



Hegans: How Vegan Men Reclaim Identity Construction and Inhabit Masculinity Online

BA Thesis

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Abstract

Food consumption is strongly connected to cultural practices and the negotiation of social status and identity. This connection has been studied from a sociological perspective and has highlighted how gendering food is used by men as a means of subscribing to gender norms and expectations (Greenebaum & Dexter, 2017) and reinforces the idea of “*man the hunter*” (Hart, 2018). Nowadays, masculinity continues to be associated with meat consumption, creating a division between men and women and feeding up clichés such as “*bringing home the bacon*” (Hart, 2018) as well as constituting a social challenge for the concept of manhood.

Meatless diets are peaking across societies as the percentage of people adopting them increases every year. Movements such as veganism transformed the supermarkets with foods coming from various plant sources, causing an interest for the people. Even though veganism has been normalized, hegans continue to experience social pressure as their masculinity could no longer be present once excluding meat from their diets. Even though gendering food has been explored, an analysis of the performance of such a practice is lacking. Thus, this thesis focuses on exploring and analyzing how males inhabit the cultural and consumption practices of vegan men. To answer this question, an analysis of three hegans was performed on their Instagram profiles, comparing their digital identities and practices of enforcing masculinity traits.

The performance of hegemonic and beta masculinities was observed as well as the performance of a mix between them, expressed in multiple masculinity traits at the same time. Therefore, the concept of masculinity is a dynamic and layered term that has multiple shades with men expressing their power and strength as males in variations depending on personalities. How hegans can retain their masculinity and social status is an important question as it throws into relief how gender norms are maintained, and how ideas regarding food habits evolve over time.

1. Introduction

Once a fringe lifestyle, veganism has turned into a social phenomenon. Recipe websites, culinary books, restaurants, and food festivals highlight the global appeal and success of plant-

based diets. The number of people who adopt alternative diets such as veganism for ethical, environmental, or health reasons, is growing rapidly each year, with a suggested increase of nearly 40% in 2020, bringing the total to 1.5 million people (Anthony, 2021). However, being a vegan is not just a diet, but a way of living, as well. Some people view it as a mindset, a philosophy, or even a lifestyle that has strongly embedded ethics requiring a non-violent way of life in all of its domains. Lifestyle promotion implies performed identity work and this is the focal point of this thesis.

According to Greenebaum (2012), veganism has continued to become more prominent in society in the last decade with people adopting the identity in public as an important identity statement. There are drastic differences existing among vegans regarding their motivations to pursue such a diet but despite them, there are still strong stereotypes attracted to the notion of veganism causing men to turn against each other. Throughout the years, social media and advertisements tied up gender norms, when it comes to food, as men consume steaks and meat, while women nibble on salads and fruits, resulting in forming a Western mindset labeling food choices as gender appropriate and correct, and gender inappropriate for men and women. According to Butler (1988), gender is not an inherent, static quality of an individual, but one that has to be repeatedly constructed through performance, which is where social media comes into play as it provides platforms for ‘doing’ culture by enacting identities, promoting lifestyles, and constructing gender norms. Likewise, Adams (2015) argues that food consumption is one test through which gender identity, norms, and hierarchy can be identified, reinforced, or challenged. ‘Real’ men do not eat quiche, as a social philosophy illustrates the difficulties posed by individuals for men adopting a meatless and dairy-free diet, resulting in men often going against other men as a form of identity war based on food consumption habits (Adams, 2015).

As Hart (2018) argues, the strong symbolic relationship between meat and masculinity in Western cultures stems from hegemonic ideals of masculinity embodied in the narrative of the man as a hunter, who is providing for his family, while women and children remain at home. However, this masculine gendering of food does not necessarily reflect history but rather is reinforced by media, thus connecting food with culture and identity construction. With women counting as the majority of non-meat eaters nowadays and the mainstream gender socialization of masculinity as Mycek (2018) argues, veganism has been seen as a socially and personally

challenging lifestyle for men. By engaging in eating habits that are typically characterized as feminine, men are challenging the social expectations of masculine identity. However, they are also often held accountable by other men for deviating from those expectations. Therefore, this study focuses on how people inhabit the cultural aesthetics and consumption practices of ‘hegans’, that is self-proclaimed vegan men, in the online space.

This is a particularly important question to be studied since it gives prominence to how gender norms are maintained as well as how ideas regarding food habits change and evolve over time. By analyzing hegans in a moment when veganism is gaining popularity, we can examine if and how men are able to negotiate new performances of masculinity. Furthermore, there has been extended research on the connections between meat and masculinity, however, hegans experiences and identity construction have largely remain unnoticed, thus requiring more attention. This study responds to the call of Johnson (2011) for additional focus on how people inhabit the cultural and consumption practices of vegan men.

2. Literature review

This section will review the theoretical conceptualizations of heganism and masculinity, aiming to present a general definition of the terms as well as an understanding of the practices involved. Moreover, theories on connections between masculinity and food consumption will be revised. Previous studies on masculinity construction in relation to veganism will also be considered, as well. Furthermore, studies focusing on gender identity construction and norms will be explored and its influence on societal expectations on meat consumption will be introduced. Through this section, I aim to frame the whole picture of heganism and explore what is already known about being a vegan man across a non-vegan habitus.

2.1. Masculinity

As Connell & Messerschmidt (2005) argue, hegemonic masculinity is an abnormal form of masculinity, distinguished from other masculinities, especially subordinated ones that allowed men’s dominance over women. It reinforces the idea that men’s bodies need to be strong, fit, and

muscular, as well as that men should prioritize their physics rather than their intelligence or emotions. This form of masculinity typically includes excessive meat consumption since men view meat consumption as a must in order to stay strong.

Brittan (1989) is one of the few scholars who argues that there is a need for multiple masculinities rather than one category since masculinity is not fixed but contingent. Therefore, masculinity is a dynamic and layered concept that has multiple shades with people reinforcing masculinity in more than one way, meaning that men express their power and strength as males in variations depending on personalities, and as such, masculinity could not be characterized under one category. However, as Brittan (1989) and Horrocks (1994) both argue, masculinity is in crisis due to the societal expectations which are hard to achieve by men such as possessing a strong male physique and acting as emotionless creatures. Horrocks (1994) argues that masculinity is restrictive because it turns men into individuals lacking emotion and care.

In his study, Johnson (2011) argues that hegemonic masculinity has encouraged and reinforced a specific type of masculinity that limits men by ignoring the other layers of masculinity, as well. Such a type of masculinity is particularly visible in the manosphere movement, describing men united by the tendency to threaten and assault women based on their characteristics (Krendel, 2020). However, masculinity does not come only as the aggressive type of Alfa and his investigation illustrates the stigmas associated with hegans as well as the fact that hegemonic masculinity is also encouraged by vegan men.

2.2. Meat, men, and masculinity

“Gender construction includes instruction about appropriate foods. Being a man in [Western] culture is tied to identities that they either claim or disown—what ‘real’ men do and don’t do. ‘Real’ men don’t eat quiche. It’s not only an issue of privilege, it’s an issue of symbolism. Manhood is constructed in [Western] culture, in part, by access to meat eating and control of other bodies” (Adams, 2015, p.27).

From a historical perspective, men and meat are strongly connected since the early hunter-gatherer societies where gender division of labor was strongly present. According to Hart (2018), hunting to procure meat was a male-dominated activity and thus, became strongly

associated with masculinity. Despite the heterogeneous practices of food gathering and the division between men and women in the past, the concept of “man the hunter” is still perpetuated nowadays in Western perspectives of masculinity that can be seen, for example, in the cliché of “bringing home the bacon” (Hart, 2018). Hart's (2018) research on vegan blogs discovered traditional views on masculinity to continue being present such as “real men eat meat”. Gendering food items is also not lacking in these places with vegan men rather going for meat alternative dishes than vegetable-based ones, showing that the stereotypes regarding masculinity are reinforced through the narrative of vegan food. However, the reinforcement of such ideas can be changed or redefined. Thus, eliminating meat consumption from one’s diet poses a challenge to the social concept that meat is a necessity for strong male physics.

Greenebaum & Dexter (2017) argue that men use food as a means of subscribing to and reinforcing gender norms, expectations, and behaviors. Thus, by equating meat consumption with masculinity traits, strengths, and virility, food consumption becomes a performance through which men are able to claim their dominance as hegemonic men. However, on the internet, men perform hybrid masculinity, which is another type of alternative masculinity, challenging and reinforcing hegemonic ideas of manhood (Greenebaum & Dexter, 2017). Hybrid masculinity stands for the selective implementation of identity markers typically associated with marginalized masculinities and sometimes femininities into men’s gender performances and identities (Greenebaum & Dexter, 2017). This type of masculinity not only reproduces contemporary systems of gendered, race, and sexual inequality but obscures the process as it is aligning with masculinity ideals (Greenebaum & Dexter, 2017).

Furthermore, the study by Greenebaum & Dexter (2017), discovered that hegans hold their own definition of masculinity that constructs their own hybrid masculinity. As Greenebaum & Dexter (2017) argue, hybrid masculinity symbolizes selectiveness of integrating elements from identities connected to marginalized and subordinated masculinities, and even femininities and assigning them to men’s gender performances and identities. For example, in the study, the majority of hegans claim that masculinity is whatever men do, thus is it different from person to person, however, they do not accept masculinity as defining part of their identity, but rather veganism. Despite these claims, they view veganism as a strengthener of their sense of self and acting as a reinforcement of their masculine identity (Greenebaum & Dexter, 2017). Therefore,

they are challenging the hegemonic idea that men need animal protein to stay strong and grow muscular, which they do highlight through the physical advantages of going meatless, pointing towards the vegan athletes as an example of strong male physiques. In this context, hegan athletes are used as a proof of maintaining the traditional norm of masculinity while allowing for the exclusion of meat as a precursor to being masculine. Therefore, the vegan athletes as examples are validating the vegan lifestyle and reclaiming the hegemonic masculinity status for other hegens.

Mycek's (2018) study argues that hegens engaging in hybrid masculinity disrupt the narrow definition of hegemonic masculinity, however, they do not cross the line of challenging gender inequalities. Additionally, it provides evidences that an individual's deviation from gender norms results in often 'redoing' gender rather than 'undoing' it by redefining and reinforcing ideas of gender performances.

2.3. Alpha and beta masculinity

As mentioned above, the manosphere movement has become an interesting topic of investigation as a popular discourse connected to men associated with radical misogynistic ideologies. Its rise began in blogs, forums such as Reddit, and media sites like 4/chan, / with the organization of events pointed to getting revenge on women, making assumptions about sexual paring between females and males under the name of 'betafags' and 'incels' (Ging, 2017). Based on their name and belief, the community could also be viewed as anti-alpha males as they hold the idea that women are created to desire dominative alpha males, and thus they perform 'beta uprising' as a form of rebellion. In her research, Ging (2017) described the separation between alpha and beta masculinity, where the alpha males are associated with hegemonic masculinity standing for the stereotypical masculine male that is attractive and uses that for gaining prestige and growing in the social hierarchy as well as continuously exercising power over women. On the other hand, beta masculinity is a term coined by the mainstream media but used by males as a self-identification mark to separate themselves from the rest of the group as they do not embody hegemonic masculinity (Ging, 2017). Therefore, the beta men are perceived as more feminine in society and as the ones who are more often neglected by women.

Furthermore, other terms connected to the beta males are ‘nice guys’, ‘simp’, and ‘soy boy’ (Ging, 2017). The term ‘soy boy’ is not unknown as it is one of the ways vegan men are called by their meat-eating counterparts for adopting a meatless diet, thus lowering their masculinity. The name stems from the scientific discovery that the high consumption of soy is undesirable for males as it has high levels of estrogen that is a female hormone. Thus, it is automatic societal perception that men who convert to veganism, also begin a transformation to becoming more feminine, losing their male pride. However, as Ging (2017) argues, beta members of the manosphere aim to reject their beta status and strive to achieve alpha masculinity as *“their extreme expressions of misogyny and racism and frequent engagement in hacking and doxing are clearly indicative of a desire to establish male hegemony in the online spaces they inhabit, even if they may lack such claims to power in off-line contexts. It seems more accurate, therefore, to describe them as hybrid masculinities...”*. In that regard, the concept of hybrid masculinity is particularly well positioned considering the way beta males inhabit their masculine identity through discursive practices in their online and offline lives (Ging, 2017).

2.4. Heganism and men

Heganism as a term was introduced by Kathleen Pierce, a journalist for the Boston Globe, and has been used by other media and later on scholars to point to the social ideology, emerging from the masculinity crisis, for vegan men. According to Wright (2015), heganism is a counter-hegemonic discourse aiming to reconstruct veganism as an alternative ultra-masculine choice in order to prevent vegan men from having to navigate a social minefield for retaining their masculine identity. However, Randall (2018), argues that the link between hegans and hegemonic masculinity is rather close since males pursue power and dominance that will be seen as the ability to protect those who need it. Hegans are able to retain that hegemonic masculinity by using power as a responsibility to protect animals from harm as well as avoid negative associations with their vegan identity.

According to Randall (2018), there are a few reasons why hegans retain their hegemonic masculinity status. Firstly, meat consumption, historically, is connected with economic and social status. However, with the economic changes due to globalization processes, more people

were able to financially afford meat, thus class privilege is no longer associated with meat, and the symbolism between meat and masculinity is broken. Secondly, men are refusing to let societal ideology decide the connection between their dietary choices and masculinity. Thus, as Wright (2015) stated, hegans are not simply vegans but ultra-masculine to the point, where they are able to make food choices manly. Then, in that context, hegans are masculine men that have constructed their gender identity and have the power to break the symbolic connection between meat and masculinity since they can satisfy their social expectations of hegemonic manhood (Randall, 2018).

However, as he continues his argument, heganism has removed the stereotypes surrounding vegan men if they have gained the status of hegemonic masculinity before they turn to a plant-based diet (Randall,2018) Thus, for males that were not able to do so, the decision to pursue vegan lifestyle continues to be accompanied by social pressure. In that line of thought, heganism creates a division between the identities of hegans and non-masculine vegan men. As Wright (2015, 126) writes, heganism constitutes *“problematic dualism that marks a divide between the proposed vegan stereotype, ‘anemic hippie’ male vegans who are clearly considered weak, and a new variety of vegan, ‘alpha males’ whose masculine strength remains intact despite their decision to ascribe to a diet outside the norm”*.

To sum up, Brittan (1989) argues that masculinity is illustrated in society in multiple ways, thus requires more than one form, or in other words, there is a need for masculinities. However, masculinity and food consumption, particularly of meat, have a long relationship throughout history that transformed meat into a symbolic dietary feature of what it looks and feels to be a ‘real’ strong man as it is deeply associated with the muscle strength of males. This is particularly visible across hegemonic masculinity that is characterized with excessive meat consumption in order to stay fit (Connell & Messerschmidt, 2005). Moreover, gendering of food has been discovered across blogs with vegetable dishes prescribed for females and ones including meat as the food of the ‘real men’ (Hart, 2018), meaning that masculinity stereotypes are being reinforced through dietary movements such as veganism. Therefore, the elimination of meat from a man’s diet challenges the societal assumption that meat is needed in order to assert physical dominance.

However, Greenebaum & Dexter's (2017) breakthrough conclusion that men have individualistic ideas about what it means to be a man by picking certain elements and features of various masculinity forms, resulting in the so-called hybrid masculinity identities. At the same time, hybrid masculinity, according to Mycek (2018), disrupts the concept of hegemonic masculinity but without creating gender inequalities. Rather it is redefining ideas of gender performances. Furthermore, heganism was explored as a concept standing for a counter-hegemonic discourse that reconstructs veganism as an alternative ultra-masculine choice. However, masculinity continues to be retained by hegans through breaking the societal expectations that food consumption is a representation of a man's strength, but with the condition that it needs to be broken before converting to meat-less diet (Randall, 2018). As a result, heganism creates a division between the weak type of a male and the 'Alfa'.

