronometer](#), at least for the first few months.

While diet is the most important element, exercise also plays a key role in weight management, so you'll want to make sure you're moving your body on the daily and incorporating some type of resistance training to make your muscles grow, and in turn, burn a lot more calories every day!

When it comes to measuring your progress, don't just look at the number on the scale. Your body fat ratio is a lot more important than your weight, so investing in a body composition scale will give you a better idea of how fit you are and what you need to improve!

WILL I FEEL TIRED ALL THE TIME?

One of the most common myths surrounding vegan diets is that they will leave you feeling tired and sleepy all the time, seriously impacting your quality of life.

BUT THE TRUTH IS THAT MANY PEOPLE TEND TO UNDEREAT WHEN GOING VEGAN FOR THE FIRST TIME, SINCE THE MAJORITY OF PLANT FOODS TEND TO BE LESS CALORIE-DENSE THAN MANY ANIMAL PRODUCTS.

So, if you find yourself feeling tired, foggy, and unmotivated to work out, you might want to track your calories more closely to ensure you are eating enough, as well as make sure you are not deficient in key energy-supporting nutrients like iron (check with your doctor) and vitamin B12.



WHAT ABOUT EATING OUT?

Eating a whole food plant-based diet sounds easy enough when you're cooking all your meals at home, but when it's time to eat out with friends and family, this is when many new vegans tend to "slip up" and be at a loss on what to eat.

The number of restaurants and cafes catering to a vegan diet is on the rise, but depending on where you live, you might not be able to find vegan options everywhere (especially if you're looking for something different than just a classic avocado toast!).

That's why planning where you're going to go in advance is essential: You can look up the menu online to see if there are vegan options or contact the restaurant yourself to ask if some items on the menu can be veganized.

It might seem a little tricky at first, but you'll soon find that most restaurants and cafes are more than happy to help when it comes to accommodating vegans and vegetarians. It might not be the best meal of your life, but you'll get to have a nice time with your loved ones nonetheless!

AND IF YOU WANT TO MAKE THE PROCESS EVEN EASIER, WHY NOT BRING YOUR FAMILY AND FRIENDS TO A FULLY VEGAN OR VEGAN-FRIENDLY EATERY TO SHOW THEM JUST HOW DELICIOUS PLANT-BASED LIVING CAN BE?

The best way to find great vegan options is to download the handy >[HappyCow](#) app, an online directory showing you all the vegan-friendly restaurants, cafes, and supermarkets in your local area and abroad.

All you have to do is browse all the vegan, vegetarian, and vegan-friendly spots in your area, complete with real feedback and reviews from vegans like you!



WHAT IF I SLIP UP?

LET'S FACE IT: HUMANS ARE FAR FROM PERFECT CREATURES.

Whether you're eating out or traveling somewhere new, you might make mistakes along the way and eat animal products by accident, or even see your motivation falter and eat something that's not vegan on purpose.

When this happens, you might feel disappointed and even feel like giving up on a vegan diet altogether, but there's really nothing to worry about – slipping up is almost expected when going vegan for the first time!

Remember that you are breaking the habits of a lifetime, so it's naturally going to take some time until you won't feel cravings for dairy, meat, and eggs anymore.

The best way to prevent these disappointing slip-ups from happening, however, is to ensure you have a clear reason in mind for why you're going vegan, with having an accountability partner as a helpful plus.

You can try joining a local vegan group on Facebook to find people who are just as motivated as you are to change their lifestyle for the better, make friends, and lift each other up along the way.

And if you want to start small and make incremental changes, why not take it easy and aim for adhering to a vegan diet 80% of the time before you go fully vegan?

As long as you keep your ultimate health goals in mind and have a strong support system around you, the occasional slip-up won't set you back too much!



FEELING BLOATED?

If you don't eat a lot of fruit and vegetables already, it's not unusual for vegans to feel bloated or even gassy in the early stages. The good news is that this will pass!

However, in the early stages if you are experiencing bloating, try to identify what foods are the trigger and reduce the amount you're consuming. Common culprits are beans, lentils, broccoli, cauliflower and cabbage. Instead, try eating more carbohydrates like oats, pasta, rice and noodles until you feel less bloated.



I'M NERVOUS PEOPLE WILL JUDGE ME, HOW CAN I DISCUSS TRYING A VEGAN DIET WITH OTHERS?

