



OneKind

HumanKind. AnimalKind. OneKind.



Your Guide to OneKind Living


Introduction
living a OneKind life

Why OneKind living
Good for everyone

OneKind Act
Easy ways to help animals

OneKind Living
Animal-friendly products

OneKind Living
Babies and children



OneKind living

www.onekind.org

Introducing simple changes into your daily life that will benefit you, animals and the planet.

We know that animals are capable of thinking and feeling just like us. 9 out of 10 people who took part in a recent OneKind survey believe that animals are capable of understanding human emotions like sadness, joy and anger.



small, simple
changes

If we create a more compassionate society in the way we treat animals, we will become more compassionate towards each other. Animal life of all kinds is vital to the sustainability and health of our eco-system.

Our survival as a species is inextricably linked to the future of the other animal life on earth. 85 % of the survey respondents also believe that if more isn't done to protect animals it will have serious consequences for the future of the planet.

So it is clear the majority of us recognise that we have to do something. However, it isn't always clear how or where we should begin. This guide will help get you started on the path to animal-friendly living, by offering a few quick and easy suggestions of things you can do or

buy that help protect the welfare of animals. We are all consumers, and that gives us an incredible collective power to drive positive action and create beneficial change. Being aware of the choices you have when you eat, spend, work or travel can be a tremendous power for good if enough of us contribute, even in the smallest of ways. These are changes that can lead to you becoming healthier and happier.

We aren't asking you to undertake a whole lot of radical changes in your life. It's really quite simple to play your part in creating a more compassionate world and to experience the pleasure of caring for all the incredible animals who share our planet.

Why live a OneKind lifestyle?

Its good for you, animals and the planet.

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Early man hunted animals for food and clothing, out of necessity, and we lived in far better equilibrium with animals and nature than we do now. At the start of the 21st Century we have a lot more choice in how we source our food or clothing.

How you shop and what you consume can have a remarkable knock-on effect in terms of animal welfare. For example, something as simple as buying animal-friendly washing up liquid reduces demand for products tested on animals – if enough of us do it.

Reducing the amount of meat and other animal products you consume will reduce the demand for intensive factory farming. You can also help with this by purchasing animal products that are labelled as higher welfare,

such as free range or organic. This means that the animals have been raised in conditions that give them a better quality of life. Meat and other animal products that have not been intensively farmed will be healthier and likely to contain fewer toxins and chemical additives.

Reducing the amount of intensive or factory farmed products we consume will also reduce the risks of cross-infection and disease amongst animals. It also reduces the need to import so much cheap meat, offal and reclaimed meat from parts of the world where welfare standards can be lower.

“Meat and other animal products that have not been intensively farmed will be healthier and likely to contain fewer toxins and chemical additives.”

Whether you are thinking of introducing a meat-free meal occasionally or having a meat-free day once a week you will still be making a valuable contribution. You don't have to give up the things you enjoy like burgers, sausages and mash and a tasty spag bol they just don't need to include meat. There are also added advantages, for you, as well as the animals, of going full-time veggie or vegan. Not least the impact on your waistline and on your overall level of health.

If you have your suggestions for a veggie, vegan or higher welfare meal then visit our website – www.onekind.org we would love to receive your recipes. Happy brunching!

There is also no reason, other than vanity, to buy clothing that incorporates animal pelts, skins and fur. There is now a fantastic array of faux fabrics readily available on the high street.

At the root of positive change is education. When we understand more about the world and the contribution of animalkind to our eco-system and the whole chain of life; even the tiniest of creatures has a role to play in maintaining our crops, keeping our oceans alive and ensuring the sustainability of the planet.

If we want our children or grandchildren to have a future, we need to make them aware from an early age of the importance of caring for animals, which will lead to them caring more for each other. We owe it to future generations and to ourselves to fulfil our role as caretakers of the planet.



3



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OneKind Act

Simple things people can do every day to protect animals.

OneKind Acts can help protect animals and raise awareness of the fact that animals think and feel just like us. Check out some of the examples from supporters on our website:

CHOOSE ANIMAL-FRIENDLY PRODUCTS

like cosmetics or toiletries next time you are shopping.

HOST A 'VEGGIE' OR 'VEGAN' BRUNCH

one day for a group of your friends, just to let them try something different.

PUT A SPIDER OUT OF THE HOUSE

instead of killing it or flushing it down the plughole.

