



VOGUISH VEGANISM: VIVID VISTA FOR VIBRANT WELLNESS

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ABSTRACT

Donald Watson created the term "vegan" in Leicester, England, in the year 1944 along with numerous other members of the Vegetarian Society who were attempting to build a society of vegetarians who did not consume lactose or dairy products. After the suggestion was rejected, Watson and others founded The Vegan Society, which championed a completely plant-based diet free of meat, seafood, eggs, milk, and other dairy products (cheese, cream), and honey. Vegans refrain from wearing animal-derived products such as fur, sheep's wool, bone, coral, as well as pearls. According to the survey conducted to find out how many people would adopt this lifestyle out of 120 participants only 11.7% i.e. 14 people voted affirmatively. These interesting derivations form the basis for this study. Rich theoretical inputs from various sources makes it a compelling read.

KEYWORDS: Animal Origin, Lifestyle, Plant-based diet, Vegan, Veganism

PONDERING THE PRELUDE

Veganism is a belief system and way of being that aims to curb the exploitation of livestock for apparel and food, as well as any other types of non-animal nourishment. A vegan diet is made up of grains, lentils, vegetables, and fruits. Vegans exclude the consumption of poultry, seafood, eggs, milk, dairy products, honey, or any other animal-derived items (Barrett and Raskoff, 2023). There is a section of the vegan population who only consume fresh organic raw fruits and vegetables that have not been heated. A raw food diet is adopted by this group of vegans. Veganism varies from vegetarianism in that it restricts itself entirely to a diet centered around plant-based foods, whereas those who are vegetarians consume a few animal-derived things when animals aren't slaughtered in the process. Feminist ecology appears to sympathize greater with animal rights organizations since women are heavily exploited by the business: for milk, eggs, multiple deliveries, sex assault, and so on (Galchenko, Gapparova and Sidorova, 2023).

Veganism is becoming increasingly popular for a number of reasons, including ethical worries regarding animals and the environment in general, as well as well-being, spiritual, and religious issues. In relation to ethics, a plant-based diet removes the widespread breeding and systematic slaughter of vast numbers of farm animals. Vegan food has lower cholesterol and fat levels than a normal diet. Environmentally, the meat industry contributes to the pollution of the environment, land, and water, by plundering and destroying forests and enormous land areas for the growing of crops meant to feed an extensive number of animals raised for meat. A vegan diet provides various health benefits, such as a decreased risk of cancer, coronary artery disease, myocardial infarction (MI), stroke, arthritis in the joints, hypertension, allergies, asthma, and stones in the kidneys (Koutentakis, et al. 2023).

REVIEW OF RELEVANT WORKS

Veganism as a Lifestyle

Although veganism is commonly considered a diet that excludes any animal products, becoming vegan can also imply more drastic lifestyle adjustments. A vegan lifestyle entails abstaining from everything that needs the exploitation of another living creature to the greatest extent conceivable and practical. This includes not



consuming animal products, but also focusing on fashion, cosmetics, and a range of other facets of life (McGregor, 2023).

Choosing a plant-based lifestyle implies more than just avoiding animal-derived commodities; it additionally involves making a concerted effort to live without harming other sentient beings. This includes refraining from wearing or purchasing leather or other animal-derived products, as well as selecting cruelty-free and non-animal-tested products. Choosing non-animal sources of activities, and even landscaping selections that minimize the harmful impact on wildlife (Giacoman, 2023).

Though a vegan diet may be followed for a variety of reasons, a vegan lifestyle requires compassion and empathy since it embodies the concept of doing no harm, regardless of one's own well-being or desires (Nobari, 2023). Following a vegan lifestyle shows those around us that we care for animals and believe that their suffering should be lessened. One of the most powerful things we can do as animal activists is to live our principles and walk the walk rather than just talk the talk. Embracing a vegan lifestyle is a tangible, individual choice that develops genuine results from your affection for animals, as it minimizes, as far as is achievable and practical, the negative repercussions that your decisions have on nonhuman creatures. Following a vegan way of life means that you do not contribute to the many harmful environmental effects of the animal business. These effects include deforestation, water pollution, and greenhouse gas emissions. Doing no harm is a basic tenet of the vegan lifestyle. Adherents strive to reduce the amount of harm they inflict to the environment and animals as much as possible. Another important aspect of doing no harm is attempting to decrease the harm done to others, including those involved in animal agriculture. Factory farm and abattoir workers frequently face hazardous working conditions and may have their injuries neglected. Recognizing that all sentient beings deserve a full life devoid of pain is an important part of maintaining a vegan lifestyle. This realization is the impetus for adopting and adhering to a vegan lifestyle (Walsh, Lee and Best, 2023).