With millions of vegans around the world, vegans are no longer the rare specimens they once were, so most people should have some understanding. However, the number 1 reason vegans return to omnivore diets is to the social pressure from society.

So, if Uncle Jimbo asks you why you're eating vegan at the dinner table, some people find it easier in the earlier stages to just say something along the lines of "I feel better eating plant-based food". Of course, if you want to explain in more detail about the animal, environmental and nutrition benefits then go for it, but be warned, many people will already have their mind made up and aren't really looking for a constructive debate.

Getting into the intricacies of nutrition and comparing the methane produced by a cow versus macadamias can be exhausting, but no one can argue with you if you simply explain you feel better on a plant-based diet.

THE FOUR PILLARS FOR SUCCESS: **SLEEP, STRESS AND RELATIONSHIPS, DIET, AND EXERCISE**

Whether you're aiming to go vegan over time, or jumping into the lifestyle straight away, changing the way you eat so drastically will require plenty of willpower.

But you should keep in mind that no lifestyle change exists in a vacuum: If you truly want to succeed, it can help to improve other key areas of your health simultaneously.

SLEEP

You've probably already heard that good sleep is essential for good health and easier weight management, as lack of sleep will raise your cortisol levels over time and make weight loss a lot harder.

So, if you're looking to get fitter, more focused, and more energetic, you'll want to improve the quality of your sleep by incorporating healthier habits:

REDUCE YOUR SCREEN TIME

Reducing your screen time before bed, meaning the time you spend staring at your phone or computer screen, is one of the best ways to promote better sleep, as it not only allows your brain to rest but also balances your circadian rhythm.

In fact, staring at artificial light from screens impacts your wake/sleep cycle just as much as real daylight does! Try not browsing your phone or texting 30 minutes to one hour before you're planning on going to sleep and you'll soon notice improvements in sleep quality. For bonus points, keep it plugged in outside of your bedroom.

AVOID CAFFEINE AFTER 3PM

A nice cup of coffee can be a lifesaver early in the morning, but as the sun sets, you'll want to stay away from caffeine (including chocolate products!) to not have your sleep disrupted. Aim for only consuming caffeine before 3 or 4pm to sleep soundly.

STICK TO A SCHEDULE

Our brain runs like clockwork: It gets used to waking up and going to sleep at around the same time every day, so if you are struggling to go to sleep or waking up frequently during the night, establishing a regular sleep pattern is usually the way to solve it.

AND MAKE SURE YOU'RE GETTING AT LEAST SEVEN HOURS OF UNINTERRUPTED SLEEP TOO!

STRESS AND RELATIONSHIPS

High levels of stress can impact your energy and general fitness just as much as lack of sleep does, throwing your hormones out of balance and pushing you to overeat.

When life gets busy, it can be easy to just keep going until you're running on fumes and burning yourself out – but not prioritizing your social life and daily relaxation can hold your progress back without you noticing.

MAKE TIME FOR FRIENDS

The best way to combat stress is to make time for the relationships that matter most: A casual catch-up with a friend on your lunch break can go a long way in making you feel more relaxed and balanced!

Make time for stress-relieving activities. On top of that, you'll also want to make time for stress-relieving hobbies like yoga, guided meditation, breathwork, and other group classes designed to make you move your body gently, turn the focus inwards, and make you socialize at the same time.

DIET

As we've stressed before, following a healthy diet is the number one factor when it comes to succeeding in going vegan, as well as the most important pillar for weight management and overall vitality.

Sticking to a whole food plant-based diet will guarantee stress-free weight management and plenty of energy to exercise frequently, but there are a few more things you should keep in mind...

GET AS DIVERSELY AS POSSIBLE

The more different types of fruits, vegetables, legumes, nuts and seeds the better. Every food has a unique range of minerals and vitamins and your gut will absolutely love it.

MAKE IT FUN!

You won't stick to your new diet regimen if you're not enjoying your meals, so don't renounce flavor and pack your recipes with tasty spices and condiments.

We have some great recipes waiting for you in a couple of pages!

EXERCISE

You might not be able to outrun a bad diet, but that doesn't mean that exercise is not incredibly important when it comes to fitness, vitality, and weight loss.



Here are a few tips for making your exercise truly count:

MIX CARDIO AND CONDITIONING

The best way to get fit is to lose fat while gaining muscle at the same time. Mix up your exercises and try to incorporate both cardio training (walking, running, cycling, aerobics) with conditioning (weight lifting, calisthenics) into your fitness regimen. Interestingly weight lifting was found to be the best exercise for weight loss.

