

*I feel good  
when I know  
I'm not  
hunting  
animals*

Think and  
feel

I agree, it's  
more  
sustainable

**Vegan  
milk is  
more  
expensive**

**Vegan milk  
is healthier**

I want to  
save the  
planet

Hear

It doesn't  
taste like  
real milk



If I care about  
animals, then I  
must buy  
vegan milk

Vegan milk  
is cool

**Favourite  
cafe uses  
it in their  
coffee**

Organic  
supermarkets  
promote it

My friends  
are buying  
it, I want to  
do it too

Say and  
Do

See

Favourite  
yoga  
instructor  
uses it