Fashion

Animals would be banned from the fashion industry, as well as all other industries. Beautiful alternatives to leather, suede, fur, wool, pearls, and silk are widely accessible at reasonable prices. Synthetic substitutes are widely available and are employed by some merchants. The Vegan Trademark is an international mark that ensures the absence of animal products or animal experimentation on the manufacturer's part. Many people are unaware that tattoo inks, equipment, and aftercare alternatives contain animal-derived products and byproducts, which means that a new permanent commitment to veganism may not be that vegan after all. Although many high-quality tattoo inks are now vegan-friendly, others still include animal-derived chemicals (Santos, et al. 2023).

Glycerin generated from animal fats is frequently used as a stabilizer, and it can be used in black inks alongside gelatin and bone char to provide more color. The biggest risk, however, derives from the tattoo process's tools and aftercare treatments, with stencil papers frequently containing lanolin, a material produced from sheep's wool. Many tattoo studios offer aftercare products, and even disposable razors aren't vegan, as animal-derived glycerin can be present in razor strips and aftercare soaps. Balms, on the other hand, frequently contain lanolin or beeswax.

Veganism as a Social Movement

"Lifestyle movements" are concerned with people's lifestyle choices rather than traditional political mobilization. In the United States, for example, a number of the market-increasing trends, such as "meatless Mondays," "going green," or "buying local," have been on the increase. As people follow socially conscious consumption patterns, these trends can be politically or socially driven; a method for people to act on their prosocial concerns through their buying engaged with prosocial and ethical concerns in their everyday life. This form of participation is consistent with lifestyle movements. Similarly, the majority of individuals are not involved in any animal rights movements, but instead, focus their everyday conduct on vegan values.

Some experts contend that lifestyle shifts are choices. As Cherry discover among teenagers involved in prosocial and ethical concerns, youngsters seek to connect their ideas with their behaviors in everyday life in order to achieve ethical consistency. Many vegans are equally more individualistic and enmeshed in popular cultural aesthetic trends, often disconnected from social change. As a result, many people are experiencing "personal politics" in terms of "individual lifestyle principles." These people are not conforming to the conventional organized group framework, such as political parties, and are conducting their lives based on their own lifestyle values (Cherry, 2014).

Recruitment through social ties appears to be especially crucial for some persons interested in participating in



lifestyle movements, particularly for millennials who are more likely to live in accordance with their principles rather than engage in formal politics. Furthermore, research has indicated that social networks might influence consumption behaviors. This is referred to as "prosumption," or the transition from passive consumption to active producers and consumers. However, most of these perspectives appear to be devoid of information on how people are recruited/mobilized into these lifestyle movements.

Cherry has demonstrated that cultural support through social networks has assisted individuals in maintaining their vegan lifestyle. In a later study, Cherry illustrates how young people kept their vegan lifestyle by relying on two factors: social support and cultural skills.

Veganism is more than just a diet; it is also a way of life, an ideology, and a movement in society. The wider meaning of veganism, which includes animal rights and sustainability in addition to dietary choices, turns into a part of a person's identity and individual principles. Nevertheless, not all vegans conform to similar values and norms, which can be connected with the justifications for veganism, especially health, and ethics. While healthy vegans refrain from products that are animal-derived and nutritional, ethical vegans eschew silk, and textiles from wool and leather. Ultimately, the need to uphold one's vegetarian or vegan lifestyle can become an important and substantial motivator (McLean, Kulkarni, and Sharp, 2023).