MOVE YOUR BODY EVERY DAY

Moving your body every day for around 30-40 minutes is the best way to keep your energy levels consistent and the weight off for the long term.

YOU DON'T HAVE TO GO ALL OUT – EVEN AN INTENSIVE YOGA ROUTINE ON YOUR REST DAYS WILL DO!

SELF-ASSESSMENT: SET YOURSELF UP FOR SUCCESS

It's almost time to get started! But before you begin, you'll want to make sure you're fully committed and motivated to make changes that will last.

See your motivation in black and white and kickstart your journey with these tasks:

1. Write down your why

The more specific our goals are, the more you'll be able to stick to them! The reason why so many people routinely fail their new year's resolutions often comes down to lack of clarity and precise, actionable instructions, rather than a lack of motivation.

Grab pen and paper and answer the following questions in the most detailed way you can before moving on and review them when the journey gets tough:

- What is your main goal, the reason why you're following this program?
- What is holding you back from following through with this goal right now?
- How are you planning to tackle these challenges? Set out precise strategies!
- Do you have any doubts or concerns? Writing them down will provide more clarity and even solutions to these doubts!

2. IMPORTANT! Do the self-assessment before you begin

How long is your journey to success going to take and what stage of the process are you at now? A personalized plan will help you prepare for the changes to come and make each step easier to tackle.

Complete the self-assessment by following the [link](#).



THE VEGAN VITALITY MEAL PLAN

4 TASTY AND HEALTHY OPTIONS FOR BREAKFAST, LUNCH, DINNER AND SNACKS

FOOD GLORIOUS FOOD!

We have gathered some of our favorite and healthiest whole-foods plant-based recipes for breakfast, lunch, dinner, and snacking, so you can pick what tickles your fancy the most and follow the program for 30 days.

Variety is what makes food fun and plant-based eating sustainable, so we are giving you four different options for each meal of the day, perfect to mix and match according to what you truly love to eat.



PRO TIP:

Cooking not your thing? No worries! Keep it simple, no need for fancy meals. Have avocado on toast for breakfast, or a bowl of oats with fruit and flax seeds and peanut butter.

For lunch, have whatever one you didn't eat for breakfast, or perhaps a wrap with beans, spinach and a splash of Tabasco?

And for dinner, why not some whole wheat pasta with beans and vegetables? Don't over complicate it initially, the goal is to make this as easy for yourself as possible, you can even find a ready made meal plan service like Purple Carrot or Fresh n' Lean, just try to avoid excess fat and oils.

BREAKFAST

CLASSIC COMFORTING OATMEAL

A comforting bowl of oatmeal can brighten even the darkest days! Here's how to make this easy, classic recipe pop with flavor and nutrition in just a few simple steps:

Ingredients

- 1 cup of quick oats
- 1.5 cups of non-dairy milk of your choice (soy/almond/oat/rice)
- 1 ripe banana
- Handful of fresh or frozen blueberries
- 2 tbsp of natural unsweetened peanut butter
- Handful of seeds of your choice (chia/hemp/sunflower/pumpkin)

How to prepare

Start by pouring the oats and non-dairy milk into a pan on a medium heat, and heat until it reaches your desired consistency.

Pour into a bowl and top with sliced banana coins, blueberries, peanut butter, and your choice of seeds.

Feel free to mix it up by adding spices like cinnamon and nutmeg, plus any other topping you like!



TOFU SCRAMBLE

In the mood for a savory and satisfying breakfast? Then look no further than this delicious breakfast scramble, the perfect dish for starting the day with a protein boost:



Ingredients

- 1 block of firm tofu
- 1 onion, chopped
- Garlic cloves or garlic powder, as desired
- Red or green peppers, sliced
- Cumin powder, to taste
- 1 tsp of turmeric for color
- Smoked paprika, to taste
- Salt, to taste
- Black pepper, to taste
- 2 tbsp of nutritional yeast
- Olive oil

How to prepare

Start by heating some olive oil in a large pan, adding the chopped onion and garlic until soft and lightly browned.

Add the spices, stir, and let them cook for a minute to release the flavors before tossing in your pepper slices. Mash the tofu block with a fork after pressing it to get rid of excess water, and add salt and nutritional yeast for even more flavor.

Allow the scramble to cook on a medium to low heat for 20 minutes, keeping in mind that the longer you cook it, the drier it will be!

