



THE VEGAN SOCIETY

VEGAN TRADEMARK

The leading vegan certification programme



introduction

the original

EXPERTS



The Vegan Trademark was introduced in 1990 by The Vegan Society.

It is the original and largest vegan certification scheme in the world and exists to qualify a products' vegan claim against strict standards and criteria.





REGISTERED IN OVER

70 countries



the benefit

IS IMPORTANT

vegan certification

Third party verification scores highly when it comes to consumer confidence and expectation. For vegan and plant-based consumers, the value placed on certification is extremely significant.

75%

of consumers think it's important for brands to independently certify their products

No.1

The Vegan Trademark is the most recognised and trusted vegan/'cruelty free' certification in the UK

92%

of **vegans**
(and plant-based consumers)
believe 3rd party certification
is **important**

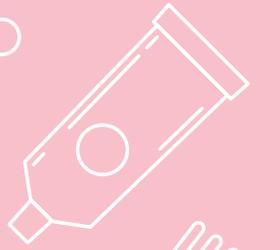


The benefit

PERCEPTION

buying behaviour

Vegan certification has a huge influence in purchasing decisions – clearly displaying it, or not, will either reward or cost you.



78%

would buy the item
with visible certification
vs without
(all respondents)

80%

of vegans likely to
pay more
(63% all, **Gen Z 68%**,
Millennials 70%)

using the trademark

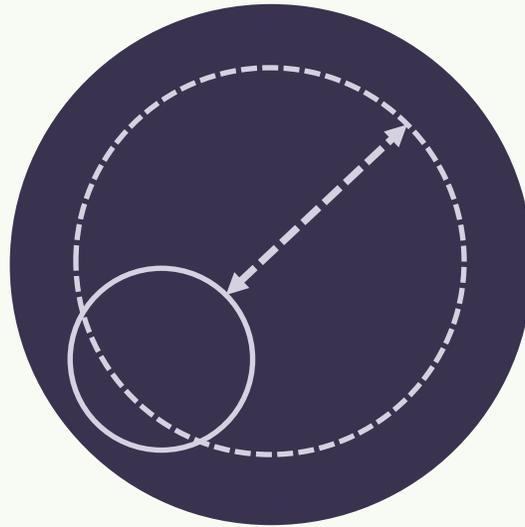
CREDIBILITY

branding

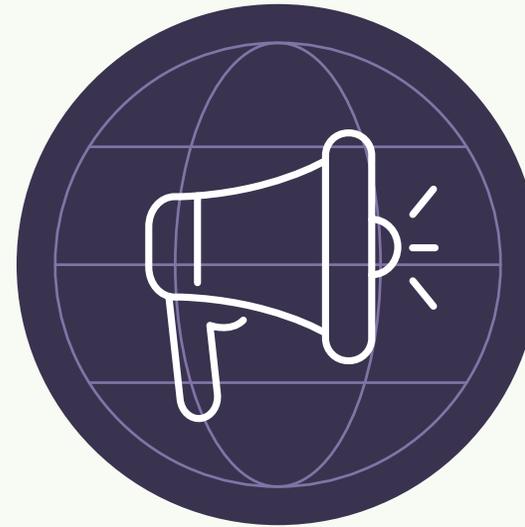
You've worked hard to create your brand, which is why ours is flexible to fit within your guidelines. Remember it's more than just a logo.