Stigma

In recent years, the notion of veganism has moved from unfamiliar and ambiguous to a more prevalent concept in popular culture, as seen by ads, news, lifestyle reports, and the expansion of the selection of supermarket items. Nonetheless, despite recent increase, is still widely regarded as a non-normative behavior with some degree of related stigma. Vegans can be seen as entitled, pompous, activists, or even hassles and social stigma, which were identified as causes to return to an omnivorous diet or to separate oneself from the surrounding actual community. In the United Kingdom, vegans are portrayed in the media as foolish, pleasure-free, hypersensitive, or angry. Furthermore, in the United States of America, television productions portray vegans as weirdos, rebels, or odd, particularly in relation to men. All deviations from the norm are potential causes of stigma, and virtual communities can be a source of social support and socialization when the physical social milieu does not provide like-minded individuals (Aavik, 2023).

Research Objective

Research objectives guides the researcher in achieving the ultimate goal of the study (Eugene, 2020). The present study focuses on studying veganism as a diet and a way of life, as well as comprehending a non-vegan's perspective on veganism.

Research Methodology

The methodology section describes the study's strategy and methodology. This comprises a study sample, data, and data sources.

The Population and the Sample

A survey was done among 120 participants using a questionnaire via Google Forms to learn about non-vegans (both non-vegetarian and vegetarian) attitudes regarding veganism as a lifestyle and diet.

Data and Data Sources

Primary and secondary data were gathered for this investigation. Questionnaires and personal interviews are examples of primary data. Secondary data sources include papers, journals, books, and so on. A range of web-based sources, including academic sites and periodicals, were investigated. A vast bibliography was created, and there includes a significant quantity of recent vegan content.

RESEARCH ANALYSIS

A questionnaire via google forms was distributed to 120 participants in order to learn about non-vegans (both non-vegetarian and vegetarian) attitudes/perspectives regarding veganism as a lifestyle and diet. The objectives of the literature review are as follows:

- To investigate veganism as both a diet and a way of life.
- To comprehend a non-vegan's perspective on veganism.

Participants were asked questions on their attitudes towards veganism in the questionnaire. When asked if they are interested in adopting a vegan lifestyle, the majority of participants (62.5%) said no because they enjoy eating



meat and meat products, vegan goods are expensive, and a vegan diet lacks vital nutrients. Only 11.7% of all participants expressed interest in adopting this lifestyle because they believe veganism is a healthy and clean diet. They also believe it boosts their mood and productivity. Animal cruelty is one of the key factors that may drive people to embrace this lifestyle, which accounts for 35.8% of all participants. 15.5% of them were not persuaded to become vegans. A plant-based diet, according to 33 participants, will predominate in the future.

CONCLUSION

Combining scientific and popular literature and incorporating personal opinions into the research has resulted in a more complete and accurate picture of the diet in terms of health and ethics. The next step would call for more research on the vegan lifestyle rather than veganism as a dietary means. Thus, it should be explored whether plant-based diet health benefits are largely associated with the food or with the lifestyle, which combines the notions of concentration and increased exercise care.

The growing acceptance of the plant-based diet, as well as the matter of whether it is nutritionally healthy, raises anthropological concerns. When it comes to our predecessors' food, anthropologists have divided themselves into two camps. Some say that our predecessors were gatherers and hunters who got most of their sustenance from nuts and fruits., whereas "successful kills of big carnivores may have been more of an indulgence than an everyday reality." Some anthropologists believe that meat was our ancestors' predominant diet, which was consumed with nuts and fruits. This mode of thinking believes that uncooked foods could not have provided enough strength and stamina to humans and that meat was required to "build the big-brained, small-toothed contemporary human". To put it another way, many people believe that eating meat was an important stage in the process of evolution. Furthermore, in order for man to ingest the meat, it had to be altered through cooking, leading some to believe that humans were not biologically adapted to consuming meat. Whether one believes that our forefathers lived on grains, vegetables, and nuts, or that there was a necessary reliance on meat in the diet, it is clear and incontrovertible that the human diet has evolved over time.

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