3. Methodology

This research focuses on analyzing content extracted from the social media platform Instagram. The platform is one of the most used social media sites with more than 30% of users being between the age of 25 and 34 (Statista, 2022). With roughly one billion monthly active users, Instagram's main affordances are that users can upload images and various video content such as stories, reels, and start live streaming, as well. Users are, also, able to follow other accounts and organize their own feeds based on personal preferences. However, Instagram became a primary platform for businesses, media accounts, and influencers, who used its features to generate revenue. These kinds of profiles function as professional accounts with the idea to maximize engagement and increase advertisement profit.

The study examines three hegans, each portraying different shades and layers of masculinity, to analyze how they make sense of and normalize their vegan identities in relation to the social perceptions of masculinity. The data used for the analysis in this paper is extracted from three different accounts on the platform - @nimai_delgado (670K, 2,606 posts), @earthlinged (594K, 668 posts), and @conscious_muscle (173K, 4,495 posts), whom all belong to the vegan movement and are characterized as hegans, however, coming from diverse backgrounds as one is a bodybuilder, another - an activist, and the last one is a fitness trainer. The accounts were

selected after examining numerous vegan-related profiles on the platform. The specific three vegans were chosen as a representation of three various lifestyles, however, united under the vegan movement umbrella. Thus, investigating how different kinds of vegans inhabit their masculinity is a primary point of interest in this study. Moreover, their focus online is also various as *@conscious_muscle* is a fitness instructor and his content is mainly on body and exercises, *@earthlinged* is an activist and entrepreneur, who debates across America with people on why they consume meat, and *@nimai_delgado* is a bodybuilder that structures his content around the body and mind. Despite their different professional paths and styles of communication, their influence is established across the vegan community since all of them have a large number of followers, turning them into intriguing subjects to be investigated. The posts they make online use particular visual and linguistic resources to interpret various socio-political ideologies and value systems through a focus on veganism as a lifestyle.

To collect the data, as of Jul 2, 2022, the first thirty feed posts from each account were gathered in the form of screenshots. However, it is vital to acknowledge that screen capture techniques for data collection sparks controversial discussions. Even though it might seem like an easy method to gather online data, it has its limitations. The main issue is that Instagram posts could not be directly extracted as a file, a screenshot transforms the posts into a simple JPEG, while at the same time it strips them of metadata and turns them impossible to authenticate (Callaghan, 2021). Metadata gives information about the digital data, meaning it is the data about the data. When that comes to posts from social media, the metadata could include valuable information about the author of the post, the time and date of posting, location, likes, and comments. Thus, without this metadata, the screenshot is an image that could not be proved to be originally posted online, since the image itself could be manipulated.

Despite the challenges, screenshots have been used by scholars as data gathering techniques in methods such as digital ethnography and discourse analysis. In the analysis of this study, I address these issues through the study design. Firstly, the screenshots are taken in a way that the date of posting is visible and the location, if there is any mentioned, serves as identification. Secondly, to address any potential issues with violation of privacy, the screenshots capture publicly available data taken from professional Instagram accounts created for either professional or entertainment purposes. Thus, the data used for the analysis already exists in the

public domain. The proposed approach accounts for the practical and ethical challenges of Instagram screenshot data while at the same time facilitating the gathering of an extended corpus of posts. Thus, the study aligns with Svelch's (2020) analytical framework for using screenshots in academic and critical literacy.

The initial corpus consisted of 81 posts (27 posts from each account) (See Figure 1 as an example & Appendix A, B, and C). The posts were collected on July 2, 2022, and consisted of the first 81 posts of the three accounts. All of the posts were collected from the homepages of the subjects. All of the accounts have various content uploaded such as images, reels, and videos. The proportion of them is not equal across the three channels, however, this kind of content could also be analyzed in the study. After the data collection, a filter was applied, aiming to eliminate all content produced for advertisement purposes. All of the accounts have a large number of followers and all of them perform influencer activities by promoting brands. It is known that brands who use professional accounts on Instagram for advertisement purposes, also ask them to write or say certain information in order to portray their brand in the best light possible. Since the sincerity of the said could not be confirmed, such content has been removed from the dataset. After accounting for the brand-sponsored content, out of 81 posts examined, only 74 will be object of this study. Then, the posts were categorized based on content such as similar phrasing, usage of hashtags, and similar style of images. To facilitate the content analysis, the posts were divided into the following analytical categories – videos, health, and fitness (See Table 1). The posts were separated based on the main thematic content of the image or video, considering the caption, the image content, and the location.

Table 1

| Post category | N | Total % |
|---------------|----|---------|
| Fitness | 28 | 28,00% |
| Health | 15 | 15,00% |
| Video | 31 | 31,00% |



Figure 1. An example of an Instagram post taken from [@nimai delgado](#).

The methodological approach to analyze the gathered data is critical discourse analysis. Since the primary goal of this research is to examine the specific ways hegan men inhabit and construct their masculinity in social media affordances, the focus of the analysis will be to understand the use of language and visual resources as well as their relation to the social context. As mentioned above, critical discourse analysis studies the way semiotic systems and media affect the kind of meanings and social purposes people can achieve in different situations, as well as the kinds of social relationships and identities which can be articulated (Naydenova, 2019). Applying this to the online nexus, critical discourse analysis acknowledges that individuals can perform certain identities with the support of digital media tools to a certain audience. Furthermore, the meaning of these practices is dependent on the context of use because it is influenced by the affordances of the medium. Thus, the analysis in this study will examine the semiotic elements in the texts and visual images, their contexts, and the way the texts are employed to reproduce certain ideologies and versions of reality. Consequently, discourse analysis will be used in understanding how hegans employ semiotic means to engage in masculinity practices and to portray the identity of strong men concerned with men following vegan diet.

4. Analysis

The accounts of *@conscious_muscle* and *@nimai_delgado* are independent of each other, and even though no connection was established between them, it is evident that both of them have adopted a similar style and practices in terms of posting and connecting with their audiences due to their professional fields as one is a fitness instructor, and the other one is a bodybuilder, thus, their following base comprises of individuals most probably interested in the process of muscle-building through a combination of exercises and a vegan diet and promotion of mindfulness towards life. On the other side, *@earthlinged*, as a vegan activist, is using a rather different approach as he is targeting another specific niche audience. In this section of the analysis, I will explore each of the accounts in terms of aesthetics, social, linguistic content, and detailed style of posts in regards to captions and images in order to examine the practices of masculinity construction.

4.1. Hegan Digital Styles

The analysis presented here demonstrates that specific types of linguistic, social, and aesthetic features have become dominant as indexical elements of the cultural persona of the 'hegan'. Looking at the three selected accounts, they all have established a large following base on Instagram that is not easily accomplished, thus there is something unique about them that makes them stand out from the other accounts on the platform.

Nimai Delgado is a bodybuilder and athlete that has never consumed meat in this life, and later in life gives up on dairy products, turning into a vegan. On the aesthetical level, his profile, and the type of content he posts is a mix between videos and photos. However, the center of his feed is his body, which could be explained by the fact that his professional activities are closely connected to it. At the social and linguistic level, Delgado relies on long captions, usually starting with a question (Figure 2&3).

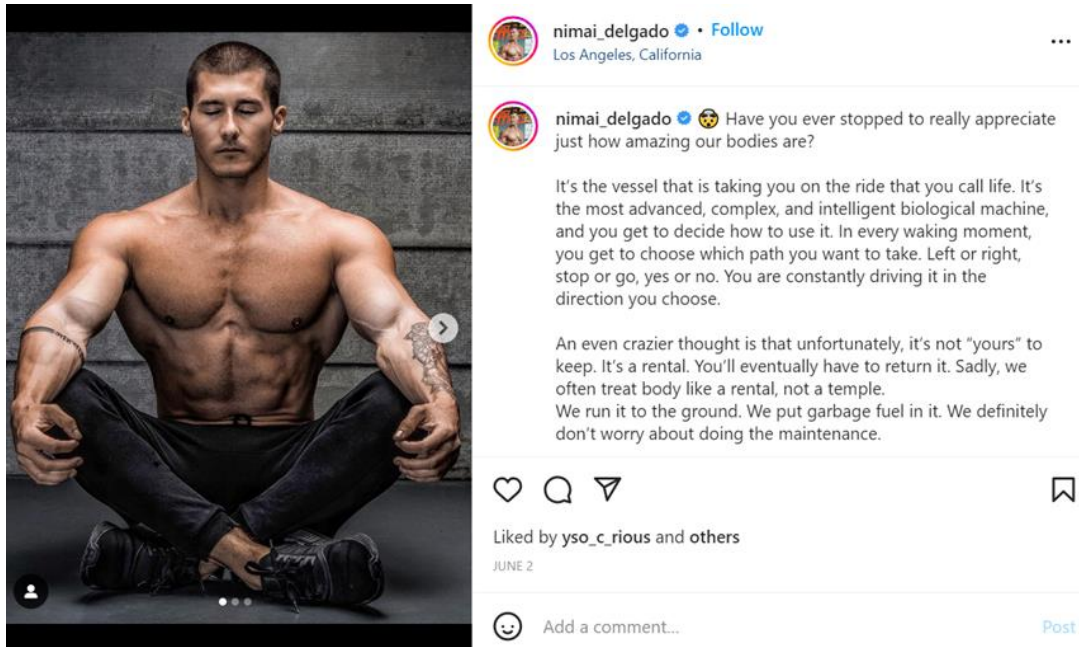


Figure 2: A post from Nimai Delgado regarding body appreciation. Retrieved from @nimai_delgado.



Figure 3: Another post by Nimai Delgado with another bodybuilder. Retrieved from @nimai_delgado.

As seen, Figure 2 presents a post in which Delgado starts with a question related to the human body but continues his appraisal with metaphors for the body such as “*vessel*” and “*intelligent biological machine*” that are taking you through the journey of life (Delgado, 2022). The caption illustrates a straightforward request for thinking and evoking one’s inner voice. Next to the text is a picture of himself, half-naked with eyes closed symbolizing mindfulness, and a body position resembling monks during prayers. Therefore, Delgado here is like Buddha who is urging his audience to follow the path of spirituality. In Figure 3 he can be seen topless again, this time accompanied by another shirtless man. While pride in their physical appearances can be read on their faces, the post’s caption reveals that the reason for their feelings is much deeper. As Delgado (2022) stated: “*It’s great to see more and more vegan bodybuilders competing and having success in a sport where veganism is considered a disadvantage*”. From the context, it can be understood that the second man is also a vegan and a bodybuilder, as well. Above this section, weight numbers are displayed as a proof of their achievement. This post shows that Delgado’s pride stems from the fact that he has built such a physique without consuming any animal products and the ‘disadvantage’ is for those who continue eating them. Therefore, this could also be read as a moment of bragging and shaming people, while illustrating the power and reinforcing the idea that vegans are actually stronger than non-vegans.

Comparing the two posts, there is a complete shift in tone, from calmness-inducing Buddha to emphasizing ego and aggressiveness. This personality shift is rather controversial as one side promotes inner peace with yourself and the space around you, and the other side shames those who in terms of food do not follow the same path. However, the long captions serve the function of making the reader spend as much time as possible on his content by presenting his ideas as a story rather than addressing the matter directly, while the continuous body nudity aims to catch the eye of the audience as people tend to frequently engage more on a picture on Instagram related to physical appearance (Ahadzadeh et al., 2017).

Earthling Ed is a well-known YouTuber and a vegan influencer across the vegan community due to his intriguing conversations with people, both vegans, and non-vegans, as well as his activism regarding animal rights and welfare. His content is mainly video-based on sharing snippets of these conversations, accompanied by extended explanation caption focusing on addressing even further the issue or the topic he had placed the focus on (Figure 4).

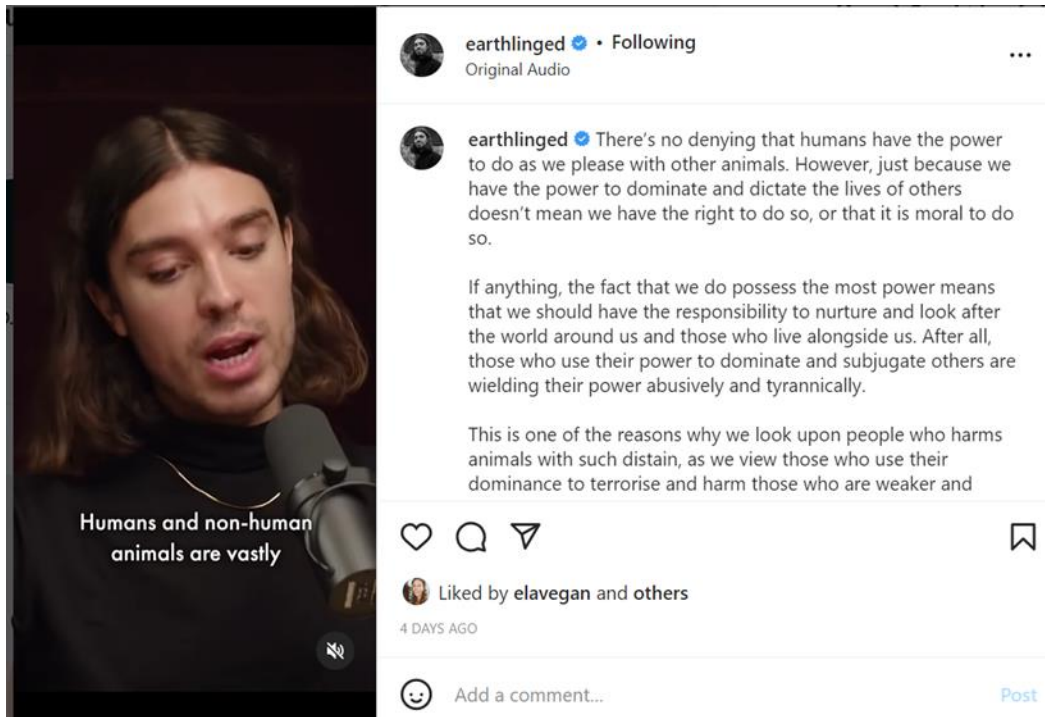


Figure 4: A publication on Ed's feed discussing the topic of animal rights. Retrieved from @earthlinged.

At the linguistic level, he likes to use 'we' or 'they' as he has a collective attitude towards his audience rather than addressing them on an individual level through 'you', for example. The context of his descriptions is explaining a societal issue, while also playing the role of the judge that points the finger at the mistaken, however, without individually specifying who they are, which leads to the creation of an illusion of group inclusion-exclusion. From an aesthetic point of view, his way of 'instagramming' is mainly through educational videos where he is directly talking to the camera as a form of making a conversation with the person watching, or in other instances videos with other people the focus of which is on the dialogue and mostly on the different perspectives on a chosen topic. Moreover, Ed writes extensive captions filled with a lot of information and sometimes scientific data stimulating people's cognition of societal perceptions but also strategically making his statements more trustworthy to reach people and convince them to adopt his life worldview.

Lastly, Jordan Dranes is a known fitness instructor that became vegan more than 8 years ago. He mainly relies on photo content focusing entirely on his aesthetic appearance in terms of muscles as well as the clients' body transformations as a customer validation for his work. The

text resources are rather short but the hashtag #vegan is regularly included, pointing to communication with all vegans out there (Figure 5).

