



**Beth**

**28,** Animal Activist

PASSIONATE

EMPATHETIC

CURIOUS

ADVENTUROUS

“I don’t eat meat because of ethical concerns. Have you seen the animal agriculture factory videos on PETA? They’re horrid.”

## ABOUT

Beth’s alma mater is NYU School of Public Policy. She has been vegan since 18 years old and because her two parents are also vegan, veganism has always been a part of her life. She currently works for PETA.

## FRUSTRATIONS

- She realizes its hard for others to connect their daily action of meal choice directly with the inhumane treatment of animals
- She has not found an all-in-one resource that she can recommend to her friends who are interested in veganism

## MOTIVATIONS

- Beth likes to be reminded that her actions are making a significant difference
- She is inspired by other activists

## GOALS

- Be a vegan as long as she lives
- Spread awareness about the inhumane treatment of animals in animal agriculture industries
- Persuade others to consider veganism



**Julianne**

**40,** Homemaker

PROACTIVE

EMPATHETIC

LEARNER

COMPASSIONATE

“ *I’m interested in reducing my carbon footprint and preserving our planet for future generations. I have two young boys.* ”

## ABOUT

Julianne is a mother of two young boys living in Beverly Hills, CA. She is very health conscious, regularly does yoga, and shops at Whole Foods. She runs her own mom-lifestyle blog.

## FRUSTRATIONS

- She realizes she can take her kids to the doctor and get them inhalers but the source of her children’s respiratory problems are still there
- Her children do not like vegetables

## MOTIVATIONS

- Maintain the health of her kids
- Sustainable living for the sake of her kids... she wants Earth to still exist for her grandchildren

## GOALS

- Reduce air pollution
- Introduce more plant-based meals at home
- Persuade others to consider veganism



Mark

35, Professional Boxer

DETERMINED

EMPATHETIC

OPEN

STRESS - PRONE

“ *I only have one body for the rest of my life. I’m going to treat it right.* ”

## ABOUT

Mark has been exercising 4x a week since he was 16. Because he’s always been active, he never limited his diet. He recently found out that he is at risk for heart disease due to his diet even though he exercises alot.

## FRUSTRATIONS

- Even though he tried to combat his family’s medical history with heart disease by exercising a lot, he is still at risk.
- He can no longer eat whatever he wants because doctors have recommended him to eat less meat.

## MOTIVATIONS

- Mark loves being the best version of himself. He is motivated by a real sense of progress
- He wants to decrease his risk of heart disease

## GOALS

- Learn how to make more plant based meals
- Meet a vegan athlete to help him get the right nutrients