GO FOR NATURE WALKS

with children and grandchildren and talk to them about the animals you see.

SET UP A RECYCLING BOX

in your office for old printer cartridges and mobile phones and donate them to OneKind.

ORGANISE A 'PAMPERED PET' DAY

that lets you and your pet share some quality time together.

HELP AN ELDERLY OR ILL RELATIVE OR NEIGHBOUR

by offering to walk their dog or look after their pet occasionally.

PUT AN ANIMAL FEEDER IN YOUR GARDEN

in winter to ensure animals have something to eat.

OneKind Living has the support of several well-known animal lovers, and some of them have provided comments in praise of our objectives, or contributed a OneKind Act of their own, all of which can be viewed on our website. These include movie legend Sir Roger Moore KBE, musician and TV presenter Alesha Dixon, conservationist and broadcaster Bill Oddie, impressionist Alistair McGowan and Red Dwarf star Danny John-Jules.

"I am delighted to support OneKind. I love all animals. Anyone who, like me has dogs or other pets, knows without question that animals have thoughts and feelings. This exciting new approach reminds people that all animals deserve to be treated with compassion"

– Alesha Dixon



more on next page

OneKind Act

Simple things people can do every day to protect animals.

"Say something! If you see anyone committing, allowing or encouraging animal cruelty, have the nerve to speak to them. It does take a bit of courage and for heaven's sake back off if they get nasty (which they can) – but you may be able to convince someone of the error of their ways, and save an animal from suffering. If you sense that there are other people witnessing what is happening, get them to support you. Form a small deputation, as it were... Please say something!"

– Bill Oddie



"You might say that I have always been affected by the childhood memory of a hoarding that I passed on a nearly daily basis when walking with our dog and my mother. It depicted three hungry pathetic animals cowering in a corner and the legend on the back read, 'Is it nothing to ye who pass by?'"

– Sir Roger Moore KBE



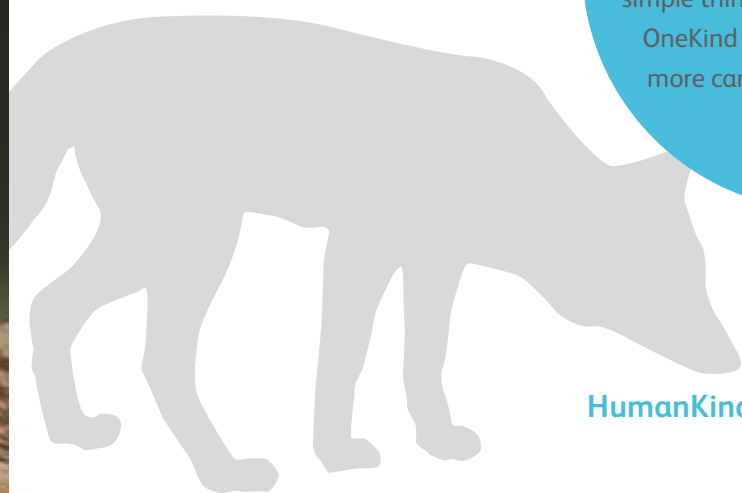
"My OneKind Act is to cut down on meat, and try a meat-free meal at least once a week."

– Alistair McGowan



You can provide your own OneKind act via our website www.onekind.org

and find plenty of examples of small, simple things you can do to embrace OneKind Living and help create a more caring and compassionate society



OneKind Living

Feeling good, looking good, doing good.



We all like looking our best. Animal-friendly products have been growing in popularity amongst women's beauty ranges, from lipsticks to cosmetics and hair care products. Look out for the leaping bunny logo to ensure your products have not been tested on animals.

For example, A'Kin www.naturisimo.com products are ingredient-rich, using certified organic ingredients where possible, 100% natural botanical aromatherapy and formulated without animal ingredients or animal testing. They are on sale everywhere from Boots to home shopping network QVC.

Of course it isn't just cosmetics that benefit from animal-friendly methods, there are plenty of opportunities to dress stylishly and still do so in a OneKind way. And where would any woman be without shoes, lots and lots of shoes?



Beyond Skin www.beyondbeyondskin.co.uk is an exclusive ethical footwear label, passionately doing what it can to trade in a manner that is kind to our fellow humans, animals and, wherever possible, our precious planet. Beyond Skin uses only the highest quality faux leathers and suede, and each season sees the introduction of new and exciting eco-friendly fabrics. There are also a good number of faux fabric shoes available in most high street shops. Just check the label.