ANY COLOUR

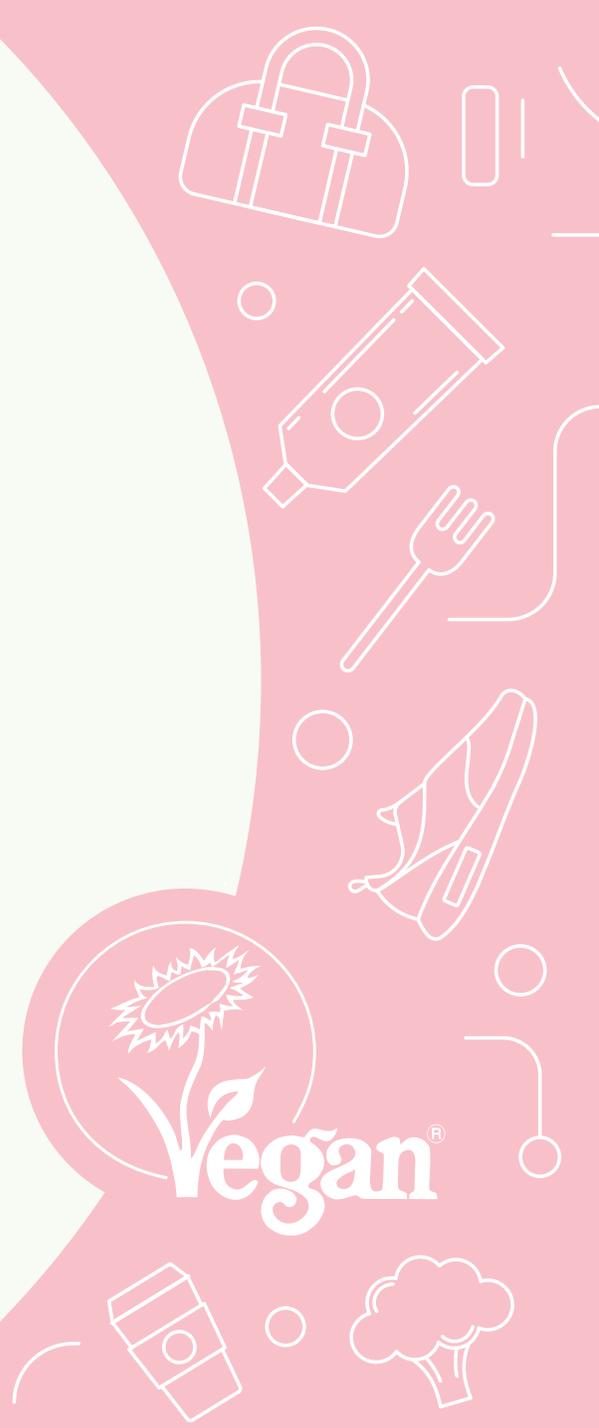


ANY SIZE*



ANYWHERE

*See Usage Guidelines for minimum size



3

registration



registration

4 SIMPLE STEPS

registration process

1

Choose your preferred licence term and return the application forms.

2

Make payment, receive and complete the product registration form (PRF).

3

Your Certification Officer begins product checking. All raw materials will be checked and signed off; this can take between 30-60 days.

4

Your products are certified! We issue a certificate, Licence agreement, marketing toolkit and the brand and usage guidelines!

We believe (as do brands and consumers) that vegan claims should be third party verified, and thorough. That's what sets our audit of the supply chain apart, offering you peace of mind that your product is vegan by our standards



registration

SUPPORTING DATA

registration process

Information we will need:

