

1

Have you ever said, "It wouldn't be Thanksgiving without the turkey"?

2

Do you pop pills for high cholesterol, yet still eat meat?

3

Is your oven caked with grease and fat drippings?

4

Does your household give out Slim Jims on Halloween?

5

Are your consumer buying habits ruining the rain forest?

6

Do you stay up late watching meat being tenderized on the Food Channel?

7

Do you claim to love animals while continuing to eat them?

If you answered yes to any of these questions, read on . . .

The only treatment to successfully reverse clogged arteries is based on a pure vegetarian diet.

You can become "heart attack proof" by lowering your cholesterol level to below 150—at this level, no one has ever died of a heart attack. (The average cholesterol level of a pure vegetarian is 128.)

**Kick the flesh habit!**

Get help:  
**888-VEG-FOOD**  
**www.GoVeg.com**

Is someone in your family a Meat Addict?



**Take this quiz and see!**

**National Addiction Survey**



People for the Ethical Treatment of Animals  
501 Front St., Norfolk, VA 23510 • 757-622-PETA  
www.peta-online.org

## ***Congratulations on taking the first step toward overcoming meat addiction: asking for help!***

There's no shame in admitting that your addiction is out of control. You don't have to fight it alone.

Meat addiction wreaks havoc on people's lives. Effects include high cholesterol, heart disease, strokes, obesity, osteoporosis, cancer, and other diseases. It can cause moral crises as well, as people awake to the realization that although they say they love animals, dead cows, pigs, chickens, fish, and other animals still end up on their plates.

Meat addiction is a serious, potentially fatal disease—for you and for the animals.

You may feel helpless or resigned, but there is something you can do. PETA's 12-step program makes overcoming meat addiction easy. You'll discover hundreds of delicious, healthy vegetarian foods. You will look better, feel better, and have the peace of mind that comes with a cruelty-free diet.

## **The PETA 12-Step Program for Meat Addiction**

**1 Admit that you are powerless over your cravings and that your meat-eating habits have become unmanageable.**

**2 Practice creative visualization:** See yourself dining on delights like potato croquettes, strawberry crêpes, grilled portobello mushrooms, roasted corn soup, soy hot dogs, ginger-vegetable stir-fry, hummus-stuffed pitas, Szechuan noodles, black bean burritos, five-bean chili, spicy tomato ziti, and "Gimme Lean" sausage (tastes just like the real thing!).

**3 "Restyle" your menu.** Replace the meat in favorite recipes, like lasagna, stir-fries, and chili, with beans or crumbled veggie burger.

**4 Detox your kitchen.** Toss out the meat and replace it with fresh fruits and vegetables, grains, beans, flavored rice mixes, and different kinds of pasta.

**5 Get out.** Borrow or buy vegetarian cookbooks and experiment with new recipes. Find a few vegetarian dishes that you love; studies show that most families use six or seven dishes that they serve over and over.

**6 Fight the fear of tofu.** Packed with protein, tofu picks up the flavors of the spices and sauces you cook it in. Use tofu in just about everything—burritos, stir-fries, even lasagna.

**7 Take your "methadone":** veggie burgers, veggie dogs, and "Tofurky," for example, made from soy and wheat. When you crave a fix, these impostors taste enough like the real thing to fool your taste buds.

**8 Fake it.** For a taste of the sea, try amazing Tuno (instead of tuna) or faux scallops and shrimp (to order these, visit May Wah at [www.vegievorld.com](http://www.vegievorld.com)).

**9 Go ethnic.** Chinese, Indian, Ethiopian, Italian, Mexican, Thai, and Middle Eastern restaurants serve great vegan fare, like falafel and vegetable curries.

**10 Get a quick fix.** Use veggie convenience foods readily available in natural-food stores and regular supermarkets. Try instant soups, like black bean and minestrone, and frozen entrées, like tofu ravioli and vegetable pot pies.

**11 Stay on the wagon.** Eating out? Almost all restaurants will gladly prepare vegetarian meals even if they aren't on the menu. Just ask your server if the chef can whip up something meatless. You'll probably end up with the tastiest meal at your table.

**12 Proclaim yourself meat-free to your friends and family.** Hold a celebration and show off your new foods.

## **Kick the habit**

### **A vegetarian diet is natural, easy, and delicious!**