Men are increasingly taking pride in their appearance and this has led to more and



more men seeking out animal-friendly grooming products.

Bulldog are the UK's leading natural skincare brand for men. We are immensely proud at OneKind that we were the first charity to enter their Affiliate Scheme.

For Bulldog, avoiding controversial man-made chemicals such as parabens and sodium laureth sulfate is paramount. Instead, Bulldog products are loaded with essential oils and other amazing natural actives. As you might expect, Bulldog also pride themselves on being animal friendly and maintain very strict guidelines around the inclusion of ingredients from animal sources and animal testing. Or to put it another way they never include them.

OneKind supporters receive a 33% discount on Bulldog products.

Visit www.meetthebulldog.com and enter ONEKIND into the coupon area on the site.

All Marks & Spencer and Co-op own-brand cosmetics, toiletries and household products are recognised by animal welfare organisations as being animal-friendly.

Is there a beauty or grooming product you use that we should be aware of?

It could be completely natural, a high street brand or an enterprising cottage industry. We want to hear about it. Visit our [website](#) and share it with us. You will also find more information about a whole range of toiletries, clothing and household products that are animal-friendly and which you may want to test drive for yourself.



OneKind Living

Babies and children

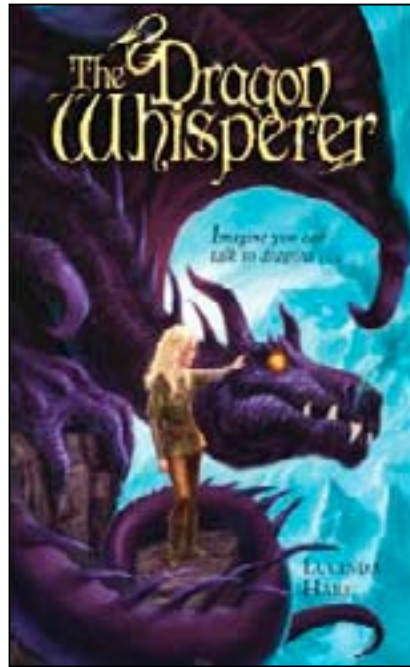


Children love animals of all kinds. Indeed, the bonds we form with animals when we are young can have the greatest impact on our behaviour as we grow older.

We've provided just a few suggestions of items from books to skin care products that will be of interest to those with children or grand-children. On our website – www.onekind.org – you will find more examples of animal-friendly products for children of all ages, and you can also make your own recommendations and reviews.

Taking time talking about animals or sharing animal-related stories with children is a great way of teaching them about the wonders of animals. An excellent example of a book that highlights the intelligence and feelings of animals is *The Dragon Whisperer* by Lucinda Hare shortlisted for the 2010 Royal Mail Awards for Scottish Children's Books in the 8-11 years category.

The Dragon Whisperer is an allegory about human relationships with animals. The dragons who feature in the book share many of the individual quirks and personalities of Lucinda's own large



family of animals. They all have their own individual feelings and desires, and

we learn that living in harmony with them is easy if humans show them compassion and respect.

The Dragon Whisperer, Book One of the Dragonsdome Chronicles, can be purchased via www.amazon.co.uk

For younger children and babies, UK company **Earth Friendly Baby** produces a best-selling range of natural hair and skin products for babies. (In fact, they are ideal for anyone wanting gentle products for delicate or sensitive skin.) All of the products are created from ingredients that are plant-derived where possible and biodegradable. Earth Friendly Baby's aim is to produce great natural products at affordable prices. You can find out more about their products at their website www.earthfriendlybaby.co.uk

If you or your children have a much-loved animal book then we'd love to hear about it

Please visit www.onekind.org to submit a short review or to browse through books recommended by other OneKind supporters.

One of the simplest ways to grow a bond with animals within children is to spend as much time with them as you can in nature. If possible take them to the seaside or on nature walks. Spending time outdoors is a great way for you to share time and experiences with your children. You can also talk to them about the animals that you see, and arouse their curiosity and interest. There is a wealth of wildlife out there that you can enjoy together.

www.onekind.org

- Bradley Millar

"Teaching a child not to step on a caterpillar is as valuable to the child as it is to the caterpillar."



We're not that different

Feelings. We all have them. And so do animals. OneKind reconnects people with animals and inspires easy animal-friendly lifestyle choices that create a more compassionate world for all.

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