

# FCV

FILTHY CLEAN VEGAN



# PLANT BASED POP CULTURE

10 FIGURES BRINGING VEGANISM  
TO THE MAINSTREAM



# SOY! IT DOES A BODY GOOD

Moving around on the stage like it's her last night on the planet, Miley Cyrus is a figurehead for anyone that believes vegans are in any way at a health disadvantage.

Cyrus started her vegan journey after realising that she had a lactose intolerance (she's not alone there either, 2/3rds of the population do). The truth is, no species on earth was supposed to drink milk past infancy and humans are the only ones that do. Cut it out and opt for soy, rice, oat, hemp, hazlenut, almond, coconut..... (shall we go on?).



# FOOD TO FEED THE SOUL

Erykah Badu redefined the musical landscape of the 90s and inspired a whole new generation of neo-soul artists. While changing music in the late 1990s, she also became vegan, for Badu it was all about treating her body like it requires.

*"Vegan food is soul food in its truest form. Soul food means to feed the soul. And to me, your soul is your intent. If your intent is pure, you are pure"*

Soul is not only linked to the music that Badu makes but the feeling of vitality and closeness to the earth that veganism brings. There's a certain spirituality that comes with knowing that you're treating the earth and your body well with the food you're eating, Badu is still glowing.

Sweet Woody! The legend is stone cold RAW vegan.

Attributed to high energy levels, raw veganism is sworn upon by it's adopters as the holy grail of diets. A day in the life of a raw vegan might see them eating overnight oats packed with fruit and nut butter for breakfast, a spicy mango and ginger soup for lunch then a packed salad with tahini, hummus and cashew mozzarella for dinner. They can make great tasting dehydrated wraps, cheesecake, ice cream or lasagne.

For most raw vegans, it's not about restricting yourself for life but recognising the benefits of going raw on your energy and trying to maintain that feeling for as long as possible.



**RAW &  
READY**

# FIGHT WITH YOUR FOOD



Our sexy seductress, the catwoman is vegan. Citing her plant based diet as the reason she looks so goddamn good at age 61, it's hard to argue when you look at Michelle Pfeiffer's face.

For Pfeiffer, her approach all changed when she began to realise the health benefits of a vegan diet and specifically looked into the relationship that her family has with cancer. They say, 'Don't feed cancer' statistics show a 19% decrease in your likelihood of getting cancer when eating vegan compared to meat. What started off as a vanity for Pfeiffer quickly became essential once her skin began to change for the better, she started to feel good both physically and mentally about her future.

The stats don't lie. Veg fights!