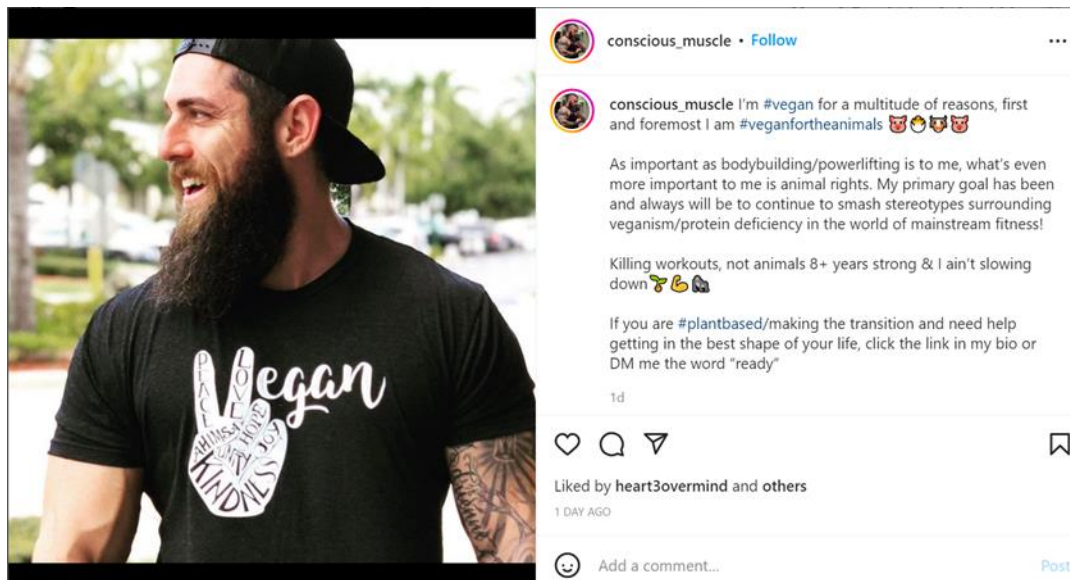


Figure 5: A post on veganism with #vegan in the caption. Retrieved from @conscious_muscle.

He also regularly implements hashtags such as #plantbased and #veganfor, followed by another (set of) word(s). Thus, he aims to build an audience that is dominated by vegans and people interested in the movement. The focus on his physical qualities and achievements of his clients is based on his profession and the way he financially supports himself as he uses the platform as a way of finding new clients and showcasing the effectiveness of his knowledge and quality in doing the job. Compared to Delgado whose hegan digital style on Instagram is similar to Dranes by focusing on fitness and body, the latter does not focus on mindfulness and any spirituality. Instead, he uses his platform he has to address animals' rights and stereotypes associated with veganism. He also uses numbers to showcase how much he weights or how many years he has not been consuming animal products (Figure 5) in a sense of pride and reinforcing power, as well, similar to Delgado, however, without aggressive attachment.

Therefore, the features that characterize the hegan as such are the power circulating around the controversial topics associated with veganism such as animal abuse, nutrition, physique, and the mind. However, the reinforcement which could take multiple forms as shares as hegans are not identical but individualistic in identity construction specifically online. Emotional appeals are common features connected to them as the emotions implied are mixed

and vary from person to person. Moreover, all of them emphasize, in one way or another, their own greatness above society and more particularly non-vegans, through the umbrella of veganism, seen either by highlighting physical appearance achieved without animal products or failure to make the choice to give up on these products that causes worldwide ‘destruction’.

4.2. Mindfulness and muscles

In general, the vegan movement promotes not only a diet and a lifestyle without causing harm to animals but also the so-called ‘healthy’ lifestyle where you take care of your entire body and mind. In this context, posts regarding the importance of the state of mind are also present but accompanied in a context contradicting that ideology in the sense that it centralizes men’s ego through appearances, which should not play a vital role in living a life without causing harm and providing your body with all necessary nutrients, as well taking care of your mind.



Figure 6: A post of Nimai Delgado about the importance of balancing emotions. Retrieved from @nimai_delgado.

Figure 6 shows that @nimai_delgado published a post on the 10th of June with a caption stating:

“...Those emotions can become trapped and manifest into physical dis-ease. Learning to go with the flow is about surrendering, letting go, & trusting that your life is like a river that is always guiding you in a particular direction” (Delgado, 2022).

Through this caption, Nimai highlights the importance of emotional balance and acceptance that when it is absent this could lead to diseases. He uses metaphoric words such as ‘turbulence’ and ‘life is like a river’ to convey an emotional connection with the reader. While the message of the caption is pointing towards mindfulness, the image is portraying a different narration than the text. In the picture, Nimai is standing in front of a waterfall with his upper body naked, and he is smiling, emphasizing his strong and fit figure. He aims to construct an identity of a man who considers inner peace and mental health valuable factors as he brings them up continuously in his posts. However, Delgado is mainly half naked in his publications, contributing to another perception - of a man who is speaking about life values and mind but also making the point of ‘I look better than you do because you do not have the body, I do’. Depending on the addressee, this could be interpreted in two ways. First, as a motivation for both vegans and non-vegans to achieve their physical results, and second, for non-vegans as a way of performing masculinity.

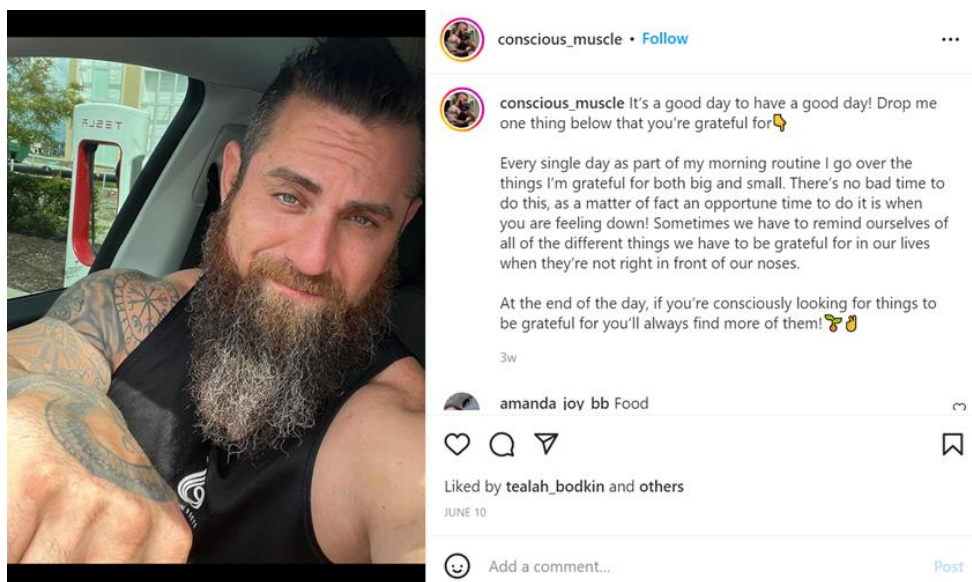


Figure 7: A post about gratitude from Jordan. Retrieved from @conscious_muscle.

Figure 7 was posted by Jordan Dranes, also known as @conscious_muscle, and similar to Figure 6, the text presents the story that we always should feel grateful for everything in our

lives, and if you, the reader, feel the same, you should write a comment to express your acceptance and support. The picture accompanying the text is his facial expression and hand that can be interpreted as saying ‘I am talking to you’, aligning with the appraisal for action. However, his image is not an image of a person in a not good-looking position or situation but an aesthetically appealing one where his face is good looking and his arm muscles are visible, as well. Therefore, as the post brings a note of attention to the importance of gratitude, it brings also reference to how important for Dranes the appearance is similar to Delgado’s feed posts. There is a similar pattern developed among them both.



Figure 8: A post from Nimai on state of mind. Retrieved from @nimai_delgado.

Another publication of Delgado in him sitting casually on his skateboard with half of his body being naked, portraying the aesthetic appearances of him while sarcastically calling himself ‘the old dude’ (Figure 8). It looks like he is trying to joke about that skating is a youngsters’ activity and he has aged for such actions, while showing that his physical qualities do not support that narrative at all. The ‘sarcastic’ photo is supported with the caption:

“Officially the old dude at the skate park, but then again old is a state of mind. I still feel like I’m peaking every single day. #foreveryoung” (Delgado, 2022).

Feeling old is a perception of the mind, as Delgado (2022) is saying, thus your age is a number in your head and does not depend on your actual physical age. At the same time, he is showing the way he looks, which is not the way the majority of men his age looks like. Thus, the post is mainly expressing that “I might get older as everyone does, but I do not feel old, and neither does my body.” There is another layer to this as well since he follows a vegan diet and as such ‘my body looks amazing’ compared to others the same age. That is a form of *#humblebragging* while promoting a hegan lifestyle online.

Following the context, there is a similarity between both hegans, meaning that their posts are in similar context – gratitude, emotional balance, state of mind – while at the same time presenting their bodies as visual resources. Although this might be coincidental, it seems that this is rather a pattern repetitively used by them, fitting the identity of run-of-the-mill *#fitspo* content creators. Furthermore, the linguistic content aims to connect with the audience by pointing the importance of mental health and appreciation towards life, while at the same time their bodies are upfront, in the center of the visual resource, reiterating the meaning of strength and power.

4.3. Masculinity is about not eating animals

As mentioned above, meat and masculinity have been in a strong social bond that has also been enforced by media and societal pressure over men who refuse to eat meat. As Adams (2015) argued, ‘*real men don’t eat quiche*’. While that has been the status quo in society for generations, hegans are willing to argue the opposite, showcasing that masculinity is embodied not in men consuming meat but in those who do not.

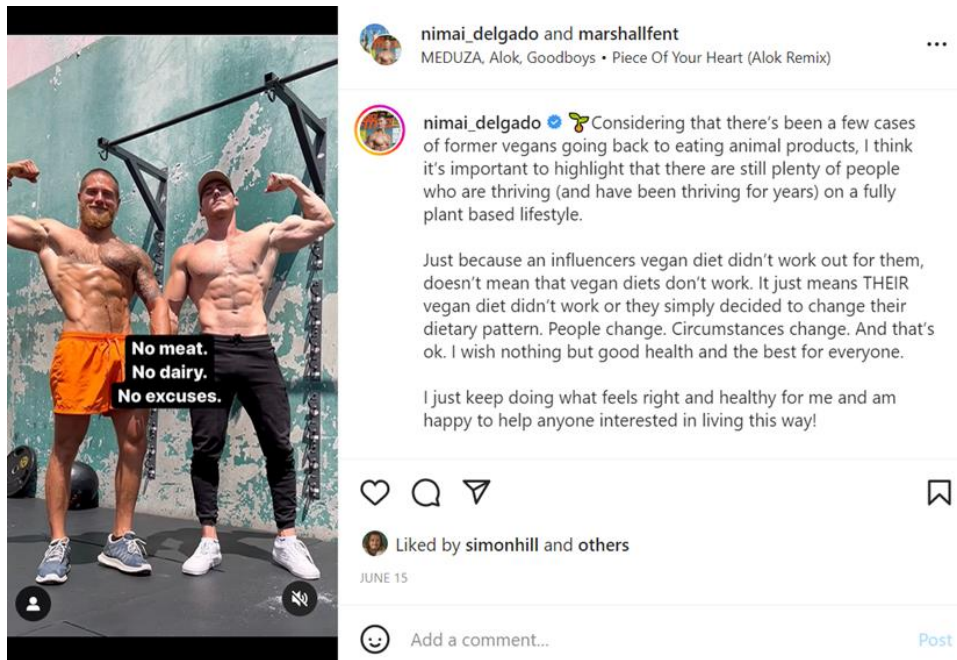


Figure 9: Nimai's post on vegan lifestyle. Retrieved from @nimai_delgado.

Figure 9 presents the process of how masculinity and identity construction has been reinforced by vegans and comprises both prescription and proscription. A part of the caption states the following: *“Just because an influencers vegan diet didn't work out for them, doesn't mean that vegan diet doesn't work. It just means THEIR vegan diet didn't work or they simply decided to change their dietary pattern...”* (Delgado, 2022). In other words, the issue is not the vegan diet but rather - the person. The text description is accompanied by a picture of Nimai Delgado himself and @marshallfent, another vegan influencer, both shirtless and ‘flexing’ their muscles. Through this post, Delgado highlights that masculinity, or the idea reinforced by a society that men have to be fit and strong is not connected with the consumption of meat, but rather the opposite since it is required more strength to achieve these body results without animal products.

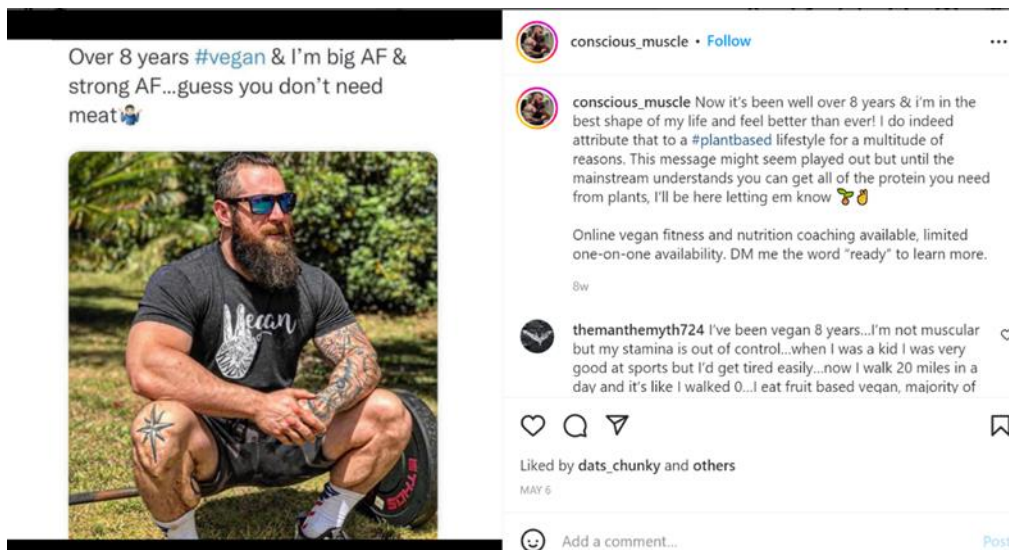


Figure 10: A tweet image on Instagram account of Jordan. Retrieved from @conscious_muscle.

Similar to Nimai, Jordan’s masculinity construction in connection with the consumption of meat is through stating: *“Now it’s been well over 8 years & I’m in the best shape of my life and feel better than ever! I do indeed attribute that to a #plantbased lifestyle for a multitude of reasons....”* (Dranes, 2022). The tweeted image of Jordan is of him and his rather muscular body and the short text above ‘Over 8 years #vegan & I’m big AF & strong AF...guess you don’t need meat’. The fitness instructor is not only showing the results of his training but directly saying that meat is not needed in order to achieve his look, reinforcing the idea that hegans can be strong and appear as meat-consuming men do, which confirms Greenebaum & Dexter’s (2017) argument that hegans use veganism as an act of identity construction and masculinity.

4.4. Activism as the new form of masculinity

As Brittan (1989) argued, masculinity is not a single category but rather a dynamic and layered concept that has multiple shades with people reinforcing masculinity in more than one way. Inhabiting the concept as a bodybuilder or fitness instructor by showing off your physical strength is one layer of it, however, for those hegans who belong more to the activism side of veganism, masculinity has a different meaning.

Earthling Ed is a vegan influencer, book writer, and clothing brand owner, known for his activism across universities in America and England. He goes to their campuses with a small stand and challenges students to justify their decision for not converting to a vegan diet while aiming to intellectually challenge their perceptions, as well (Figure 11).