Crack some black pepper on top and enjoy.

VERY BERRY PROTEIN SMOOTHIE

This is the perfect recipe for a hot summer day and the best pre-workout for an early morning exercise session.

Feel free to leave the protein powder out if you're looking for a lighter breakfast:

Ingredients

- Non-dairy milk of your choice, as desired
- Handful of mixed frozen or fresh berries (strawberries/ cherries/ blueberries/ raspberries)
- 1 ripe large banana
- 1 serving of Future Kind vanilla protein powder
- 1 tbsp of chia seeds
- Handful of fresh spinach

How to prepare

Well, making a tasty smoothie is as straightforward as you can get!

Simply blend all the ingredients in a high-speed blender and pour in a large glass or travel bottle to take with you. You can mix and match ingredients for variety, leave out the protein or greens, and use as many fruits and seeds as you like!



CHIA PUDDING

Chia pudding makes for a scrumptious light breakfast as well as a satisfying snack, and you can play with different topping combinations and plant milks to find the version that fits your tastes the most:

Ingredients

- 4 tbsp chia seeds
- 1/2 cup non-dairy milk of your choice (we recommend coconut milk for a richer flavor)
- A couple drops of vanilla extract
- Handful of fresh berries or pieces of fruit of your choice
- Cinnamon, to taste

How to prepare

In a glass or jar, stir the chia seeds, cinnamon, and vanilla extract into the milk, and put the mixture in the fridge to set for about 20-30 minutes.

Once the chia seeds have combined with the milk to create a soft pudding, you can go ahead and garnish with your favorite fruit toppings, including dried fruit, nuts, and seeds.

LUNCH

QUINOA BUDDHA BOWL

A classic Buddha bowl makes for the perfect packed lunch, and it is endlessly customizable to include your favorite whole grains, plant-based protein sources, greens, and condiments!

If you're looking to stay full and avoid the dreaded post-lunch slump, however, nothing beats a hearty bowl of protein-packed quinoa:

Ingredients

- 1 cup cooked quinoa
- Chickpeas or black beans, as desired
- Broccoli florets, as desired
- Kale or spinach, as desired
- Sweet potato or pumpkin, cut into cubes
- Garlic powder
- Lemon juice
- Olive oil
- Spices and herbs of your choice (cumin/ smoked paprika/ chili/ parsley/ basil)
- Salt and pepper, to taste

How to prepare

To cook the quinoa, add 1 cup to cold water and bring to boil, simmering for 25-30 minutes.

Preheat the oven to 400F and cut your sweet potato or pumpkin into chunks, coating the pieces in oil and spices. Let them roast for about 30 minutes while your quinoa is cooking.

Cook your greens by sauteing in oil on a medium heat, adding garlic powder, chili, salt, and lemon juice until thoroughly cooked.

Wash your canned beans or chickpeas before adding them to the quinoa, so you can cook them gently. Once all the ingredients are done cooking, just mix them all together and top with salt to taste, your choice of herbs, and cracked black pepper!



LOADED SWEET POTATOES

Loaded sweet potatoes make for another tasty and convenient packed lunch, boasting plenty of vitamin C to strengthen your immunity and give a helpful energy boost!

You can also customize this dish to load your potatoes with your favorite ingredients and condiments.

Ingredients

- Medium sweet potatoes
- Cooked black beans or kidney beans
- Canned sweetcorn
- 1 red onion, chopped
- Garlic powder, plus your choice of spices
- Cherry tomatoes, chopped
- Fresh parsley
- Your choice of condiment to garnish (tahini/ hummus/ guacamole)
- Nutritional yeast, to taste
- Salt and pepper, to taste

How to prepare

Start by preheating the oven to 400F and poking your sweet potatoes with a fork before baking them for 50-60 minutes.

As your potatoes are cooking, chop up all your toppings and combine them with your voice of spices, garlic, and herbs. When the sweet potatoes are thoroughly cooked and soft, cut them lengthwise and load them with tomatoes, sweetcorn, beans, and red onion.

Top it all off with generous drizzles of tahini, or a dollop of hummus or guacamole.



BURRITO BOWL

If you love burritos but want to keep your lunch whole-foods based, you're going to love this satisfying burrito bowl!

