

Planetary Wellbeing

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- Cleaning & Laundry
- Green Carwash
- Low-Toxin Manufacturing
- Natural Garden & Lawn Care
- Organic & Sustainable Agriculture
- Plant-Based Eating
- Zero Emissions

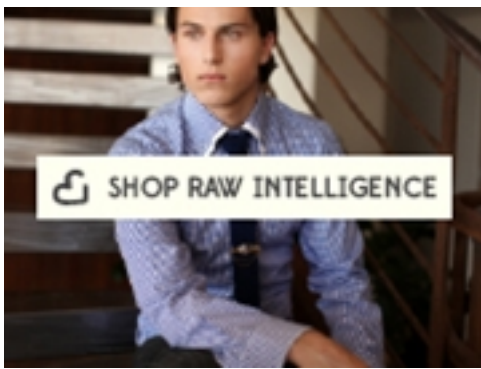
Ensure Animal Wellness

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Eating Vegan Made Easy

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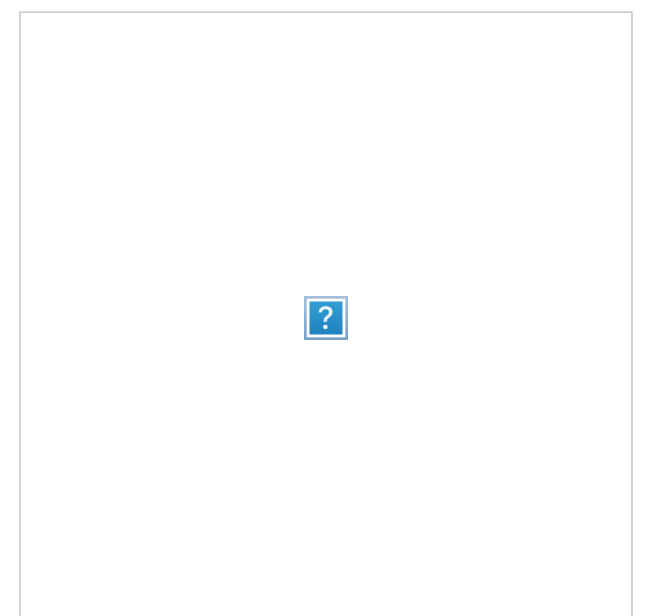
Whether you've already adopted a vegan diet or are now transitioning from a meat-eating or **vegetarian diet** to one excluding all animal byproducts, you might find it challenging enough without having to determine if a seemingly vegan item is, in fact, vegan. Entirely vegan food products can be tricky to discern due to the widespread use of sneaky animal ingredients in packaged foods. In our quest to help you live a cruelty-free life, Hearts has put together this guide of hidden animal ingredients so you can recognize ingredients that make food non-vegan. Animals of the world will thank you!

Quick Guide: The Sneakiest Hidden Non-Vegan Ingredients

- **Number of sneaky non-vegan ingredients in prepared foods:** At least 100! Many of these are labeled “vegetarian” or “vegan”.^[i]
- **Surprising places you'll find animal ingredients:** Foods filtered using animal parts, including some beers, wines, and white sugars;^{[ii][iii]} shampoos, red applesauce, lollipops, and food coloring (which are made with the crushed female cochineal beetle); birth control pills, lotions, and perfumes (made with the urine of pregnant mares); chewing gum, toothpastes, soap, lubricants, and plastics (made with animal fat).^[iv]
- **Nonfood products made with animal ingredients:** There are also 200+ in cosmetics, medicine, home fashion, building supplies, candy, and clothing.^[v]
- **Number of vegans in the US:** It's hard to estimate these numbers exactly,^[vi] the estimate is 3.2% of US adults (7.3 million people) are vegetarian, of which 0.5% of those are vegan – about one million people.^[vii] That said, Forrester's research suggests that at least 37% of Americans care about animal rights issues.^[viii]