Figure 11: Earthling Ed on the campus of a Californian university to debate students. Retrieved from @earthlinged.

He looks like an ordinary man, in the sense that he does not have a muscular body that requires hours in the gym every day, turning him into a relatable person both vegans and non-vegans to have a conversation with. He publishes his debates on social media as a way of showing the various arguments people have towards animals and the vegan movement in general. It could be argued that Ed aims to shame people through this practice, while he states that the purpose of these videos is purely educational (Ed, 2022).

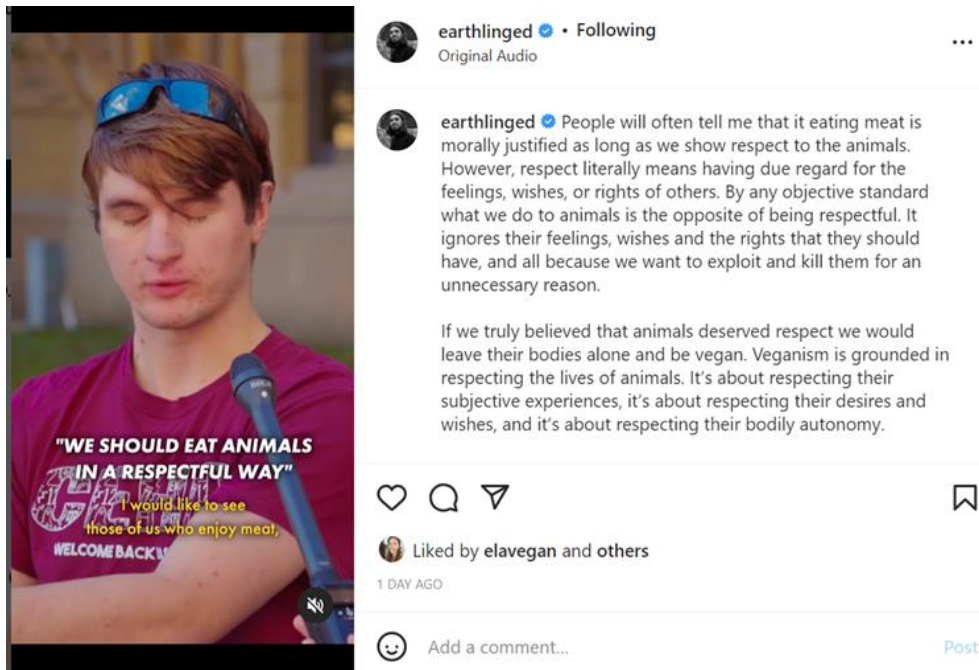


Figure 12: A video from a debate with a student on whether it is morally justified to eat meat. Retrieved from @earthlinged.

This snippet of a debate between Ed and a student, in an undisclosed location, illustrates two sides on the perspective of whether the consumption of meat is morally justified or not. There is a quote that is visible during the entire sequence and states: “*we should eat animals in a respectful way*”. At first, it is difficult to acknowledge whose words are those. Are they Ed’s or the participant in the video? However, through watching the video and reading the caption, it becomes clear that this is the argument of the student.

The caption itself is the text resource that reveals the context of the situation and the purpose of this post, as it writes: “*People will often tell me that it eating meat is morally justified as long as we show respect to the animals. However, respect literally means having due regard for the feelings, wishes, or rights of others...*” (Ed, 2022). These are the two opening sentences of the caption, presenting the position of non-vegans on meat. Then, the description continues: “*If we truly believed that animals deserve respect we would leave their bodies alone and be vegan*” (Ed, 2022). Thus, the meaning is that if you want to respect animals, you should not eat them and become vegan.



Figure 13: Another sequence of a debate between Ed's and a student. Retrieved from @earthlinged.

Figure 13 presents another video published on Ed's Instagram account of a conversation between him and a student, however, on the topic of animal slaughter and veganism. The video includes a piece of sensitive information about the practices in animal slaughterhouses and farms that many people, both vegans, and non-vegans, find disturbing. Moreover, the video briefly discusses the topic of imposing moral beliefs. As the participant argues, he does not like when vegans impose their perspective on other people or even try to. At the same time, Ed aims to take the arguments presented and show him how in fact, non-vegans impose their moral system on all animals through inhumane practices. As it states in the caption " *...However, vegans can't force anyone else to be vegan but by not being vegan we then force animals to live a life of subjugation before then being killed at fraction of their lifespan in a slaughterhouse...* " (Ed, 2022).

Ed constructs his online presence and identity on social media by arguing his position by using other people's opinions against them, illustrating his truth about why veganism is the right choice and people should convert to it. Compared to the other two vegans, Nimai Delgado and Jordan Dranes, Ed's content is not focused on fitness, and physical appearance, but on lifestyle activism through education and fighting for animal cruelty-free world. Moreover, the behavior of

the three influencers could be loosely characterized as alpha and beta masculinity types, where Delgado and Dranes are the alpha males emphasizing power and physical appearance through which they seek to gain followers or clients, or in other terms to grow their social status. However, not through shaming practices towards women, but rather through humble bragging and putting non-vegans in their place for have not been converting to this lifestyle that is better for their bodies, animals, and environment. The topics they both address such as mental health and wellness are perceived as female discussions as they are connected with people's emotions, and are a direction in which a typical alpha male would never go to.

At the same time, Ed is an example of a beta male that does not look like an alpha male and does not want to be associated with them. Due to his appearances such as his long hair, lack of big muscles, voice that is soft, and the fact that he is not consuming meat, he is viewed as a more of a feminine type of a man and characterized by the societal understanding of a soy boy. However, Ed is performing alpha practices, as well – that is enforced through intellectual dominance over the people he debates with, and the non-vegans, whom he addresses in his captions. Ed aims to use this kind of power to also increase the chance of changing his place in the social hierarchy online. Despite that, there are also similarities between the three hegans as they all aim to increase their Instagram reach, whether for personal benefit or due to the fact that they all fight for converting more people to veganism, whether through promoting the health benefits of this lifestyle or informing their audiences about the environmental consequences.

5. Discussion and Conclusion

This research investigates the specific ways hegans inhabit their masculinity in the online space of Instagram. First, it was established that in examining the aesthetic, social, and linguistic characteristics of three personas on the Internet through their feed posts, I argue that vegan men apply different practices to position themselves on the platform as well as to construct their masculine identities as masculinity is what men do and that varies from person to person (Greenebaum & Dexter, 2017). These practices vary in from the type of content they focus on, and the way of audience addresses to the strategies they apply for exposure like the number of hashtags used and location tagging. Looking at the individual practices of the three hegans, it is

clear that all portray different shades and layers of masculinity as none of them could be framed as one particular type of masculinity, whether hegemonic (alpha) or beta masculinity. Both Nimai Delgado and Jordan Dranes continue to follow societal stereotypes such as that men have to be big and strong characterizing the alpha male type of masculinity. However, they also break the stigma that this result should be tightly connected with the consumption of meat, and engage in discussion of topics tighter to rather feminine personalities such as the importance of emotional balance and gratitude more suited for the beta males. On the other hand, Earthling Ed, who in terms of aesthetics looks is the opposite of a fitness instructor or a bodybuilder – an identification mark that separates him from the rest of the men as he does not embody hegemonic masculinity (Ging, 2017) - inhabits also traits of alpha masculinity in relation to the moral strength to take a decision that is better for his health, better for the environment, and better for the animals as well as focusing on the importance of seeking dominance and power through being politically outspoken and not through muscles, which is a feature of the beta male personality.

Furthermore, heganism was explored, and the conceptualization of this term focused on the behavioral pattern across members of the lifestyle, and it might appear as a counter-hegemonic discourse aiming to reconstruct veganism as an alternative ultra-masculine choice in order to prevent vegan men from having to navigate a social minefield for retaining their masculine identity (Wright, 2015). However, it is the pursuit of dominance, both physically and mentally, that will be seen as the ability to protect both animals and the environment, as well as, erasing negative associations with men's vegan identity (Randall, 2018).

Moving on, the reviewed literature has clearly established that hegemonic masculinity is an abnormal form of masculinity that reinforces the idea that man should be strong and fit (Connell & Messerschmidt, 2005). However, masculinity requires broader categorization since it is not fixed but contingent (Brittan, 1989), and thus a dynamic and layered concept with multiple shades as well as with people reinforcing it in multiple ways as it was established in this analysis. However, the argument that masculinity is in a crisis due to the societal expectations that are hard to achieve such as strong male physique and lack of emotions or care, was not confirmed since the conducted analysis shows that such crisis is not present across hegans as they do show passion and emotional attachment to animal rights, health, and the environment. Moreover, they

also do prove that masculinity has a multi-colorful face as it varies across the spectrum due to the individual differences across hegans. As observed in the analysis, “*real men don’t eat quiche*” (Adams, 2015), but they do not need to eat meat either to account for their power.

Hegans established their own definition of masculinity, and thus create their own hybrid masculine identity as they do not inhabit only one type of masculinity such as hegemonic masculinity, known as alpha, but also beta masculinity at the same time. They are not simple vegans but ultra-masculine in the sense that they are able to make choices manly and satisfy the social expectations of hegemonic manhood (Randall, 2018). Moreover, it was argued by Randall (2018) that hegans successfully removed the stereotypes surrounding the female-dominated lifestyle by gaining masculine status before they convert to vegans. That might be the case for Nimai Delgado and Jordan Dranes due to their stereotypical physical figure, but that does not apply to Earthling Ed, whose masculinity stems from the fact that he is a vegan, and has intellectual dominance above non-vegans. Therefore, tension and division were created between the identities of hegans and non-masculine vegan men. However, it was seen that this is not always applicable since there is Earthling Ed, whose appearance does not scream dominance but reinforces masculinity through actions and intelligence, and there are Nimai and Jordan, who are a true representation of the social norms regarding males. Each one of them constructed his identity as a vegan who is more capable and more a man than those who consume meat. However, there is a separation enhanced as hegans draw a line and use labels themselves regarding those who support the lifestyle and those who do not.

6. Relevance and Limitations

The conclusions of this thesis are useful as a starting point for scholars and academics that would like to further explore how in the world of plant-based movements, men are able to negotiate new performances of masculinity and reinforce power above societally established norms as well as how masculine identities are blended among men who do not consume the main product associated with muscles and strength, namely meat. Furthermore, this thesis contributes to providing another understanding of the concept of hybrid masculinity and how it is performed by representatives of the male gender group. The analysis also sheds light on how food

differences could lead to social and cultural conflicts where practices are in continuous normalization and dissimulation by social groups. The study contributes to fulfilling a gap in hegans' experiences and identity construction in society as it places the attention on how people following a vegan diet inhabit the cultural and consumption practices of vegan men through aesthetic, social, and linguistic resources in the Instagram nexus.

There are a few recommendations for future research. To begin with, the scope of analysis is rather limited as it investigates the masculine identity of only three hegans, thus future research can take into account a broader scope of data on hegans in order to provide definitive conclusions on how vegan men perform masculinity. Also, future research could investigate how the various shades of identity practices of masculinity influence the societal expectation of veganism and gender norms, and if possible, introduce an extended framework on how masculinity is inhabited by hegans and reinforced on non-vegans. Moreover, the analysis is focused on how masculinity is inhabited by hegans in the online space of Instagram. However, individuals' online practices vary from platform to platform, thus further research on hegans masculinity needs to be conducted across other social media platforms, sites, and channels.

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Appendix 1

Data from Nimai Delgado

1.



nimai_delgado and biancataylorm
North Shore Lake Tahoe


nimai_delgado 🌊 Lake Tahoe photo dump with bae.
Swim shorts from @youngla 📦 code NIMAI.
#laketahoe #tahoe #bae
6w

daniellebelardomd 🌟 😍 Gorgeous you two
5w 1 like Reply

yessikaaa that shirt is so fire!
6w 2 likes Reply

Liked by **eva_tvp** and **others**
JUNE 25

2.



plantpowerdoctor and nimai_delgado
Original Audio

plantpowerdoctor 🌟 I caught up with my friend @nimai_delgado just over a month ago in LA and we recorded a podcast. Getting out of my comfort zone, I talked a little bit more about my own practice combining traditional approaches with holistic health. He was excited to talk about my Jikiden Reiki practice, which has an interesting evidence base for improvement of pain in disc prolapse, and as an adjunct to traditional therapeutic interventions for cancer. Among other things!

I hope you'll enjoy this heartfelt conversation, I felt super vulnerable sharing this publicly - that quiet voice of fear of judgement of my colleagues for being 'woo woo' is undoubtedly still there - but more importantly, I was overwhelmingly grateful to be able to share this as I know many will find it useful.

because yes, you can't use diet as a panacea to help treat

Liked by **suva_t_30** and **others**
JUNE 17

Add a comment... Post



nimai_delgado and marshallfent

MEDUZA, Alok, Goodboys • Piece Of Your Heart (Alok Remix)



nimai_delgado 🌱 Considering that there's been a few cases of former vegans going back to eating animal products, I think it's important to highlight that there are still plenty of people who are thriving (and have been thriving for years) on a fully plant based lifestyle.

Just because an influencers vegan diet didn't work out for them, doesn't mean that vegan diets don't work. It just means THEIR vegan diet didn't work or they simply decided to change their dietary pattern. People change. Circumstances change. And that's ok. I wish nothing but good health and the best for everyone.

I just keep doing what feels right and healthy for me and am happy to help anyone interested in living this way!



Liked by **simonhill** and others

JUNE 15



Add a comment...

Post

3.



nimai_delgado • Follow

Kelowna, British Columbia



nimai_delgado 🌊 Whatever we resist, persists. If things aren't going the way we THINK they should go and we fail to accept the way things are, we feel resistance in our body in the form of negative emotions. Those emotions can become trapped and manifest into physical dis-ease. Learning to go with the flow is about surrendering, letting go, & trusting that your life is like a river that is always guiding you in a particular direction. There will be turbulence along the way, but nothing can stop you from arriving where you were meant to be. You are an unstoppable force that can slice through any obstacle in your path!

Happy Friday!

📷 @deshoots



Liked by **karananime9** and others

JUNE 10





Add a comment...

Post

4.






 **nimai_delgado**  • [Follow](#)
West Kelowna

 **nimai_delgado**  🗨️ Officially the old dude at the skate park, but then again old is a state of mind. I still feel like I'm peaking every single day. #foreveryoung

3w

 **biancataylorm**  Old and he skates?? 🤔 lol 

3w 8 likes Reply

 **cullen_angela**  You will still never catch up to me buddy .. someone said to me the other day 'you are such a child ' and I replied with ' I know it's great isn't it ' 

3w 3 likes Reply

Liked by [a_man_rox_k](#) and others



JUNE 9

 Add a comment... [Post](#)

5.



 **nimai_delgado**  • [Follow](#)
SHAED • Trampoline

 **nimai_delgado**  🗨️ Sometimes you have to disconnect to reconnect.


👤 I've been having such an incredible time with @deshoots traveling all around British Columbia! Everything we've been doing has been spontaneous and we keep seeing where the day takes us, which is my favorite way to travel.

👤 Gonna put my phone away now!

#britishcolumbia #kelowna #BC #canada


8w

 **biancataylorm**  Why r u so cool 😊 

Liked by [vale.kr.veg](#) and others

JUNE 8

 Add a comment... [Post](#)

6.



nimai_delgado • Follow
Vancouver, British Columbia

nimai_delgado 🙏 Thank you to everyone who came to see me speak at the @plantedexpo this past weekend!

