

# KNOW THE TRUTH

The animal we fear the most is also one we depend upon for our very survival.

Sharks play a crucial role on this planet. For 450 million years, they have ensured our ocean's health – enabling our existence. But sharks, and this planet, are quietly headed for disaster.

Up to 73,000,000 sharks will be killed this year.

Why? To feed consumer demand for their fins primarily, but also their skin, cartilage, livers, meat, and even jaws. We are running out of time. But we all have the power to make a difference.

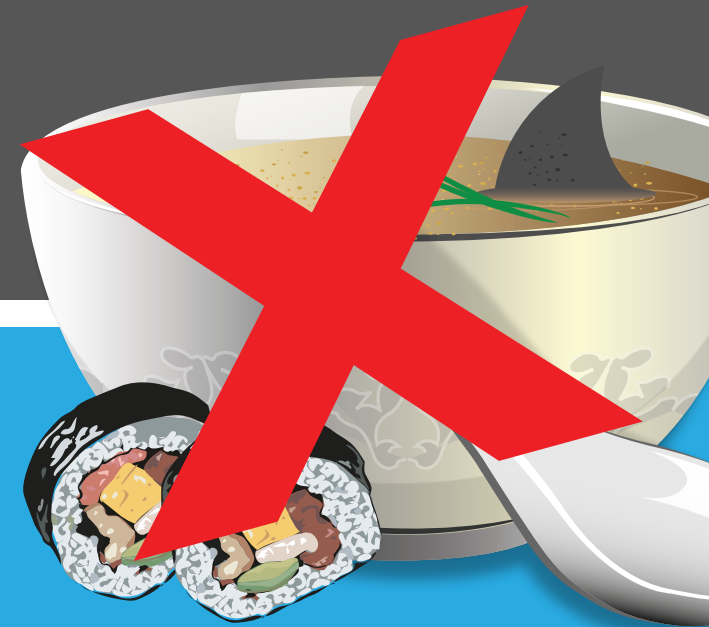
Take action and change the fate of sharks.



Use #SHARKFREE & #SHARKFREEPRODUCTS on social media to help spread awareness of this issue



CHANGE THE FATE OF SHARKS...  
AND OUR OCEANS



Kim McCoy

## Change the future for SHARKS

You have the power to save the sharks and rays. Your consumer choices make a difference. Avoid buying shark products and make the right choice for a healthy planet.

Visit [www.sharkangels.org](http://www.sharkangels.org) to make a difference in a critical issue. Take the pledge then do more; hear what others are doing, get involved, and download all the tools you need.

Learn More: [www.sharkangels.org](http://www.sharkangels.org).



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# 8 EASY STEPS WHAT YOU CAN DO:

- 1) Become Shark Free. Take the pledge to avoid all shark products.
- 2) Be aware, informed consumers. Know what you are buying and eating.
- 3) Take your business elsewhere. Do not support businesses that sell shark fin soup and other products like lotions & supplements and inform them of your concerns.
- 4) Ask businesses to stop selling shark. It's easy. Use our Shark Free toolkit.
- 5) Eat only sustainable fish. Know where it comes from. Over 1/2 of the 100,000,000 sharks caught yearly are caught as by catch.
- 6) Spread the word. Increase your Shark IQ. Learn more and than teach others.
- 7) Encourage your friends, family, and colleagues to join you.
- 8) Make your community safe for sharks. Ask local restaurants and stores to remove shark from their menus and shelves.

## SHARK PRODUCTS ARE SOLD AT

Restaurants  
Fish & chip shops  
Health food stores  
Pharmacies  
Cosmetic /drug stores  
Grocery stores  
Online marketplaces  
Souvenir shops  
Clothing & leather stores  
Pet supply stores



**Shark Free** a grassroots campaign to curb the demand for shark. Consumers are at the heart of this issue. Without demand, there would be nothing fueling the hunt for sharks.

Through our consumer decisions, we can end the demand and ensure we leave future generations with a strong legacy and a healthy planet.

## COMMON USES FOR SHARK & RAYS

### Flesh / Fins

Shark Fin Soup, Fish & Chips, Steaks / Fillets, Pet Products, Imitation Crab Meat

### Cartilage (Chondroitin)/ Gill Rakers

Health Food Supplements (Capsules/ Powders)

### Cosmetics

Squalene / Squalane (Shark Liver Oil), Lotions, Moisturizers, Suncreams, Facial Cream, Medicinal Creams, Vaccines, Lip Balm

### Skin / Teeth / Jaws

Souvenirs, Jewelry, Wallets, Belts, Keyrings

## FOUR GOOD REASONS TO AVOID BUYING SHARK PRODUCTS

1

### SHARKS ENSURE OUR VERY SURVIVAL

At the top of the food chain, sharks keep the oceans in healthy balance. Oceans provide more than 1/2 the world's oxygen and regulate our planet's temperature and weather. The elimination of sharks has already resulted in regional disasters including the collapse of fisheries and the death of coral reefs.

2

### SHARK POPULATIONS ARE PLUMMETING

Sharks, slow to reproduce, cannot sustain the fishing pressures they are under. Their numbers are down by 95% in some regions. In 2009, the IUCN reported over 1/3 of all shark species are threatened with extinction. There is no effective international protection in place for sharks, and even countries with domestic laws are severely lacking in enforcement and implementation.

3

### SHARK PRODUCTS ARE TOXIC

No scientific research proves that consuming shark – in any form – benefits your health. Instead, studies prove that shark can contain high levels of poisonous mercury. Many organizations worldwide warn against consuming shark. By doing so, you are putting your – and our planet's – health at risk.

4

### SHARK FINNING IS CRUEL & WASTEFUL

Because of their exponential value thanks to demand that outweighs supply, sharks are often killed for their fins. In a cruel practice called 'shark finning', sharks are caught -often alive- and their fins are brutally cut off. The rest of the shark is wasted-thrown into the ocean to bleed to death, suffocate or be eaten alive.