Green Living Actions to the Top Sneakiest Non-Vegan Ingredients

1. **Most sneaky non-vegan ingredient #1: Gelatin:** Found in gel-like gummy bears, marshmallows, cakes, yogurt, ice cream, and puddings, as well as shampoos, face masks, and other cosmetics. Gelatin (sometimes “*ge*”) is a protein made by boiling the skin, ligaments, and/or bones of cows and pigs in water.
 - **Alternatives to gelatin:** Carrageen, seaweed, and agar-agar (cooked and pressed seaweed).^[ix]
2. **Most sneaky non-vegan ingredient #2: Casein:** Found in cheese substitutes marked as “vegan” including creamers, soy cheese, whipped toppings, and margarine. Casein also goes by the names *caseinate*, *sodium caseinate*, and *calcium caseinate*. Casein is a milk protein used to make non-dairy products stringy and creamy.
 - **Alternatives are soy protein:** Soy milk, almond milk, and other vegetable milks.^{[x][xi]}
3. **Most sneaky non-vegan ingredient #3: Whey:** Found in many baked goods such as cookies, cakes, breads, and candies, and it is used in the cheesemaking process.^[xii] Whey is a milk protein.
 - **Alternatives to whey:** Soybean protein, pea protein, hemp protein.
4. **Most sneaky non-vegan ingredient #4: Animal stock:** Found in soups, sauces, and even cookies, including many “vegan” marked products. These are sometimes listed on labels but not always. Also be sure to ask at restaurants whether



soups and pastas are vegan.

- **Alternative to animal stock:** Vegetable stock.

5. **Even more sneaky non-vegan ingredients:** Fish-based Omega-3 amino acids are often found in orange juice or a loaf of bread. Sheep's wool fiber vitamin D is found in some drinks. Duck and chicken feathers are found in many bagels in the form L. Cystein; chains using this ingredient include Einstein Bros., Dunkin Donuts, Pizza Hut (garlic bread), and McDonalds (cinnamon rolls and baked apple pies).^[xiv] Lard is often found in refried beans, chicken fat in barbeque flavored chips, and beef fat in most boxed cake mixes!

Take Action! How to Root Out Products with Animal Ingredients

1. **Labels that make it easy to see vegan products:** To ensure the products you are purchasing are vegan check for this [Certified Vegan logo](#) on the backside of the package so you don't have to search through the ingredients list. Or check out our guide to finding [cruelty-free food labels](#). Also consult PETA's approved list of all-vegan [brands](#).
2. **Carry a cheat sheet for non-vegan ingredients:** Keep a list of these items and ingredients with you at all times, in your bag or on your phone, to shop consciously and guiltlessly. Some options: PETA's [comprehensive list of animal byproducts](#) or The Vegan Society's [HiddenIngredients List](#).
3. **Advocate for more vegan products:** Tell your favorite local grocer, restaurant, bakery, and farmers market association that you want to see more vegan foods offered. Your purchasing power counts, and they'll listen when you speak!

Dig Deeper: How to Be Vegan, the Right Way

- Veganism is a way of life that prohibits the use of all animal products, including meat, dairy products, eggs, honey, and any nonfood product derived from an animal. They also do not purchase or wear fur, silk, leather, angora, or wool. Other common nonfood products that may contain animal byproducts are: mattresses, paintbrushes, blankets, and furniture (all commonly made using animal hair). Veganism also prohibits all forms of animal cruelty, including the exploitation of animals for clothing or any other purpose. To learn more about what it means to be a vegan, consult [PETA](#) or [The International Vegetarian Union](#).

- Learn more about [healthy, animal-free replacements](#) you can use at home when preparing your own food.

- Familiarize yourself with the [FDA's food labeling guide](#) to understand how to better read labels.

- There's no need to feel limited in your eating options if you're vegan. Check out these [popular vegan foods](#) you may not have known are vegan.

Images by [SweetOnVeg](#) and [xyllehollite](#).

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