I decided to change up my change up my presentation and take it in a new direction. I shared more openly and vulnerably about the lessons I've learned in my lifetime and how to always try my best to operate from a place of compassion. I found myself feeling nervous AND calm. I pulled up a chair to the front of the stage and instead of just repeating stats and figures, I just spoke from the heart about EVERYONE can make an impact on the world, simply by living authentically & tapping into their unique talents & passions.

I will post the recording of speech once I receive it! Now, I'm going to explore BC.

👍 🗨️ 📌

Liked by **la_encueratriz_** and others
JUNE 6

😊 Add a comment... Post

7.



nimai_delgado • Follow
Los Angeles, California

nimai_delgado 🙏 🤖 Have you ever stopped to really appreciate just how amazing our bodies are?

It's the vessel that is taking you on the ride that you call life. It's the most advanced, complex, and intelligent biological machine, and you get to decide how to use it. In every waking moment, you get to choose which path you want to take. Left or right, stop or go, yes or no. You are constantly driving it in the direction you choose.

An even crazier thought is that unfortunately, it's not "yours" to keep. It's a rental. You'll eventually have to return it. Sadly, we often treat body like a rental, not a temple. We run it to the ground. We put garbage fuel in it. We definitely don't worry about doing the maintenance.

👍 🗨️ 📌

Liked by **yso_c_rious** and others
JUNE 2

😊 Add a comment... Post

8.



nimai_delgado • Follow
Original Audio

nimai_delgado 🗨️ It's the ultimate life hack.
👉 Tag someone who cooks for you.

😂 @biancataylorm

#veganfitness #veganrecipes #veganmeals #veganmealprep #plantbased #plantbae

5w

biancataylorm 🗨️ He spoiled

5w 71 likes Reply

— View replies (2)

👍 🗨️ 📌

Liked by **sunil_kniya** and others

MAY 26

😊 Add a comment... Post

9.



nimai_delgado • Follow
S1mba • Rover (Remix) [feat. Hooligan Hefs, Youngn Lipz and Hooks]

nimai_delgado 🗨️ If you've ever said hi and I didn't respond as I was skating down the Santa Monica boardwalk, I promise I wasn't ignoring you, I was just in a zone.

🔥 New @youngla drop is live!
👉 Use my code NIMAI to save 15% on your order.

#youngla #mensfashion #fitnessfashion #menstyle #loadedboards #carverskateboards

10w

L_y_r_i_c_s_e_d_i_t_s Bro are you Hinduism ?? Because i see tattoo of Lord Ganesha on your arm 🙄🙄🙄

👍 🗨️ 📌

Liked by **bhoirmukesh09** and others



MAY 24




😊 Add a comment... Post

10.

11.







 **nimai_delgado**  • [Follow](#)
Vancouver, British Columbia


 **nimai_delgado**   What are you most excited for at the moment?

cal am most excited to be speaking at the @plantedexpo in Vancouver on June 4th. I haven't spoken at a live event since just before Covid in 2020, and I have since had many powerful shifts, breakthroughs, and realizations in my personal life that I look forward to sharing during my presentation.

I see fitness as an access point for self realization & a path to improve every area of your life, not just as a way to get a six pack. I'll be covering this in depth and how to make these simple, but powerful shifts in the way we think and show up for ourselves and others.

Liked by **eva_tvp** and **others**
MAY 24

 Add a comment... [Post](#)


12.




 **nimai_delgado**  • [Follow](#)
Redwood City, California

 **nimai_delgado**   What is everyone training today?


 That feeling when your pre-workout kicks in and your vascularity goes from 0 to  real quick.

 If you're looking to try a tested & tasty vegan pre-workout that actually works, then check out the @vedgenutrition pre-workout & pump stack. I also like to add the creatine + which contains 6 different adaptogenic mushrooms for extra juicy pumps! You can bundle these 3 items together and save on Vedge's website!
 Link in bio!

#vegansupplements #vedgenutrition #preworkout #pump #plantbased #veganfitness #veganbodybuilding


   


Liked by **nalisaiedi** and **others**
MAY 10

 Add a comment... [Post](#)

13.



 **nimai_delgado** • Follow

 **nimai_delgado** Been busy making my own waves lately!

In addition to moving into a new house this past week, I've been working on some very big projects that I'm excited to share with you all in the coming weeks. It's crazy how sometimes in life everything seems to build, come together, and peak at the same time. You can either let it engulf you or learn to ride the wave!

🗨️ Anyone else relate?

👉 New @youngla graphic Tees are releasing today at 12! These tees fit perfectly, have the capped sleeves, & come in several different designs. Use my code NIMAI to save on your order and get yours before they sell out. I'm wearing a medium.

#waves #youngla #mensfashion

👍 🗨️ 📌

Liked by **pugfanatic** and others

MAY 10

😊 Add a comment... Post

14.



 **nimai_delgado** • Follow

 **nimai_delgado** 🗨️ 😊 So I am 5'9" and weigh 180lbs. Can you guess how much fellow vegan bodybuilder @paul_unterleitner weighs? *Answer -> ~250 lbs*

🗨️ It's great to see more and more vegan bodybuilders competing and having success in a sport where veganism is considered a disadvantage.

PS: I'm going to be speaking about this topic and much more at @vegancampout in the UK in July! Get your tickets soon because they're selling quickly. Check the last slide for more details.

👉 Tag a friend who still thinks vegans can't build muscle.

📷 @sam_kln
#veganfitness #veganbodybuilding #veganbodybuilder

👍 🗨️ 📌

Liked by **simonhill** and others

APRIL 29

😊 Add a comment... Post

15.



nimai_delgado • Follow
Original Audio

nimai_delgado Leave a comment if this resonates.

👉 New juicy podcast episode is live with my girlfriend @biancataylor. 📌 Link in bio.

We candidly answer relationship questions that YOU all submitted. We cover topics such as self love, how to set healthy boundaries, maintaining chemistry in long term relationships, remaining in integrity and building trust after infidelity, & effective conflict-resolution practices.

As always, I really appreciate any ratings, reviews, comments, or feedback on these podcast episodes!

👍 🗨️ 📌

Liked by sunil_kniya and others
APRIL 26

😊 Add a comment... Post

16.



nimai_delgado • Follow
courtneyclarkfitness • Original Audio

nimai_delgado Who can relate?

🙏 I'm sure most of you viscerally feel sadness & compassion when you see another human or non human being suffer.

For me, experiencing deep & intense empathy for the animals in factory farms was enough to make the decision to go vegan overnight. At the time, I was vegetarian and dairy was the only animal products I had in my diet. I was already weightlifting & reliant on whey powder, Greek yogurt, etc for my protein sources. However, after learning that ALL industrial dairy cows eventually end up in a slaughter house, I could not, in good conscience, continue to support that industry by purchasing those products or consuming them.

👍 🗨️ 📌




Liked by sunil_kniya and others
APRIL 24

😊 Add a comment... Post

17.



 **nimai_delgado**  • [Follow](#)
Labrinth • Forever ⋮

 **nimai_delgado**   The mind, body, & breath are intimately connected and influence each other. Our mind cannot tell the difference between a psychological threat and a physical threat. So when our mind is filled with stressful thoughts, our body activates our fight or flight response, a primal mechanism that was once protected us from external threats. Our breath becomes shallow and rapid, which produces a surge of hormones which increase our blood pressure, heart rate, & puts us on high alert to respond to the perceived danger.

Because this is an automatic response, we often don't notice when it's happening. If it happens consistently, then we become anxious. This is why it's important make it a practice to check in yourself and bring awareness to your breath at different times of the day. Luckily for us, it works both ways. When we consciously

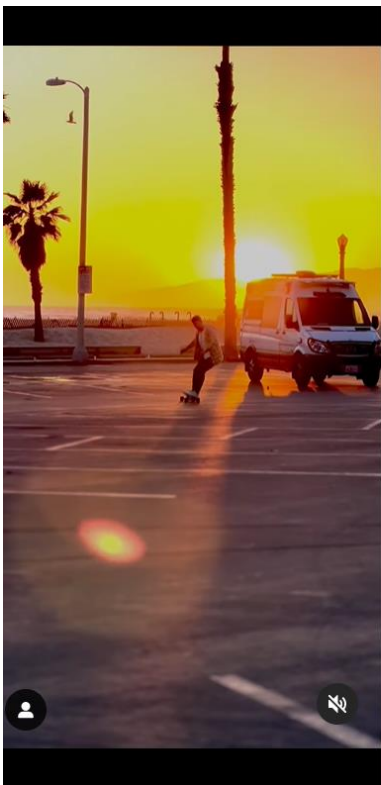
   



Liked by [sunil_kniya](#) and [others](#)




APRIL 21


 Add a comment... [Post](#)


18.




 **nimai_delgado**  • [Follow](#)
edm.loversclub • Original Audio ⋮

 **nimai_delgado**   When your vision board becomes the backdrop of your reality...

 I remember creating a vision board for a 9th grade English class assignment. It was littered with cutout images from skate magazines and one giant picture of the sun setting over the California coastline, very similar to the one in the clip. As I was editing this, it hit me that I'm literally living the life I envisioned for myself years ago. It all started with a clear image of what I wanted my life to look like and how I wanted to feel. I had no idea about how I'd make it happen, but I always trusted that things would work out.

 Dream big. Hold your vision. Have faith. Work hard. Let the rest unfold. It may end up working out better than you imagined.

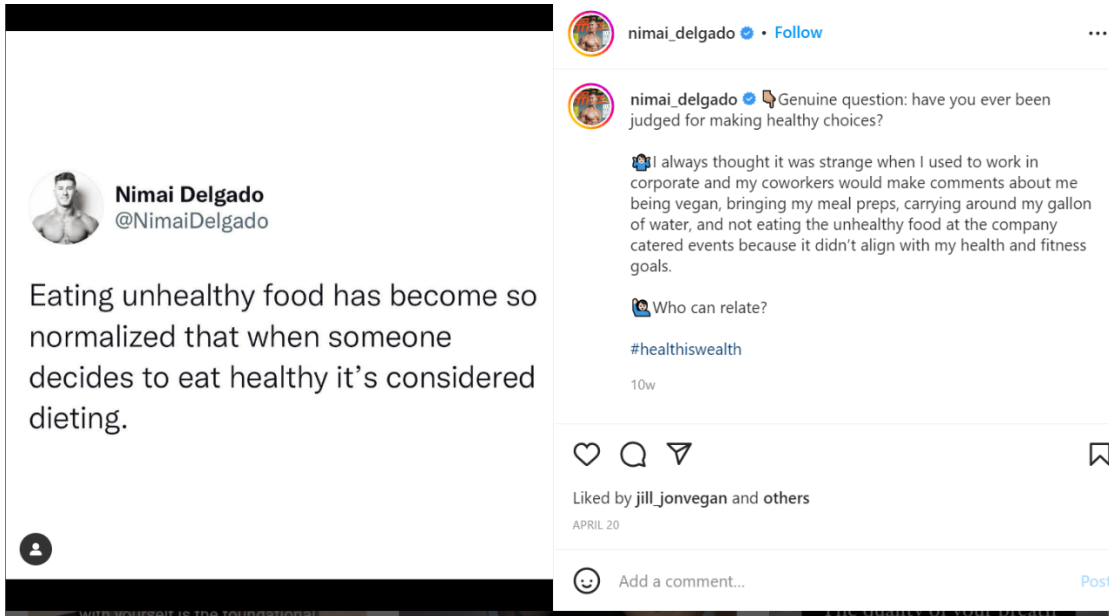
   

Liked by [sunil_kniya](#) and [others](#)

APRIL 20

 Add a comment... [Post](#)

19.



Nimai Delgado
@NimaiDelgado

Eating unhealthy food has become so normalized that when someone decides to eat healthy it's considered dieting.

nimai_delgado • Follow

nimai_delgado • Genuine question: have you ever been judged for making healthy choices?

I always thought it was strange when I used to work in corporate and my coworkers would make comments about me being vegan, bringing my meal preps, carrying around my gallon of water, and not eating the unhealthy food at the company catered events because it didn't align with my health and fitness goals.

Who can relate?

#healthiswealth

10w

Liked by jill_jonvegan and others

APRIL 20

Add a comment... Post

20.




Nimai Delgado
@NimaiDelgado

Key Glock • Ambition For Cash

nimai_delgado • Leave a comment if you have tight hips!

Tight hips are a common issue for people who sit for long periods of time and for people who do heavy resistance training. This can lead to lower back pain and potential injuries. By strengthening and lengthening the muscles around your hip joint and pelvis, you'll be able to move more freely during your lifts, have greater ROM, and generate more power.

I normally do these stretches every morning and hold each pose for 5 deep inhale/exhales and do each side. Here's the full sequence:

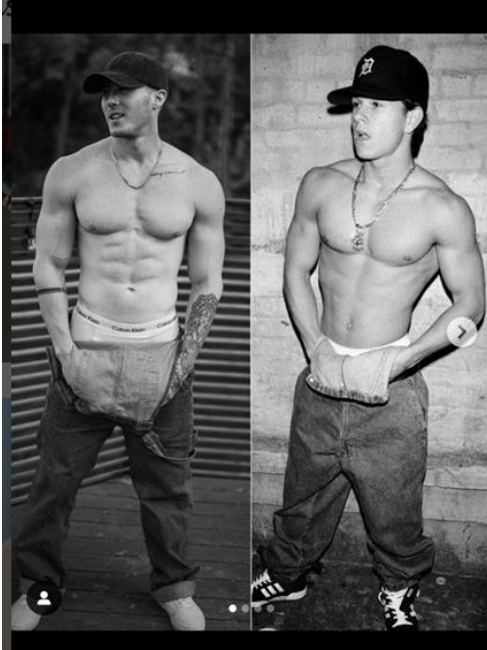
Yogi squat Yogi squat twists Half Pigeon pose Low lunge Crescent lunge Twisted lunge Lizard pose


Liked by handsonwithnelly and others


APRIL 19

Add a comment... Post

21.




 **nimai_delgado** • Follow
Austin, Texas

 **nimai_delgado** 🤔 @biancataylor and I went to a costume party this past weekend in Austin dressed as Marky Mark (@markwahlberg) and @cher.


👉 How'd we do?

#markymark #cher #costume

12w

 **mikeskylark** Excellent job 🙌🐱

7w Reply

 **power_plate_renee_gant** @markwahlberg @cher are you

👍 🗨️ 📌

Liked by **karananime9** and others

APRIL 13

😊 Add a comment... Post

22.



 **nimai_delgado** • Follow
Austin, Texas

 **nimai_delgado** 🌟 So I've got to be honest.. The past month has been pretty challenging for me both mentally & physically.

I've been overhauling my @veganfitnesscom coaching business to create entirely new programs & offers. I've had product launches and also did my first pop up event with @vedgenutrition. I've had to find a new place to move into with very short notice from my landlord. Managing all of these things on top of my normal day to day responsibilities of being the CEO of two companies has been pretty challenging.

My body has been sending me signals to take a step back and re-center myself too in the forms of 2 injuries. So I've had to take a break from training as well, which is my main form of moving

👍 🗨️ 📌

Liked by **simonhill** and others

APRIL 7

😊 Add a comment... Post



23.



nimai_delgado and theguthealthmd
Original Audio



nimai_delgado [@thehealthmd](#) 📢 New podcast episode on How to optimize your gut with [@thehealthmd](#) is live!

👉 Link in bio to watch, listen, & subscribe.

🌿 Gastroenterologist [@thehealthmd](#) shares his advice on how to heal your gut microbiome from the inside out. He talks about what the gut microbiome is and why its health is crucial, what common things destroy the micro biome, and how to heal in a systematic, practical approach. He explains that avoiding a food that gives you issues, actually makes your gut weaker and if you want to have a fully optimized digestive system, you should consider integrating a fiber-rich, plant centered diet.