Feel free to switch the brown rice for quinoa or any other whole grain of your choice:



Ingredients

- 1 cup of brown rice
- 1 red onion, sliced
- Chili flakes
- Lime juice
- Canned black beans
- Red and green peppers, sliced
- Canned sweetcorn
- Handful of cilantro, chopped
- 1 avocado, mashed
- Salt and pepper, to taste

How to prepare

Start by cooking the tempeh, covering a pot with water and letting the tempeh strips cook on a medium heat for 10 minutes, adding a tbsp of soy sauce for extra flavor.

Once cooked, drain the tempeh strips and place them in a mixing bowl, adding in another tbsp of soy sauce and the rest of the condiments before stirring thoroughly. You'll want your tempeh to marinate for at least one hour before using it, but keep in mind that the longer you let it rest the more flavorful it will be!

Preheat the oven to 400F and quickly bake the tempeh strips for 10 minutes.

It's finally time to assemble your wraps: You can choose to spread a drizzle of tahini on the wraps to add moisture, or simply pack them with your veg and tempeh strips straight away!

TEMPEH WRAPS

Tempeh is an even more protein-packed alternative to tofu, perfect for bringing up the nutritional value of your whole-wheat wrap and adding an extra satisfying crunch to your Buddha bowl.

Here's how to make some simple marinated tempeh wraps for your packed lunch:



Ingredients

- One block of tempeh, cut into strips
- Whole-wheat tortilla wraps
- Lettuce, chopped
- Red peppers, sliced
- Carrots, julienned
- 1 small red onion, sliced
- 2 tbsp of low-sodium soy sauce
- 1 tbsp apple cider vinegar
- 1 tbsp agave syrup or maple syrup
- 1 tsp garlic powder
- 1 tsp onion powder
- Smoked paprika, to taste Tahini (optional)

How to prepare

Start by cooking your rice for about 30 minutes, adding 2 cups of cold water and bringing to a gentle simmer.

While you're cooking the brown rice, prepare your homemade healthy guacamole by mashing a ripe avocado and mixing in red onion slices, sliced peppers, sweetcorn, chili flakes, salt, pepper, and lime juice.

Add canned black beans to the boiling pot a few minutes before the rice is done cooking, and fluff with a fork once all water has evaporated.

Top your rice and beans with the mashed avocado and a generous handful of chopped cilantro.

DINNER

SPICED LENTIL SOUP

Lentils are a nutritional powerhouse, providing plenty of plant-based protein, fiber, folate, and potassium.

This comforting soup is the perfect dinner to have at the end of a cold day, and you can boost its nutritional value even more by adding your choice of veg:



Ingredients

- 1 cup of green lentils
- Garlic cloves or powder, as desired
- 1 stalk of celery
- 4 tbsp of tomato puree
- 1 tbsp of apple cider vinegar
- Red peppers, sliced
- Handful of spinach, chopped
- Cumin powder
- Sweet paprika
- Cayenne pepper (optional)
- Nutritional yeast, as desired
- Salt and pepper, to taste

How to prepare

Start by boiling the lentils on a medium heat, adding 2 cups of cold water before simmering for 40-50 minutes. Soaking the lentils in water for a few hours will shorten the cooking time!

As your lentils are simmering away, add tomato puree, celery, garlic, apple cider vinegar, spices, and veg, making sure to only add salt when the lentils have softened.

Top with some cracked black pepper when the soup has reached a creamier consistency and enjoy!

THREE BEAN CHILI

This satisfying chili provides plenty of protein and comfort, and it's the perfect recipe to help you empty out your fridge of all leftover veg:

Ingredients

- Canned black beans
- Canned kidney beans
- Canned pinto beans
- Canned sweetcorn
- 1 large onion, chopped
- 1 celery stalk
- 1 can of chopped tomatoes
- Red, yellow, and green peppers, sliced
- Handful of spinach or kale
- Handful of cilantro, chopped
- Cumin powder
- Smoked paprika
- Chili powder
- Olive oil
- Salt and black pepper, to taste

How to prepare

Start by frying the chopped onion with the spices, adding in the chopped tomatoes and a little bit of water once softened.

Add the celery, canned beans, vegetables and sweetcorn, and simmer over a medium to low heat for up to 20 minutes or until most of the water has evaporated.

Top with a handful of fresh cilantro and serve over rice or with a side of whole-wheat tortillas.



TOFU STIR-FRY

Tofu is one of the most versatile and nutritious plant foods around, providing a whopping 350mg of calcium and 8g of protein per 100g serving.