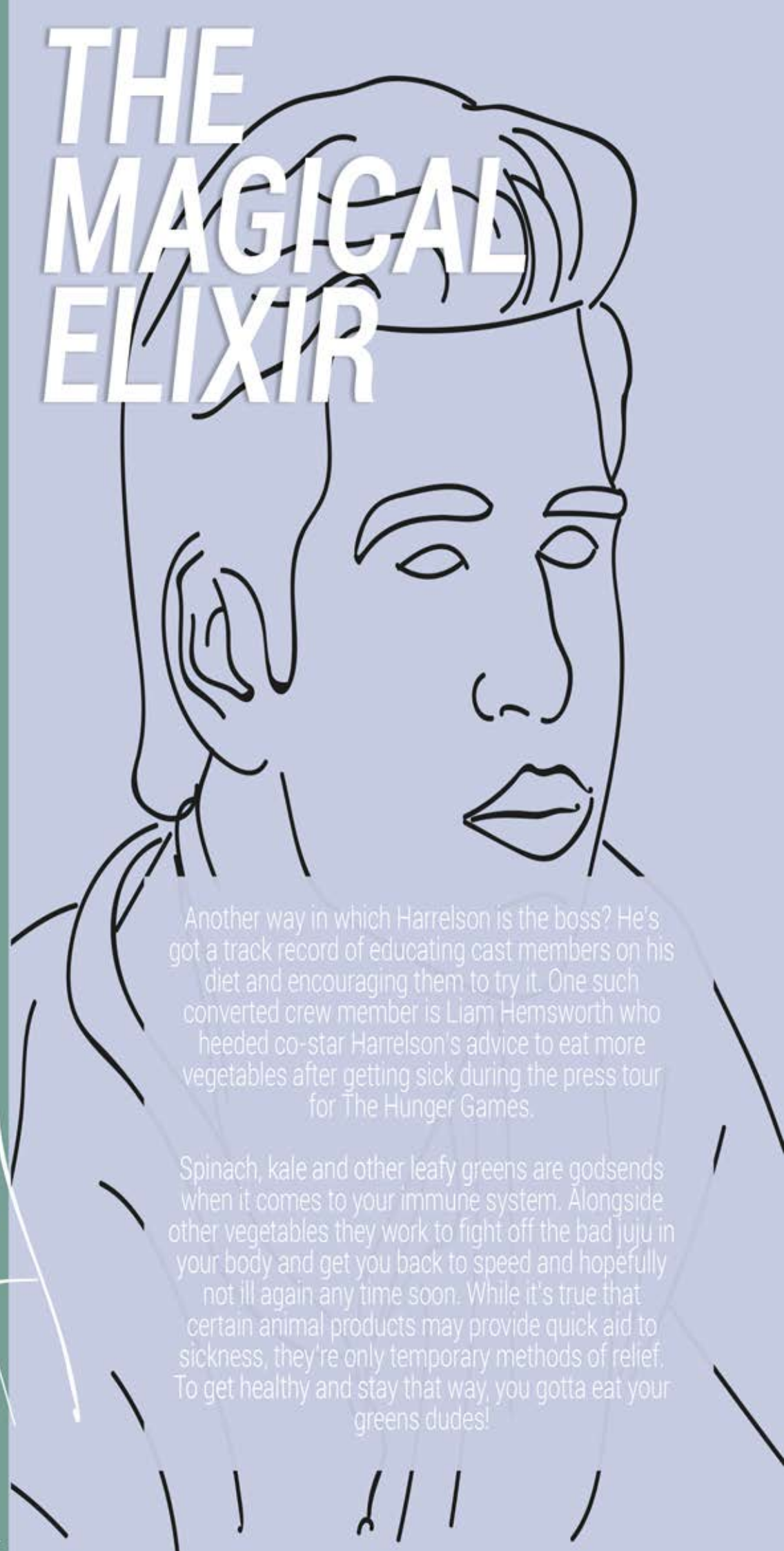


## MEAT. UGH, AS IF!

From Catwoman to Batgirl, the Batman universe is teeming with vegans and Alicia Silverstone has become a key figure for the community over the years, even releasing a book detailing her transition to veganism in 2011 (it's called *The Kind Diet*, check it out).

Notably, Silverstone came under fire for introducing her six year old to a vegan diet. People struggle to grasp the idea that the vegan diet can be just as healthy (if not more) than the standard American diet for kids when done properly. This is done by providing a healthy balance of proteins, fats and carbs and making sure the child has all the necessary vitamins and minerals. Sound familiar? Well yeah it's exactly the same as what adults need.

## THE MAGICAL ELIXIR



Another way in which Harrelson is the boss? He's got a track record of educating cast members on his diet and encouraging them to try it. One such converted crew member is Liam Hemsworth who heeded co-star Harrelson's advice to eat more vegetables after getting sick during the press tour for *The Hunger Games*.

Spinach, kale and other leafy greens are godsend when it comes to your immune system. Alongside other vegetables they work to fight off the bad juju in your body and get you back to speed and hopefully not ill again any time soon. While it's true that certain animal products may provide quick aid to sickness, they're only temporary methods of relief. To get healthy and stay that way, you gotta eat your greens dudes!

# PLANT'S WHISPER



FCV recreated Waka Flocka Flame and Raury's very own blueberry muffins in a recipe video, so it's only fitting to pay them tribute here. Lots of rappers have been going cruelty free in their diets - Jay Z did it temporarily to lose weight and RZA has gone one to influence most of the WuTang Clan to eat greener. However Waka Flocka Flame is a prime example of how vegans need to be conscious of their actions.

The rapper was vocal in his reasons for dropping veganism, citing the pressure of the community as his main one, comparing vegans to the cops due to their militant attitudes on diet. It's a massive topic but diet always causes contention and carnivores, vegetarians and vegans seem to constantly be at war because of pride and total belief in views.

Here are FCV we believe in education: not guilt tripping, anger or violence. Every human deserves the right to make their mind up once they know the facts.

We still got Raury though!

"I've been experimenting with eating purely vegan. That's completely changed the way that my body works, and the way that I metabolise food, the way it turns into energy, the way that I sleep. It's been brilliant. It's been great for my exercise and great for my routine." - A quote from the teen (and adult) heartthrob himself, Zac Efron

Veganism speeds up the metabolism like nobody's business. When consuming plant based foods you're cutting out all animal fats and oils, making your body free to work more efficiently and faster, therefore processes like metabolism work way faster. Of course fats are essential for the body, but you should always stick to those from the likes of avocados, nuts and oils.

Furthermore, Zac Efron is the key indicator that you can get buff on a vegan diet. He packs his meals with beans, nuts and tofu for the necessary protein fix and maintains those killer abs that gained him fame in Baywatch.

# METABOLIC MASTER



It was the book 'Eating Animals' by Jonathan Safran Foer that made Natalie Portman want to make the jump from being vegetarian to vegan. The book itself is a seminal piece of literature for the modern generation, putting knowledge in the readers hands about just what goes on when you consume meat. Safran Foer carefully balances the arguments, remains level headed and manages to walk the line while still making his views clear.

Perhaps the most valuable part of 'Eating Animals' is the voice given to the various characters involved in the farming of animals: from the activists, the worker on the kill floor and the vegetarian chicken farmer. It's never as black and white as 'farming meat is wrong' when we look into the reasons why people do it. The book is full of shocking statistics and a bleak view on the way that the consumerism of animal products has turned America into a minefield of pollution, pain and disease.

Portman has put a lot of herself into promoting veganism and funding films talking about it, even narrating the new Eating Animals film. Both the book and film make for hard viewings - but it shows that change is more important than it ever has been.



# A LITTLE LESS EATING ANIMALS

# LIVING AND THRIVING



All throughout this zine are tales of veganism giving a new lease of life, keeping you young and making you feel your best. For Venus Williams it started with her diagnosis of the autoimmune disease 'Sjögren's syndrome' - an incurable and debilitating ailment that causes extreme fatigue and pain. Williams was told the best way to keep her strong was to follow a raw vegan diet, her sister Serena joined her and guess what? They're still two of the best athletes on the planet.

Like Woody Harrelson, the sisters can't speak highly enough of the raw diet and how much energy it gives them. It's great to have a support system so close to you when starting a new lifestyle, but even if you don't have a sibling to go through it with, there's always online communities, groups, friends and Filthy Clean Vegan. We got you!

There are a number of sportspeople joining Serena and Venus: tennis players Novak Djokovic and Martina Navratilova, strongman Patrik Baboumian, boxer David Haye, Lewis Hamilton and long distance runner Scott Jurek to name a few. Never let anyone tell you that you're not able to be at your best as a vegan, that's BS and people like Venus and Serena prove it.