Dr. B offers a step by step program to support your journey to



Liked by [sunil_kniya](#) and others

APRIL 5

😊 Add a comment...

Post



24.



nimai_delgado [@thehealthmd](#) • [Follow](#)
Los Angeles, California



nimai_delgado [@thehealthmd](#) 📢 This month makes 4 years of eating intuitively.

Before that, I religiously tracked macros for about 4 years because my goal was to be a bodybuilder and compete at the highest level. I used to think that it would be impossible to achieve my desired physique without having to track everything. After I retired, I was burnt out and tired of being so concerned with tracking that I decided to just see if I could find a healthy balance of eating, training, and maintaining a healthy physique. It took me some time, but eventually I found that balance.

My experience with bodybuilding and intuitive eating has taught me many things. I really see the value of tracking calories because it allows you to understand the nutritional content of



Liked by [bloggy6](#) and others


MARCH 19


😊 Add a comment...

Post

25.



 **nimai_delgado** • Follow
Original Audio

 **nimai_delgado** Many of us (me included) never even scratch the surface of realizing our full potential. In my experience, the limiting factor is not our bodies, but our mindset and our ability to endure and eventually seek out discomfort. Leave a comment if you can relate!

This weeks podcast with @mike_ryan_celebritytrainer is a MUST listen.

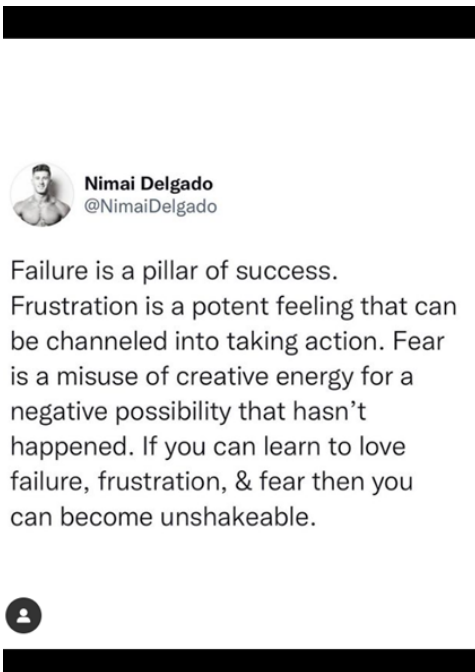
Mike is a celebrity trainer that has trained some of the biggest names in Hollywood including The Rock, Brad Pitt, & many more. He shares what it was like to manage The Mecca Of Bodybuilding @goldsgymvenice1 in the 90s which is regarded as the golden era of bodybuilding. The stories he shares are equally hilarious as they are fascinating. He also shares what it takes to


then did a show, won the overall, got the same arguments was like,


Liked by haresh_singh_rajput and others
MARCH 24

Add a comment... Post

26.



 **nimai_delgado** • Follow
Los Angeles, California

 **nimai_delgado** Leave a comment if you're feeling powerful today!

Instead of using your imagination to think of what could go wrong, you deserve to use your imagination to think of all the possibilities that unfold in even better ways than you thought.

Only 5 more days to enroll in my LAST Plant Power Challenge where I will teach you the framework to create a healthy plant based lifestyle, beginning with your mindset!
Link in bio for full details.
DM me any questions.

#motivation #inspirationalquotes #quotes #vegan

Liked by mithunsahani717 and others
MARCH 16

Add a comment... Post



nimai_delgado • Follow
Los Angeles, California



nimai_delgado • Meat free since '89.
Dairy free since '15.

It can feel overwhelming and can be difficult trying to adopt a healthy plant based lifestyle. There is so much conflicting information about whether or not it is healthy, sustainable, or suitable for the high demands of an athlete.

As someone who has been doing this my entire life, let me reassure you that it is possible & achievable for you to lose fat, build muscle, & improve your health on a fully plant based diet. I have helped tens of thousands of people with this process in my 8 week plant power challenge and would love to help you too.

Here is what you'll receive:



Liked by [udhab.das.7902564](#) and others

MARCH 15



Add a comment...


Post


27.

Appendix B

Data from Jordan Dranes

- #Vegan over 8 years, my only regret is not doing it much sooner 🌱🙌💪





conscious_muscle • Follow

...

conscious_muscle I've been vegan over 8 years now, when I say my only regret is not doing it much sooner, I truly mean that. It really changed the course of my life and I'm incredibly grateful for the journey 🙏

My health is the best it's ever been, my body the strongest it's ever been and I feel the best I've ever felt. I absolutely love that about eating a #plantbased diet but my reasoning for going and staying #vegan is far more important to me than that.

My entire life I turned a blind eye to what factory farming was like most the general population. Once I made the connection with the animals and their suffering there was no looking back and there never will be. This way of living makes sense to me in terms of health, sustainability kindness & compassion for all beings. Just my humble opinion 🙏🌱


♥️ 💬 📌
🔖


Liked by ashok_raftaar and others

MAY 18

😊 Add a comment...
Post

- Over 8 years #vegan & I'm big AF & strong AF...guess you don't need meat 🙌






conscious_muscle • Follow

...

conscious_muscle Now it's been well over 8 years & i'm in the best shape of my life and feel better than ever! I do indeed attribute that to a #plantbased lifestyle for a multitude of reasons. This message might seem played out but until the mainstream understands you can get all of the protein you need from plants, I'll be here letting em know 🙏🌱

Online vegan fitness and nutrition coaching available, limited one-on-one availability. DM me the word "ready" to learn more.

8w



themantheymyth724 I've been vegan 8 years...I'm not muscular but my stamina is out of control...when I was a kid I was very good at sports but I'd get tired easily...now I walk 20 miles in a day and it's like I walked 0...I eat fruit based vegan, majority of

♥️

♥️ 💬 📌
🔖

Liked by dats_chunky and others

MAY 6

😊 Add a comment...
Post



3.

 conscious_muscle • Follow ...

 conscious_muscle It's a #veganstrong Transformation Tuesday! I need to give a huge shout out to my #TeamConsciousMuscle coaching client @sistersheryl for kicking so much ass over the last 3 months!

You've been absolutely crushing it Sheryl, I'm grateful to be a part of your journey and I look forward to seeing your continued progress. Here's to smashing your goals! 🌱💪🍌

Online vegan fitness and nutrition coaching available. To learn more about how I can help get you in the best shape of your life, click the link above in my bio or DM me the word "ready" 🌱

23h

 satisforest Great work man, good gains ❤️ ...

👍 🗨️ 📌

Liked by kiril_zaharieff and others
23 HOURS AGO

 Add a comment... Post



4.

 conscious_muscle • Follow ...

 conscious_muscle I'm #vegan for a multitude of reasons, first and foremost I am #veganfortheanimals 🐱🐶🐷

As important as bodybuilding/powerlifting is to me, what's even more important to me is animal rights. My primary goal has been and always will be to continue to smash stereotypes surrounding veganism/protein deficiency in the world of mainstream fitness!

Killing workouts, not animals 8+ years strong & I ain't slowing down 🌱💪🍌

If you are #plantbased/making the transition and need help getting in the best shape of your life, click the link in my bio or DM me the word "ready"

1d

👍 🗨️ 📌

Liked by heart3overmind and others
1 DAY AGO

 Add a comment... Post



5.

conscious_muscle • Follow ...

conscious_muscle Keeping it #vegan strong, all day long! 🌱💪
Happy weekend fam, I hope each & every one of you has an awesome day to come! 🌞🙌

3d

jonholmkvist Beast ! 🌱 what is your height and weight ? ♡

1d Reply

inesdeusfreitas 🌱🙌 ♡

3d 1 like Reply

— View replies (1)

♡ 💬 📌 🔖

Liked by [peaceloveandchocolate3](#) and others

3 DAYS AGO

Add a comment... Post



6.

conscious_muscle • Follow ...

rockhystation • Original Audio

conscious_muscle High volume #legday to make those #vegainz! If you want a tree to grow, you must water its roots 🌱💪

Sumo Goblet squat 4 x 15
Narrow stance Goblet squats with heels elevated 4 x 15
Dumbbell RDL 4 x 15
Calf raises 4 x 30 (15 close/15 wide)
Lying leg curls 4 x 15
Leg extensions 4 x 15 + 2 single leg drop sets
Hack squat 4 x 15

Online vegan fitness and nutrition coaching available. Click the link above in my bio or DM me the word "ready" to learn more. I have helped over 4000+ clients, both vegans & people in the

♡ 💬 📌 🔖

Liked by [noellerizzato](#) and others

4 DAYS AGO

Add a comment... Post

7.



 conscious_muscle • Follow

 conscious_muscle I'm in the business of making #vegainz and business has been good! 🤔👌

I've really been focusing on bringing up my legs & one of the things that has helped in a big way has been powerlifting, I'll explain. Since I've started to integrate powerlifting with bodybuilding my focus has been form, form, form. Because of these changes & really honing in on technique I've not only see dramatic increases in strength but also more growth via my high volume training.

If you really want to make progress you need to be able to check your ego at the door. Never sacrifice form, don't be afraid to do a little bit less right now in order to be able to do a lot more later. You're putting in time you'll never get back when you train, get the most out of it! 🤔👌


♥️ 💬 📌


Liked by naan.uh and others
5 DAYS AGO

😊 Add a comment... Post

8.



 conscious_muscle • Follow
mariaa.blue • Original Audio

 conscious_muscle This mornings powerlifting training was speed lower with banded front squats. Followed by accessories & more leg volume. Twas a most awesome workout 🤔👌

Training:

Banded front squats 6 x 4

Dumbbell Goblet squats, 3 consecutive sets, as the weight drops on each set the repetitions increase. 3 sets as follows 8, 10, 12, super set with seated rows for 3 x 20 then repeated for 3 giant sets.

Bulgarian split squats no elevation/ isolated front lunge 3 x 12

♥️ 💬 📌

Liked by asiathagoddess and others
6 DAYS AGO

😊 Add a comment... Post

9.

Conscious Muscle
@consciousmuscle

I'm looking for a small group of motivated vegans/people transitioning who are ready to get in the best shape of their life! If that's you, DM me the word "ready"

conscious_muscle • Follow

conscious_muscle If you're a vegan or someone currently making the transition and you're looking to burn fat, build muscle and get in the best shape of your life, this message is meant for you.

With my coaching I provide you with everything needed to set yourself up for success! This includes personalized nutrition and training designed around your body and goals as well as real support from myself. With your nutrition I'm going to tell you exactly what to eat and how much of it so there's no guesswork, the same will go for training. The best part is, I'll be in your corner for the entire journey to help you with adjustments when needed and answer questions as they arise. I'll hold your hand through the process to make sure we smash your goals together!

Click the link in my bio or DM need the word "ready" to learn

Liked by dats_chunky and others
JUNE 28

Add a comment... Post

10.

conscious_muscle • Follow
lofunny.tiktoks • Original Audio

conscious_muscle I heard the audio & I had to lol 😂 This clip is from this weekend that just passed, on Sundays we go set, after set, after set until failure with both squats & deads. After which comes accessories & conditioning. I love Sunday Fundays here at @gorillabench 🍌💪👊

I really do embrace failure, I embrace the struggle, I understand without this there can be no growth. Like anything in life, growth only occurs outside of your comfort zone, you need to get uncomfortable with the weight on your shoulder in the gym as well as in life. In doing so you'll be a stronger person for it! We don't run from fire, we are forged by it 🔥🔪

Online vegan fitness and nutrition coaching available, click the link above in my bio or DM me the word "ready" to learn more

Liked by spritelites and others
JUNE 28

Add a comment... Post



conscious_muscle • Follow
abbieherbert_ • Original Audio



conscious_muscle So many shoulder exercises to choose from! I included a few of my favorites that are non-pressing motions. I like doing a lot of these movements seated/supported so as to really focus on the muscle being worked and get maximal contraction. As some of you know I have a shoulder that I'm extremely careful with due to past injuries and fortunately things are going smooth with my benchpress so I'm taking it easy on pressing motions at the moment. That's the thing about an injury/recovering from an injury, you don't let it slow you down, you just change your strategy and keep gettin at it! As of now doing various raises in higher volume is doing the trick in terms of strength and overall muscular development for the ole delts. We never stop, we adapt & overcome 🙌🏻👊🏻👊🏻

Online vegan fitness and nutrition coaching available. Click the



Liked by hen_tin_tin_taylors_version and others

JUNE 25



Add a comment...

Post

11.



conscious_muscle • Follow



conscious_muscle Really working hard to move towards my goals every single day! Right now I'm doing both powerlifting/bodybuilding, this style of training is also called "Power-building". Although I'm preparing for a powerlifting competition at the end of August it doesn't mean I'm not fully pursuing my love and passion for bodybuilding! I'm still making sure to get all of my training/volume to move towards my most ideal physique which means focusing on strength, performance, functionality & aesthetics. With that said I'm incredibly excited with what I'm seeing in this picture, starting to notice striations and vascularity become more pronounced as I continue to lean out while gaining strength. Hard work, pays off, always 🙌🏻👊🏻👊🏻

Online vegan fitness and nutrition coaching available. Click the link above in my bio or DM me the word "ready" to learn more .



Liked by jonny_mundo1 and others

JUNE 24



Add a comment...

Post

12.

13.



conscious_muscle • Follow

conscious_muscle Happy #vegan strong Monday fam! Just a pic of me dropping some #vegainz knowledge 🤔🦍

In all reality, this is pretty true to life lol. Although I coach a lot of long time vegan clients, you'd be surprised at how many people I work with who are new to being #plantbased or in the process of making the transition. It's incredibly rewarding to help people at the beginning of this journey and watch them thrive and smash their goals keeping it 100% vegan and cruelty free! 🌱💪

If you're a vegan, or someone making the transition and need help knowing what to eat and how much of it for your body and goals, click the link above in my bio or DM me the word "ready"

2w

Liked by **naan.uh** and others

JUNE 20

Add a comment... Post

14.



conscious_muscle • Follow

lookinsharp • Original Audio

conscious_muscle Can anyone else relate? 😊 We all have that one exercise lol, if this isn't it, what's yours?

I have a love/hate relationship with Bulgarian split squats. They are a regular part of the programming I do and provide a lot of benefit in terms of strength, stability and musculature. For whatever reason these burn my quads like nothing else 🔥 It's often that the things that bring us the most discomfort will elicit the most growth. I feel like this applies to life and the gym, embrace the pain of progress 🌱💪

Online vegan fitness and nutrition coaching available. Click the link above in my bio for details.

#consciousmuscle#vegainz#veganstrong#veganmuscle#veganb

Liked by **chakrafitness_** and others

JUNE 18

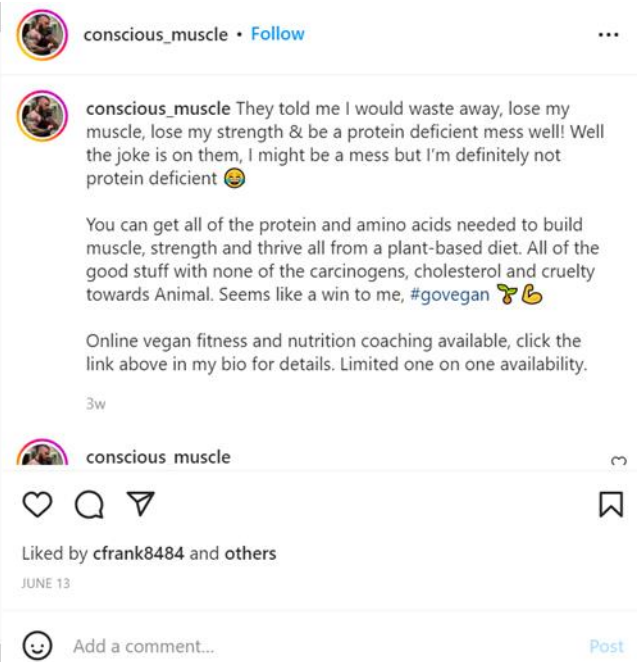
Add a comment... Post

15.