There's no better way to enjoy your tofu than the way it was intended, tossed in a delicious stir-fry full of crunchy veg:



Ingredients

- 1 cup of brown rice
- 1 block of firm tofu
- Red and green peppers, sliced
- Bok choy
- Soybean sprouts
- Baby corn
- Garlic cloves or powder, as desired
- Grated ginger, as desired
- Spring onions, chopped into thin rounds
- Low-sodium soy sauce, to taste
- 2 tbsp of sesame oil
- Sesame seeds (optional)

How to prepare

Start by cooking the rice by adding 2 cups of water to the pot and letting it simmer for around 30 minutes.

As your rice is boiling away, you'll want to press your tofu to get rid of all excess water and start sauteeing the garlic and ginger in a little sesame oil. Add all your vegetables to the frying pan along with the tofu, cut into bite-sized thick pieces.

The goal is to get the tofu piece crispy on both sides, so make sure to flip them halfway through the cooking to get an even crisp. Pour plenty of soy sauce on the sizzling tofu and veg, before topping with fresh spring onions, sesame seeds, and a little more sesame oil.

Serve on top of brown rice and enjoy!

CHICKPEA AND POTATO CURRY

Who doesn't love a comforting bowl of curry? Whether you're having a good serving of this chickpea and potato curry on its own or serving it with a side of rice, you're guaranteed to come back for seconds:



Ingredients

- Potatoes or sweet potatoes, cut into medium chunks
- Canned chickpeas
- Handful of spinach, chopped
- 1 can of chopped tomatoes
- 1 large white onion
- Garlic cloves or powder, as desired
- Fresh ginger or ginger powder, as desired
- Cumin powder, as desired
- Turmeric powder, as desired
- Cayenne powder, as desired
- 2 tbsp of mild or medium curry powder
- Olive oil
- Salt and pepper, to taste

How to prepare

Start by frying onions, garlic, and ginger alongside the rest of your spices, bringing it all to a slow simmer once softened.

Peel the potatoes and cut them into medium-sized chunks, adding them to the pot alongside the chopped tomatoes, spinach, and a little bit of water, just enough to cover the chunks. Cook the potatoes until soft, add salt and pepper, and finally add your canned chickpeas after rinsing them well.

Continue cooking until the curry achieves a creamy consistency and serve with rice for a more filling meal!

SNACKS

PEANUT BUTTER AND APPLE SLICES

If you're looking for a satisfying, crunchy, and healthy snack, look no further than this simple combination of sweet apple slices and salty natural peanut butter.

Just cut your favorite type of apple into slices and add generous dollops of natural peanut butter or almond butter for dipping!

RICE CAKES WITH AVOCADO

Brown rice, corn, or quinoa cakes make for the perfect afternoon snack when paired with a healthy fat source like avocado or hummus, especially if you spice it up with some salad veg!

CARROT STICKS WITH HUMMUS

And speaking of hummus, what about pairing the popular dip with some crunchy carrot sticks, or any other tasty salad veg you like?

ROASTED CHICKPEAS

Roasted chickpeas are a great whole-food snack packed with protein and fibers, and if you have a little time on your hands to prepare a batch, they'll last in your pantry for a good few days!

To prepare, preheat the oven to 350F and drain a can or two of chickpeas, rinsing well and getting rid of the outer skins. Coat the chickpeas with a little olive oil, garlic powder, onion powder, cumin, paprika, rosemary, and salt. Once tossed with the spices and salt, bake your chickpeas for around 35 minutes on a baking tray, giving them a good shake halfway through.

If you want to spice up your salads, they make for a great alternative to croutons too!

PRO TIP:

Looking for something sweet to finish your meal? Blend a frozen banana with peanut butter and cocoa powder. It tastes just like ice cream but is 100% guilt free.

Feeling really naughty? Okay, have a couple of blocks of dark chocolate, just try to make sure it's 80%+ cocoa.



GOING FORWARD:

AMAZING VEGAN RESOURCES TO CHECK OUT

Keep in mind that this program is only a brief introduction to the colorful world of plant-based diets and veganism.

There is so much to learn when it comes to the health benefits of a vegan diet, so if you want to continue following a whole-foods plant-based diet, you're going to need a few resources to help you out along the way!

DOCUMENTARIES

The Game Changers

Few vegan documentaries have made an impact quite like "The Game Changers" did in 2018. The Netflix documentary aims to answer one simple question: What is the best diet for optimal athletic performance and health?

