

# It's *Not* All or Nothing

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Reducetarianism is the practice of eating less meat. The concept is appealing because not everyone is able or willing to follow a completely vegetarian diet. Reducetarians improve their health, save the lives of animals, and help mitigate climate change—all while looking and feeling phenomenal.

Ⓣ REDUCETARIAN



**Join The Movement!**

Visit [www.reducetarian.com](http://www.reducetarian.com) and  
pledge to eat less meat for 30 days.