16.

#Vegan over 8 years...still standing here patiently waiting for the protein deficiency to kick in 🤖💀





conscious_muscle • Follow
booplethesnoot • Original Audio



conscious_muscle This powerlifting journey is so important to me for a myriad of reasons and It's because of this I'm so proud of this lift!

Over the years I've racked up quite a few injuries ranging from slipped/bulging discs, multiple hernias as well as full on tears in my shoulder. Because of injuries, being told I need surgery and limitations I never thought powerlifting would be a thing I would do. I've hurt my back so bad in the past that I was not able to stand straight, hold my daughters or do much of anything for close to a week and it scared the absolute hell out of me. Ever since then I've had a mental block when things get really heavy. It's one thing to have the strength and another to have the self belief to apply it and push yourself past your current known limits. This is why I'm so grateful to come across my powerlifting



Liked by herbrising and others

JUNE 12

Add a comment...

Post

17.



conscious_muscle • Follow



conscious_muscle A little weekend PSA 🇺🇸
I know, I know, it sounds crazy! It's a little out of the norm but I really feel like not killing animals is a lot better than killing them. I mean I have lots of crazy ideas so I dunno 🤔🙄

3w



conscious_muscle
#consciousmuscle#teamconsciousmuscle#vegancoach#vegantainer#veganbodybuilder#veganpowerlifter#veganbodybuilding#veganpowerlifting#veganathlete#veganstrong#veganmuscle#vegainz#plantbuilt#vegangains#vegangainz#veganguy#vegandad#veganweightloss#veganweightlossjourney#plantbasedgains#veganfortheanimals

3w 1 like Reply



Liked by badgalsarahh and others

JUNE 11

Add a comment...

Post

18.



conscious_muscle • Follow

conscious_muscle Rarely will you ever catch me in anything other than gym clothes, figured I would capture this epic moment lol. I may not be at the gym or in gym clothing but my @ss is still flexing! 🤔👉👈

I hope every single one of you has an amazing weekend to come! 🌞👉

3w

conscious_muscle
 #consciousmuscle#teamconsciousmuscle#vegancoach#vegantainer#veganbodybuilder#veganpowerlifter#veganbodybuilding#veganpowerlifting#veganathlete#veganstrong#veganmuscle#vegainz#plantbuilt#vegangains#vegangainz#veganguy#vegadad#veganweightloss#veganweightlossjourney#plantbased

Liked by tealah_bodkin and others

JUNE 11

Add a comment...

19.



conscious_muscle • Follow
introvert.fc • Original Audio

conscious_muscle Haha, the way my right shoulder feels after some floor presses! 😓

Fortunately, in all reality this isn't the case for me anymore. I've really been honing in on my form/technique with my powerlifting Coach @mattvine_gbtc and have had some bodywork done by @clearwatersportsmassage which did wonders for me! This is the best benching has felt in years! Steadily easing my way into it & climbing up & up in weight. Today I definitely had more in me but we are doing it the right way, I'm here to get better not inflate my ego. Small steady sustainable steps forward each and every day 🙌👉

Online vegan fitness and nutrition coaching available. Click the link above in my bio to learn more.

Liked by kidheroic and others


JUNE 10


Add a comment...

20.



21.


 conscious_muscle • Follow ...

 conscious_muscle It's a good day to have a good day! Drop me one thing below that you're grateful for 🙌

Every single day as part of my morning routine I go over the things I'm grateful for both big and small. There's no bad time to do this, as a matter of fact an opportune time to do it is when you are feeling down! Sometimes we have to remind ourselves of all of the different things we have to be grateful for in our lives when they're not right in front of our noses.

At the end of the day, if you're consciously looking for things to be grateful for you'll always find more of them! 🙌🙌


3w

 amanda joy bb Food ❤️

📍 🗨️ 📌 🔖


Liked by tealah_bodkin and others


JUNE 10

 Add a comment... Post



22.


 conscious_muscle • Follow ...

 conscious_muscle Happy #vegan strong #flexfriday y'all! 🙌🙌

It's a damn fine day to have a great day and make some serious #vegainz! Coming into the weekend strong!

Online vegan fitness and nutrition coaching available, click the link above in my bio to learn more. Limited one on one availability.

3w


 john.brooks672 🙌🙌 ❤️

3w Reply

📍 🗨️ 📌 🔖

Liked by nappynicki1920 and others

JUNE 10

 Add a comment... Post



conscious_muscle • Follow

Youngan Youngan • Push It To The Limit



conscious_muscle Pushing it to the limit 🤪🍌🍌

Today was lower body/speed squats. Routine as follows: (very minimal rest in between sets)

- Speed squats 4 x 5, 5th set AMRAP
- Bulgarian split squats 4 x 12
- Goblet squats 4 x 12
- Leg press 3 x 20, 4th set 100 reps.
- Pull-ups 3 until failure (superset with leg press)
- Banded crunches 4 x 20
- Conditioning & core was planking with low/high sled pushes on the turf. Today was a good one! 🍌

Online vegan fitness and nutrition coaching available, click the



Liked by becf1 and others

JUNE 9



Add a comment...

Post

23.



conscious_muscle • Follow



conscious_muscle Anybody else live by a set of rules like this? 🤪

My philosophy is very simple and I do my best to live up to it daily. My aim is to make this world a better place than the one I was born into, this is the legacy I want to leave for my daughters & those to come. This is one of the many reasons I'm #vegan 🍌

3w



conscious_muscle
#consciousmuscle#teamconsciousmuscle#vegancoach#vegant
rainer#veganbodybuilder#veganpowerlifter#veganbodybuildin
g#veganpowerlifting#veganathlete#veganstrong#veganmuscle
#veqainz#plantbuilt#veqanqains#veqanqainz#veqanquy#veqa



Liked by theperfectbuzz and others

JUNE 9



Add a comment...

Post

24.



Conscious Muscle
@consciousmuscle

I'm looking for a small group of motivated vegans/people transitioning who are ready to get in the best shape of their life! If that's you, DM me the word "ready"

25.

My gains do not have to be an animals loss. #Vegan muscle 🌱💪



26.

conscious_muscle • Follow

conscious_muscle If you're a vegan or someone currently making the transition and you're looking to burn fat, build muscle and get in the best shape of your life, this message is meant for you.

With my coaching I provide you with everything needed to set yourself up for success! This includes personalized nutrition and training designed around your body and goals as well as real support from myself. With your nutrition I'm going to tell you exactly what to eat and how much of it so there's no guesswork, the same will go for training. The best part is, I'll be in your corner for the entire journey to help you with adjustments when needed and answer questions as they arise. I'll hold your hand through the process to make sure we smash your goals together!

Click the link in my bio or DM need the word "ready" to learn

👍 💬 📌

Liked by [jeremy.fpv](#) and others

JUNE 8

conscious_muscle • Follow

conscious_muscle I have felt this way for over 8 years now and that will never change. I'm not OK with factory farming, I'm not OK with animals being force bred into existence for the sole purpose of being slaughtered for greed. I'm so not OK with animal cruelty & the state of things that I adopted a more peaceful & sustainable way of living called #veganism & my only regret is not doing it much sooner 🙏🌱 #veganfortheanimals

Online vegan fitness and nutrition coaching available. Click the link above in my bio to learn more, limited one on one availability.

4w

conscious_muscle
#consciousmuscle#teamconsciousmuscle#veqancoach#veqant

👍 💬 📌


Liked by [vegan_instinct](#) and others


JUNE 7

😊 Add a comment... Post



27.

 conscious_muscle and cmsupplements ...

 conscious_muscle What's your favorite flavor #vegan protein!? 🤔

Right now mine is @cmsupplements mocha 🍵😄 I absolutely love starting my day with this, often times I'll mix my coffee in with it for a tasty protein packed, caffeine infused iced latte styled drink.

If you haven't already, make sure to check out @cmsupplements. All of our proteins/supplements are 100% non-GMO with zero artificial colors, flavors or sweeteners. Everything we do is 100% cruelty free and we donate a portion the profits to sanctuaries in need every year. With your help we have donated thousands upon thousands of dollars up to this point and we ain't slowing down 🙌🐾 #cmsupplements

🤍 💬 📌 🔖


Liked by **polejamwalli** and **others**

JUNE 6

😊 Add a comment... Post

Appendix C

Data from Earthling Ed

1. 


earthlinged • Following
Original Audio

earthlinged People will often tell me that it eating meat is morally justified as long as we show respect to the animals. However, respect literally means having due regard for the feelings, wishes, or rights of others. By any objective standard what we do to animals is the opposite of being respectful. It ignores their feelings, wishes and the rights that they should have, and all because we want to exploit and kill them for an unnecessary reason.

If we truly believed that animals deserved respect we would leave their bodies alone and be vegan. Veganism is grounded in respecting the lives of animals. It's about respecting their subjective experiences, it's about respecting their desires and wishes, and it's about respecting their bodily autonomy.

Liked by elavegan and others
1 DAY AGO

Add a comment... Post

2. 

earthlinged • Following
Original Audio

earthlinged We often like to refer to animal products in a possessive way, such as, "My meat. My chicken. My pork." By doing this we reduce animals to objects who exist purely for us - not even their bodies belong to them as their flesh is "ours."

By using possessive words such as 'my' to describe animal products, we are ignoring the fact that these products were forcibly taken from someone else and never belonged to us.

We also fall into the trap of believing that the issue of what we do to animals is an issue of scale, when in reality it's an issue of individual experience. Whilst it is truly horrifying that we force so many animals to suffer and be killed unnecessarily for us, it is the fact that these huge numbers are made up of billions and trillions of individuals that is important to recognise.

Liked by elavegan and others
2 DAYS AGO

Add a comment... Post

3.



earthlinged • Following ...
Original Audio

earthlinged There's no denying that humans have the power to do as we please with other animals. However, just because we have the power to dominate and dictate the lives of others doesn't mean we have the right to do so, or that it is moral to do so.

If anything, the fact that we do possess the most power means that we should have the responsibility to nurture and look after the world around us and those who live alongside us. After all, those who use their power to dominate and subjugate others are wielding their power abusively and tyrannically.

This is one of the reasons why we look upon people who harms animals with such disdain, as we view those who use their dominance to terrorise and harm those who are weaker and

Liked by elavegan and others

4 DAYS AGO

Add a comment... Post

4.



earthlinged • Following ...
Original Audio

earthlinged So often we fall into the trap of claiming that eating meat is morally justified because we've done it for a long time and so therefore it must be natural. However, should the longevity of an action determine whether or not that action is morally justified now and into the future?

And regardless of whether eating meat could be considered natural or not, the real question is, is what is natural what is objectively the best?

As a society we have already decided that it isn't, which is why we use unnatural medicines to treat natural diseases, or use unnatural technology, and have unnatural electricity and sanitation. Even farming itself is unnatural by the virtue of it being a human created industry that doesn't exist in nature.

Liked by elavegan and others

5 DAYS AGO

Add a comment... Post



earthlinged • Following
Original Audio



earthlinged These types of news stories pop up on a regular basis and they perfectly illustrate just how disconnected we are from the food that we eat.

We find parts of dead animals in our meals, and by that I mean parts of dead animals that we don't want to find in our meals, and it puts us off eating the rest of the food.

Whenever I read stories such as Gabrielle's one, I am always reminded of the headline from a Huffington Post article from 2015, that stated, "KFC Customers Shocked At Finding Chicken Parts In Their Fried Chicken."

This headline perfectly points to the wider irony of the outrage that people express for simply finding dead animal parts in their



Liked by rebekkahassing and others

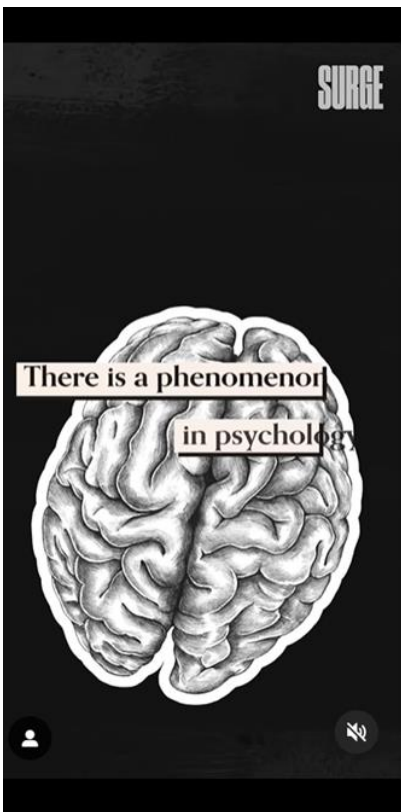
5 DAYS AGO



Add a comment...

Post

5.



earthlinged and surgeactivism
Original Audio



earthlinged Have you heard of cognitive dissonance? Well, even if you haven't, it will be something that you have definitely witnessed in others and even had to grapple with yourself.

In today's video we explore what cognitive dissonance is and one of the biggest aspects of our lives where it is most noticeable. In fact, this aspect of it is so large, that it affects 99% of people every single day.

Surge Media Production: @surgeactivism | @earthlinged | @peacebyvegan | @kfxanimation

#veganism #vegan #animalsofinstagram #animalsofig #vegetarian #interesting #interestingfacts #interestingthings #interestingfact #interestingvideos



Liked by elavegan and others

6 DAYS AGO



Add a comment...

Post

6.



earthlinged ✓ • Following
Original Audio



earthlinged ✓ Another day another example of society's inconsistent and hypocritical attitude towards animals. For a species that likes to claim they are evolved and civilised we sure do seem to struggle with even the simple and obvious concept that causing unnecessary harm to animals is a bad thing.

And just take a moment to imagine what people would be saying if this was a pen filled with dogs who were about to be slaughtered. People would be outraged - but because they're lambs we can get a good laugh out of it and still pat ourselves on the back by claiming that we are animal lovers who are against animal cruelty.

So well done Gordan, you've managed to get some TikTok views and generate some attention around yourself. Because in the



Liked by rina_muceku and others

7 DAYS AGO

Add a comment...

Post

7.



earthlinged ✓ • Following
Everywhere



earthlinged ✓ Today my book was published in America and Canada! 📖🇺🇸 Gary (@thesurgesanctuary resident) very much approves.

Head over to the link in my bio and the book can arrive at your home as soon as tomorrow! Thank you so much for being so patient with the release if you're in America or Canada, I can't express how much I've appreciated everyone's support with the book this year and how much it's meant to me. You can also request copies in your local bookstore or library to help get it in front of as many people as possible!

Gary is one of our rescued dogs at @thesurgesanctuary. He was adopted from a dog shelter in Romania, who were desperately appealing for homes for the dogs in their care so they could



Liked by valeriaharris_ and others

JUNE 15

Add a comment...

Post

8.



9.

earthlinged • Following
Ludovico Einaudi • Wind Song

earthlinged Safety, peace and rest at @sisurefuge
#veganfortheanimals #pigsofinstagram #animalsofinstagram
#animalreels #animalsofig #animalsarenotfood #bacon
#baconbaconbacon

1w

livekindly 3 likes Reply

photosynthwaver These creatures are so beautiful I'm not buying bacon in this household anymore.



Liked by elavegan and others

JUNE 27

Add a comment... Post



10.

earthlinged • Following
Original Audio

earthlinged When we try to justify killing animals for food by saying that humans are superior and are therefore able to do whatever we want to animals, we are advocating for a world where there is nothing immoral that you can do to an animal.