From world-renowned scientists to UFC fighters, the doc uses existing scientific evidence and brand-new experiments to show just how healthy and performance-enhancing a vegan diet can be – yes, especially for top athletes!

What the Health

"What the health" is another Netflix documentary centered around the health-promoting benefits of a vegan diet, taking the viewer on a journey through the darkest side of the pharmaceutical and food industry.

This is the perfect documentary to understand how food (in this case, vegan whole foods) can really be your medicine.

Cowspiracy

Created by the same minds behind What the Health, "Cowspiracy" goes deeper into the ethical horrors and environmental impact of factory farming, interviewing environmental scientists and confronting activists to show just how sustainable a vegan diet can be.

Be prepared for some bombshell revelations!

EDUCATIONAL RESOURCES

NutritionFacts.org

> [NutritionFacts.org](https://nutritionfacts.org) is the leading online resource for all things plant-based and health.

Michael Greger, MD, reviews thousands of peer-reviewed nutritional studies every year to find the latest discoveries concerning plant-based eating, walking users through each study with easy-to-follow, bite-sized videos.

How Not to Die

Dr. Michael Greger is also the pen behind the New York Time's best-selling book *"How Not to Die"*, a comprehensive guide on the disease-reversing and disease-preventing properties of a vegan, whole-foods based diet. This is a must-read for any health enthusiast or new vegan!

Becoming vegan

"Becoming Vegan" by renowned vegan dietitians Brenda Davis and Vesanto Melina is another essential guide to following a vegan lifestyle, covering everything from nutrient requirements to delicious whole-food recipes.

It also includes handy tips for pregnant women, breastfeeding mums, and teens who are thinking of adopting a plant-based diet!

RECIPES

BOSH!

> [BOSH!](https://www.bosh.com) is the go-to recipe website for vegans looking to step up their game in the kitchen. Their recipes include vegan versions of festive classics and traditional meat-based dishes, as well as healthier, whole-foods based gems for everyday cooking!

Veganuary

> [Veganuary](https://veganuary.com) is not only a great educational resource for going vegan for the first time but also an equally amazing resource for finding delicious, healthy, and easy-to-make recipes.

Their dishes are listed according to national cuisines, so whether you're in the mood for Japanese, Thai, Lebanese, or Italian, you're bound to find a tasty recipe to scratch the itch.

Minimalist Baker

Virtually all of the delicious dishes on > [Minimalist Baker](https://minimalistbaker.com) are vegan, and with just as many dishes being gluten-free and nut-free, you're guaranteed to find a tasty and healthy recipe to fit any dietary requirement.

Minimalist is the keyword here, so expect straightforward recipes with minimal cleanup afterward!

MORE ABOUT FUTURE KIND

Founded in 2019 by Aussie brothers, vegans, and certified nutritionists Shaun and Eliot, Future Kind is on a mission to make vegan nutrition easier.

Future Kind offers a wide range of capsules, gummies, and liquid supplements designed to tackle all your nutrient requirements, from essential vitamins like B12 and vitamin D to special formulas to promote better sleep and stress management.



WHAT MAKES US DIFFERENT

+Clean



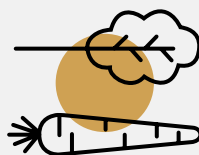
Organic ingredients, approved by dietitians, made in the USA and 3rd party tested. Better for your health.

+Sustainable






We use 100% recycled packaging every step of the way and are a carbon neutral company.

+Vegan



We believe in the power of plants and use vegan and cruelty-free ingredients.

THE FUTURE KIND DIFFERENCE

	THE OLD WAY	THE FUTURE KIND WAY
 <p>OMEGA-3</p>	<p>Made from fish oil with risk of mercury and microplastic contamination. Overfishing is a major concern.</p>	<p>Made from sustainably-sourced algae, which is where the fish get it from in the first place.</p>
 <p>VITAMIN D3</p>	<p>Made from factory-farmed sheep wool. Not cruelty free or sustainable.</p>	<p>Sustainably-sourced from the plant lichen.</p>
 <p>COLLAGEN</p>	<p>Made from discarded cow and fish parts.</p>	<p>Harnesses natural collagen production by using collagen boosting nutrients like Amazonian super berry Amla and zinc.</p>

SUPPORTING ANIMAL SANCTUARIES



We've donated over

\$20,000

to vegan animal sanctuaries, helping to protect neglected and abused animals.



