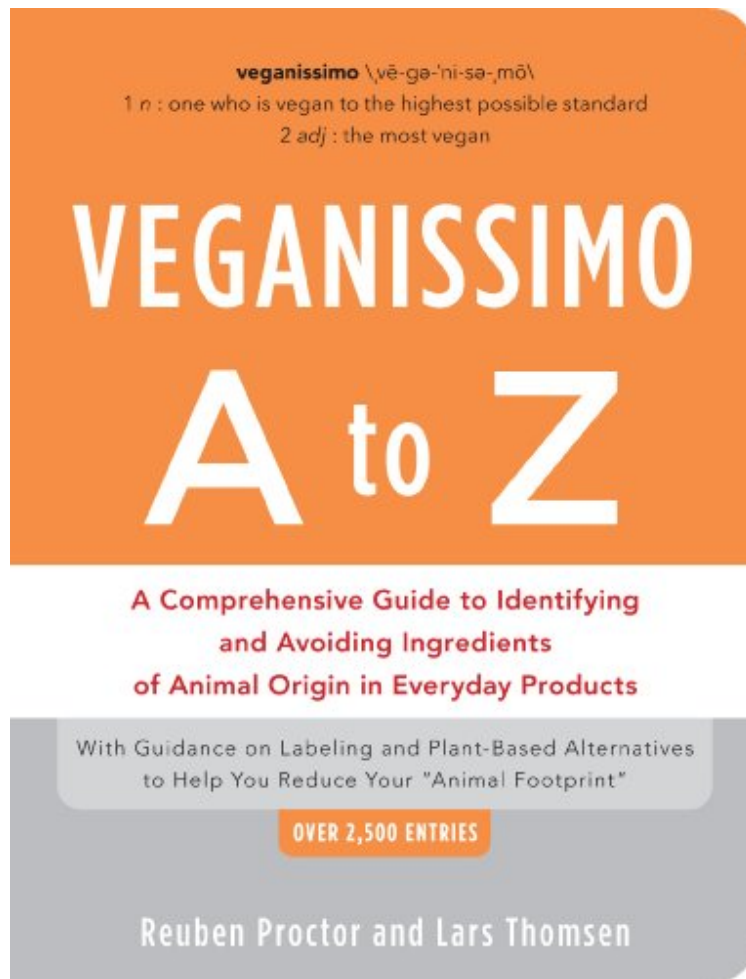


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# Veganissimo A to Z: A Comprehensive Guide to Identifying and Avoiding Ingredients of Animal Origin in Everyday Products

Lars Thomsen, Reuben Proctor

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veganissimo \ve-gan-iss-i-mo\ 1. n : one who is vegan to the highest possible standard 2. adj : the most vegan An Essential New Resource for Those Who Want to Reduce Their Animal Footprint Substances obtained from animals are used everywhere in food and other goods, in the production of food and goods, and (due to advances in biotech and genetic engineering) even in places they've never appeared before. Whether you already strive for a 100 percent vegan lifestyle or just want to know what exactly is in the products you buy, this peerless, portable guide puts the power of knowledge at your fingertips. The product of years of exhaustive research by vegan authors Reuben Proctor and Lars Thomsen, *Veganissimo A to Z* cuts through the vague and often misleading language on labels to reveal the sources, production and uses of over 2,500 ingredients, with: Detailed A-to-Z entries on animal, vegetable, mineral, synthetic and microbiological substances and color-coded icons that distinguish them at a glance Information on animal-derived ingredients that lurk in food and other products such as diet supplements, medicine, cosmetics, cleaning products, clothes, sporting goods, art supplies and electronics And guidance on how to interpret label claims and seek more information. With this accessible reference, you'll have all the information you need to make conscious decisions about a wide range of products and their ingredients.