However, as soon as we establish that there are things that are not moral to do to an animal, we have recognised that they deserve moral consideration. The question then becomes, why are the things that we have determined to be wrong wrong, but needlessly mutilating, forcibly impregnating and slaughtering animals perfectly acceptable?

After all, the reason that we have decided that certain things are wrong is because we recognise that those things cause harm and suffering to animals, yet so does unnecessarily exploiting and



Liked by elavegan and others

JUNE 25

Add a comment... Post



11.



earthlinged • Following
Austin Farwell, ANTI THESIS • Not Forgotten



earthlinged Think of them before your next meal. Did they have the same eye colour as you? Did they tremble in terror as you would too? And is it really worth causing so much suffering, just for a fifteen minute meal?

@givemyvoice

#vegan #bacon #veganism #baconislove #baconislife #baconisgoodforme #veganuk #animalsofinstagram #pigsinstagram

1w



amelie_lens I would do everything to save them all

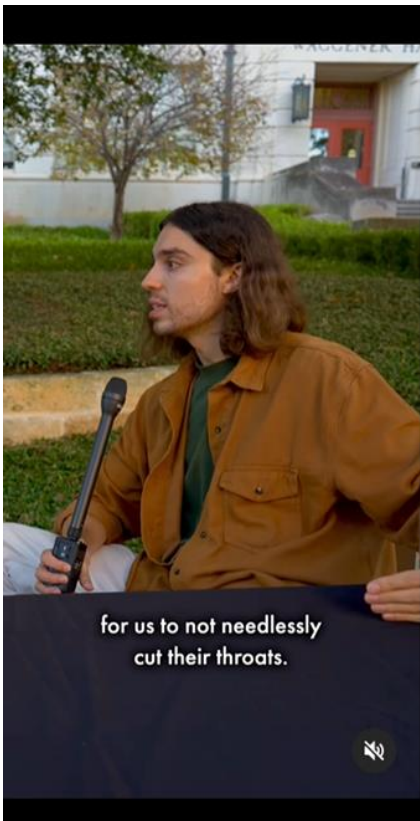


Liked by ninauc and others

JUNE 24

Add a comment...

Post



12.



earthlinged • Following
Original Audio



earthlinged People often tell vegans that they shouldn't impose their beliefs on others. However, vegans can't force anyone else to be vegan but by not being vegan we then force animals to live a life of subjugation before then being killed at a fraction of their lifespan in a slaughterhouse.

What could be more forceful than completely removing someone else's autonomy, causing them needless suffering and then forcing them to their own death? We force animals into cages, macerators and gas chambers. We forcibly impregnate them, forcibly take their children from them and forcibly cut off parts of their bodies. We dictate what every moment of their life will be like but then accuse vegans of being the forceful ones because they ask us difficult questions or challenge us with the uncomfortable truth of what happens to animals.



Liked by elavegan and others

JUNE 23

Add a comment...

Post



13.

earthlinged • Following
Original Audio

earthlinged Responding to some utterly absurd comments on my TEDx talk 😂 full video on my YouTube channel!

Edited by @hudsontarlow.

#veganism #veganismisthefuture #veganismdaily #whyvegan #vegansareannoying #vegansofinstagram

2w

plantbasednews @earthlinged this is hilariously good 😂

2w 481 likes Reply

View replies (1)

Liked by rina_muceku and others

JUNE 22

Add a comment... Post



14.

earthlinged • Following
Original Audio

earthlinged It's easy remove accountability from what we do to animals by claiming that the animal products are already there in the supermarket. However, by purchasing animal products we are asking for more animal products to take their place, and so we are essential paying for the suffering of more animals to take occur in order to replace the products we have purchased.

After all, the reason that animals are exploited and slaughtered for food is because we demand that they be exploited and slaughtered through the purchases that we make.

Full debate on my YouTube channel (link in bio).

@hudsontarlow

Liked by elavegan and others

JUNE 6

Add a comment... Post



15.

earthlinged • Following
Original Audio

earthlinged Not long to go until @vegancampout! 🇯🇵 I'll be headlining and also DJing for the final night as well! @unitydiner and @thenocatchco will be there too as well as @thesurgesanctuary team! 🍷

Tickets are available at vegancampout.co.uk 🗳️ see you there!
#veganism #vegancampout

5w

biancataylor Yay see you there!

5w Reply

vegancampout We'll see you in July!

Liked by elavegan and others

MAY 31

Add a comment... Post



16.

earthlinged • Following
Original Audio

earthlinged So often I hear people justify eating animal products by saying "it's the circle of life". However, all this means is that everyone who is born will one day die, it doesn't mean that we are then justified to cause unnecessary suffering or to take life whenever we please.

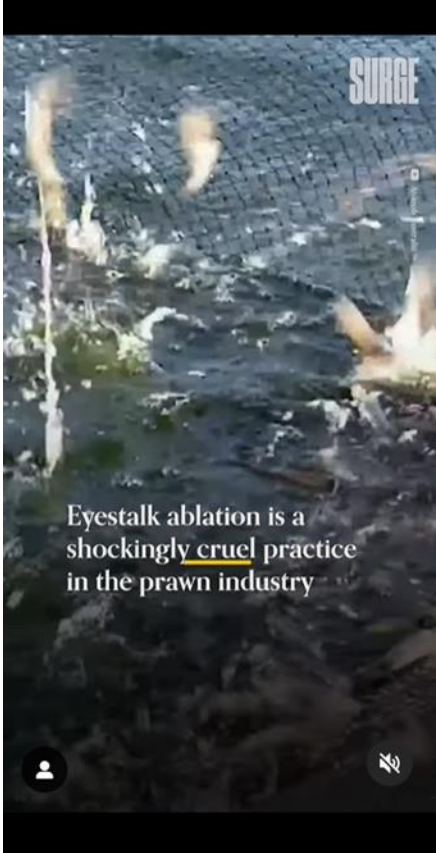
We would never justify murder or someone killing their dog by saying it's the circle of life because we recognise that it doesn't matter if someone is going to eventually die, it's still not morally justified to take their life unnecessarily.

And even though suffering exists in nature, that doesn't mean we can then cause suffering to others. We wouldn't justify someone beating their cat by saying that lions cause suffering to zebras. So whilst we can't eliminate all suffering, that doesn't mean that

Liked by rebekkahassing and others

MAY 31

Add a comment... Post



17.

earthlinged and surgeactivism
Original Audio

earthlinged Tag someone in the comments who still eats prawns 🙌 did you know about this shockingly cruel practice?

📺 Surge Media Reel: @surgeactivism | @peacebyvegan | @earthlinged

#prawns #prawnsrecipe #prawns👅 #prawncurry #veganfortheanimals #veganism

5w

spicymoustache We are completely detached from the origin of food and most people just don't want to know what happens to their store bought "meal"...

Like Comment Share

Liked by elavegan and others

MAY 30

Add a comment... Post



18.

earthlinged • Following
Woodsman • dream river.

earthlinged Our societies dictate many philosophies and ideologies that we carry with us through life and in the case of animals, we are told to love some - and eat others. We have normalised behaviour that we would normally consider to be horrific, using excuses and ingrained justifications to hide behind the reality of our immoral actions. So is it time to ask ourselves, why love one and eat the other?

📺 @plantbasednews

#dogsofinstagram #animalsofinstagram #doglover #animalreels #animalsarethebest #animalsarefamily

5w

Like Comment Share

Liked by rina_muceku and others

MAY 30

Add a comment... Post

19.



earthlinged • Following
Original Audio

earthlinged Meat eater is lost for words in debate against vegan.

Full debate now on my YouTube channel!

@hudsontarlow

5w

preacherlawson That morality comeback had me dying 🤔🤔

5w 828 likes Reply

View replies (7)

Like Comment Share Bookmark

Liked by elavegan and others

MAY 28

Add a comment... Post

20.



earthlinged • Following
Original Audio

earthlinged To be a humane person means to treat others with kindness, compassion and benevolence. A humane person cares about the experiences and feelings of others and acts in a way that considers their best interests. However, what we do to animals is the antithesis of everything that being humane actually represents.

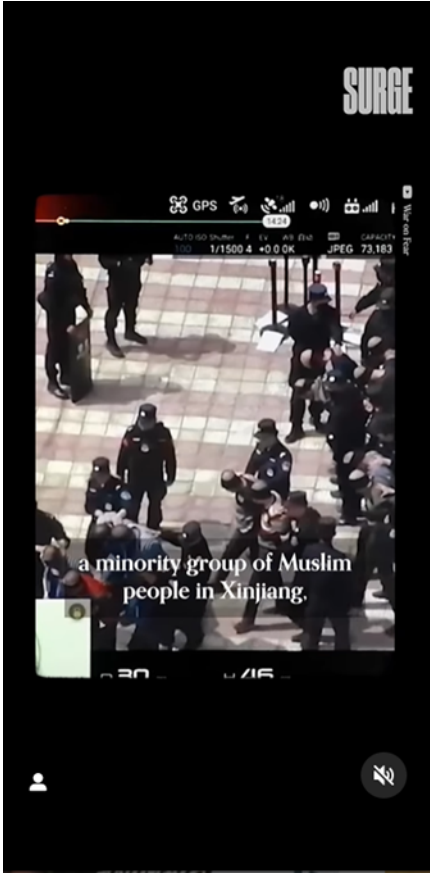
Put simply, how can you needlessly exploit and kill someone else in a kind, compassionate or benevolent way? The act of unnecessarily cutting the throat of someone else is the opposite of being compassionate, and as a consequence it is the opposite of being humane. We exploit and slaughter animals because we want to and then to try make ourselves feel better we disingenuously use words like humane to try and lessen the immorality of the action.

Like Comment Share Bookmark

Liked by elavegan and others

MAY 21

Add a comment... Post



21.



earthlinged and surgeactivism
Original Audio



earthlinged ✓ Did you know that New Zealand's animal farming industries are so powerful that they dictate the country's foreign policy? Our latest Surge Media production exposes the interconnectedness between New Zealand's animal farming and Jacinda Ardern's reluctance to take a stand against the genocide of muslims in China.

This is the story of a country so crippled and weakened by its exploitation of animals, that even a genocide goes unchallenged because of the fear that it will disrupt the farming of animals. New Zealand is often portrayed as a picturesque and progressive country but under the green-washed narrative that New Zealand likes to present, there is a dark secret that needs to be unearthed.



Liked by wearefikat and others

MAY 16

Add a comment...

Post



22.



earthlinged and surgeactivism
Original Audio



earthlinged ✓ What do you think of James Cromwell supergluing himself to the counter of a Starbucks? Let me know down below in the comments if you think that @starbucks need to drop the #plantbased surcharge 🙌

Surge Media Reel: @surgeactivism | @peacebyvegan | @earthlinged

#starbucks #starbuckscoffee #plantbasedmilk #veganstarbucks #starbucksvegan #jamescromwell #govegan

7w



Liked by jenniiaiii and others

MAY 16

Add a comment...

Post



earthlinged • Following
Edith Whiskers • Home



earthlinged "When Curly developed inoperable cancer, his herd knew it was time to say goodbye. Join us in remembering this incredible steer, and in honoring the deeply felt, intricately emotional lives of cows." - @farmsanctuary

Please leave animals off your plate. Their lives mean just as much to them as ours do to us.

Video from @farmsanctuary (please follow and support their amazing work for animals) ♥

#cowsofinstagram #cowstagram #cowsarecool
#animalsofinstagram #animalstories #veganism #vegan
#whyvegan #cowsarefriendsnotfood



Liked by wearefikat and others

MAY 15



Add a comment...

Post

23.



earthlinged and surgeactivism
Original Audio



earthlinged Contrary to what many of us might believe, #honeybees can actively harm wild bee populations because they compete directly for nectar and pollen, meaning that #wildbees can be outcompeted.

Honey bees are extremely efficient at collecting pollen and returning it to their hives, but as a consequence they transfer little to the flowers they visit. They are measurably less effective at pollination than wild bees, and when honeybees occur in high numbers, they can push wild bees out of an area, making it harder for wild plants to reproduce.

Ultimately, the production of #honey creates serious environmental concerns and is contributing to the very problem that many of us think we are helping by purchasing honey in the



Liked by elavegan and others

MAY 15



Add a comment...

Post

24.

25.



earthlinged and i.d.e.a.studios
Everywhere

earthlinged WE ARE LIVE! 🚀 I'm so excited to announce that today I'm launching my own ethical vegan clothing brand called I.D.E.A. Studios! Swipe across to see some of our launch collection! Everything is available right now to order online to your home from weareideastudios.com - link in bio!

@i.d.e.a.studios aims to spread the message of animal rights across the globe by creating high quality clothes that you'll absolutely LOVE to wear. We believe in making ethical, sustainable streetwear that doesn't exploit humans or animals. I.D.E.A. is an acronym for 'I don't eat animals' - a statement that has never been more important to put forward into the world.

It's taken a while to get to the point of launching as it was



Liked by [elavegan](#) and others

MAY 24

Add a comment...

Post

26.



earthlinged • Following
Everywhere

earthlinged THE BIG ANNOUNCEMENT! I've written a book! Swipe across for the cover reveal & blurb.

I'm so incredibly excited to be able to announce today that my debut book, *This Is Vegan Propaganda: (And Other Lies the Meat Industry Tells You)*, is being published by @penguinukbooks on January 6th 2022 and you can officially pre-order the book from today, including internationally (link in bio!).

If you've positively benefited from my content, then this book is for you. It's the accumulation of six years of research and work, compiled into a comprehensive yet digestible book that presents an indisputable case for veganism.

The book breaks down how we got to where we are today, how

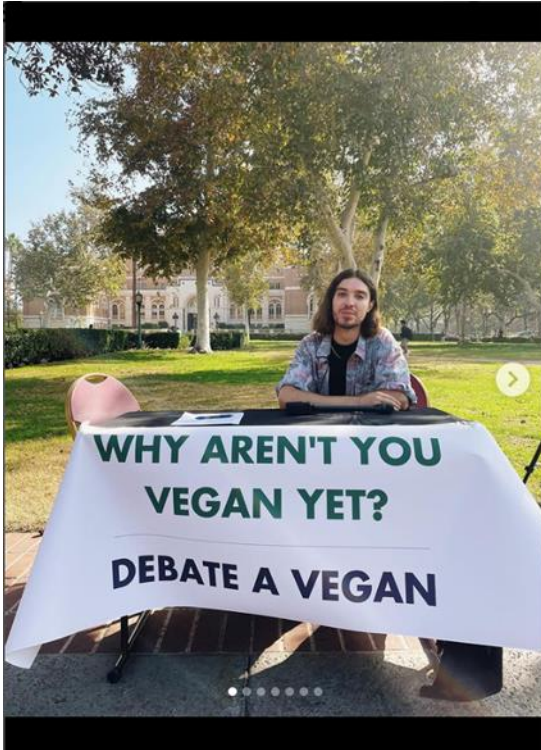


Liked by [valeriaharris_](#) and others

SEPTEMBER 23, 2021

Add a comment...

Post



27.

earthlinged • Following
California

earthlinged I'm so happy to be back at universities having debates and productive conversations with college students! I can't wait for you all to watch the uploads.
33w

sara.rose.johnstone Thank you for doing this, I would not have the patience for most of these people
7h Reply

suzyhudson66 I realise it's probably easier to target younger audiences to go vegan than aiming for an older demographic to change, however I want to get involved to get older flesh eaters to see what damage and cruelty they are doing...as an

Like Comment Share

Liked by **rina_muceku** and others
NOVEMBER 10, 2021

Add a comment... [Post](#)