SUSTAINABILITY



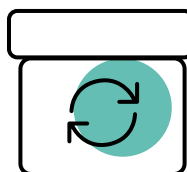
Plant-based supplements

Naturally have a lower environmental impact. Animal agriculture produces 14.5% of global emissions.



B Corp Certified

Independently verified to meet the highest social and environmental standards, joining brands like Patagonia.



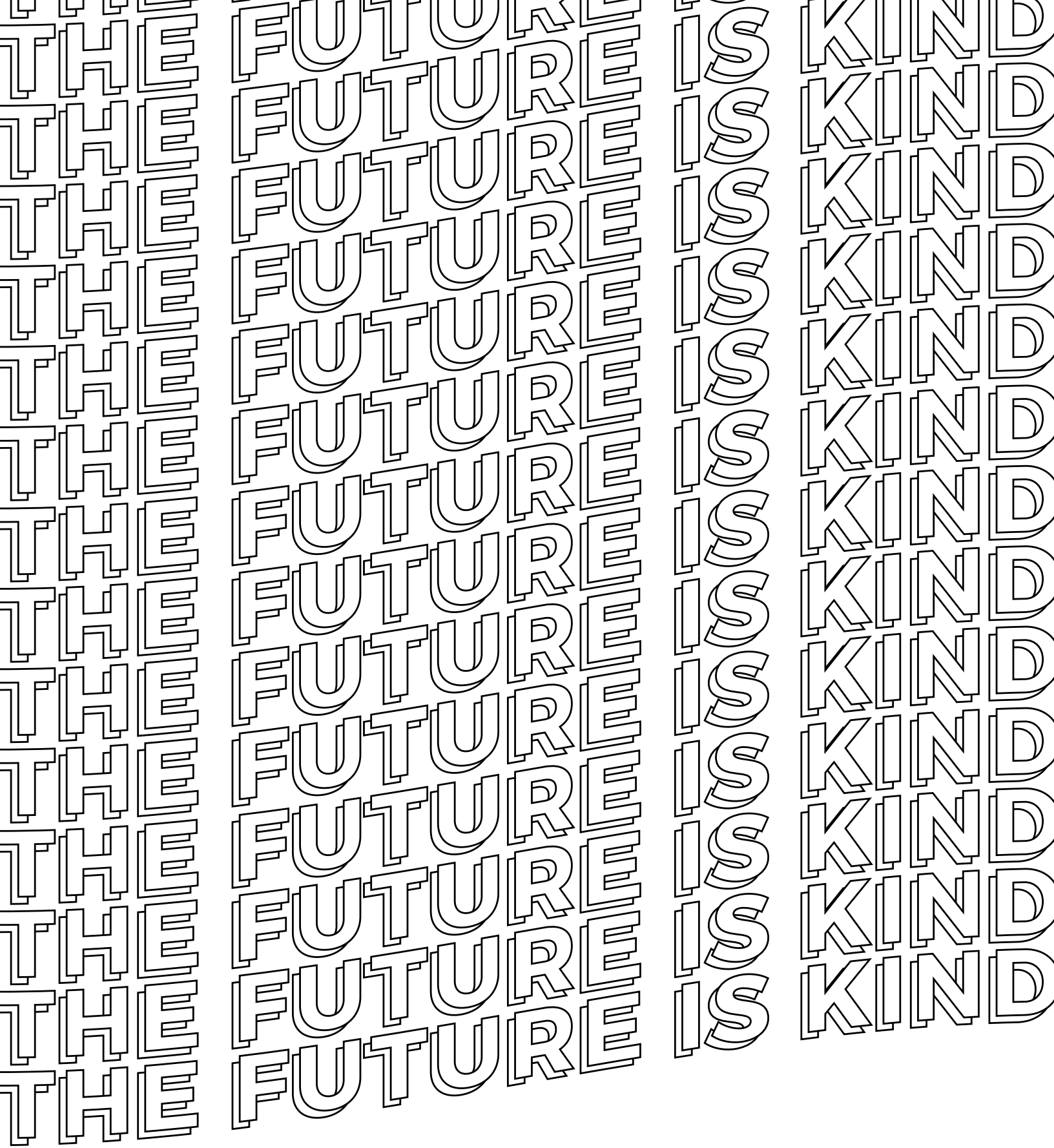
Eco-friendly Packaging

Packaging materials made from 100% recycled content or glass.



Carbon neutral

All shipments are offset so that they're carbon neutral.



Find out more about our latest
sustainability initiatives, products,
and deals at futurekind.com

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