

A complete guide to veganism

Veganism has become very popular amongst people nowadays. It has not only become a beneficial trend but is also considered a way of life by many people. Veganism is much more than just excluding meat, dairy products, eggs, or any product derived from an animal source, from the diet. It also includes removing animal-based-and-tested products.

Setting down a new portal for all the vegan heads and 'to be vegans,' *Vegan First* emerges as India's first digital and print publication that covers vegan-curious awareness, alternatives, and solutions in an accessible format.

Under the leadership of Palak Mehta, Founder and CEO of *Vegan First*, this publication is all set to provide space for anyone who wants to lead a conscious, kinder, and healthier lifestyle. Sharing her inspiration behind starting this publication, she says, "When I turned vegan four years back, I was shocked to find out about the cruelty behind our dietary and lifestyle choices. There was no difference in being a vegetarian and non-vegetarian in terms of the impact on the animals, our planet, and our health. Pieces of information were

just scattered across social media, which I found to be categorised as vegan but turned out to be only cruelty-free. This way, turning vegan became very challenging and inspired me to create a platform with the right recommendations of vegan products."

With a team of creative minds who multitask to achieve perfection, *Vegan First* generates content that is engaging, informative, and easy to digest. This includes myth-busting videos, substitute recipes, interviews, tutorials, guides, listicles, features, as well as solutions from doctors, vegan experts, and much more. The content appeals to the mindful and conscious consumer of today.

Their key audience includes vegans, transitioning vegans, curious non-vegans, health lovers, fitness aficionados, animal lovers, environmentalists, foodies, and passionate chefs. The future plan is to scale up more video content, recipes, and ready solutions for transitioning vegans and non-vegans. Vegan events such as luncheons, meetups, and fests that provide support to vegans and come out as a great starting point for vegans under process are on the cards.



Vegan first: India's first vegan magazine is ready to churn out the best of veganism