Technical Data Sheets

product composition, methods of use etc

Product Specifications

specification of the product

Manufacturing Flow Charts

product/ingredients

Certificate of Origin

ingredients/raw materials



standards & criteria

DEVELOPMENT

product manufacture &

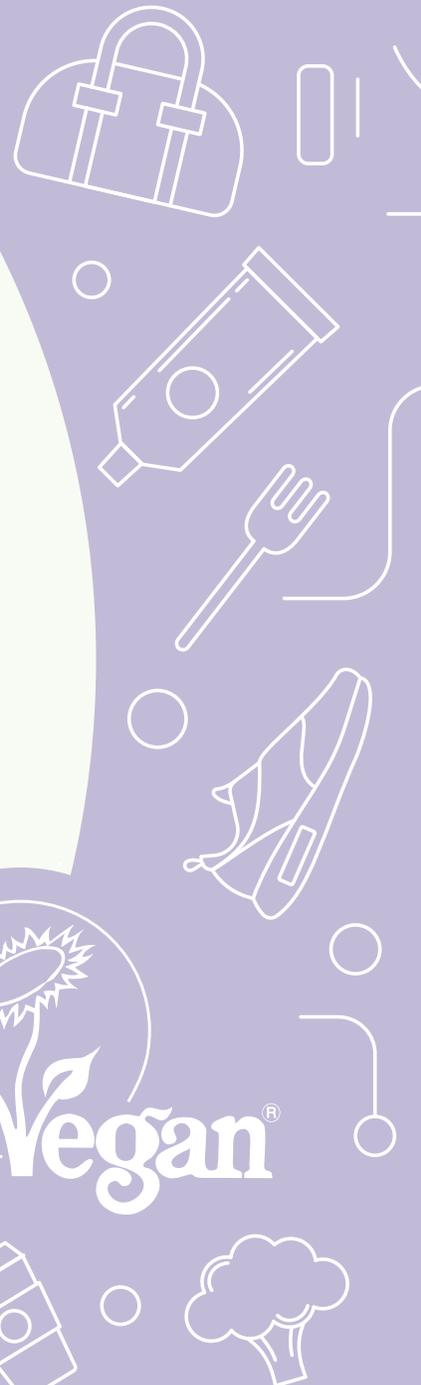
NO

**Animal
ingredients**

**Cross
contamination
prevention
controls**

NO

**Animal
testing**



4

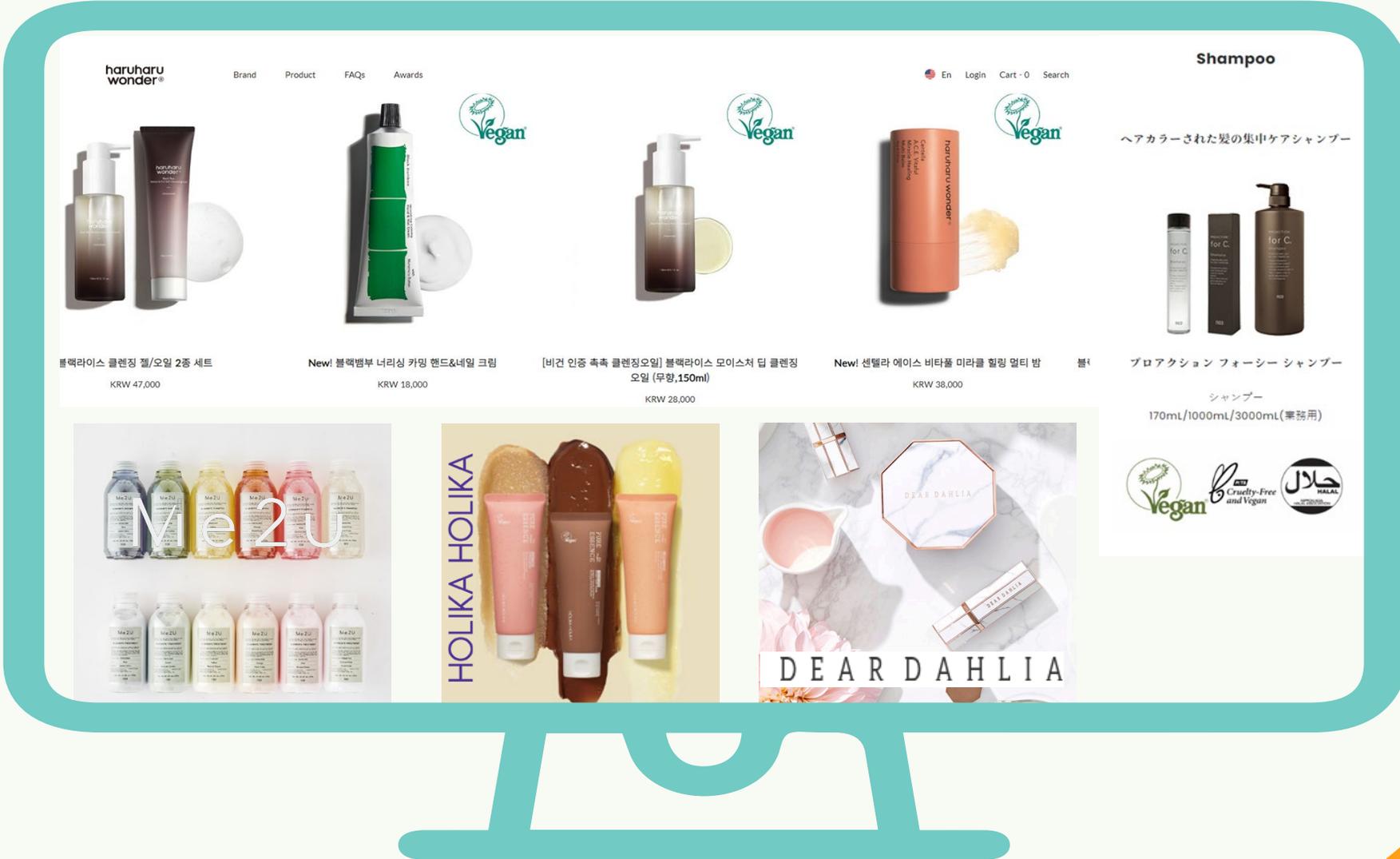
using the trademark



trademark holders

BRANDS

k-beauty



haruharu wonder®

Brand Product FAQs Awards

En Login Cart - 0 Search



블랙라이스 클렌징 젤/오일 2중 세트
KRW 47,000



New! 블랙밤부 너리싱 카밍 핸드&네일 크림
KRW 18,000



[비건 인증 속속 클렌징오일] 블랙라이스 모이스처 딥 클렌징 오일 (무향,150ml)
KRW 28,000



New! 셀룰라 에이스 비타폴 미라클 힐링 얼티 밤
KRW 38,000

Shampoo

ヘアカラーされた髪の集中ケアシャンプー



プロアクション フォーシー シャンプー
シャンプー
170ml/1000ml/3000ml(業務用)



HOLIKA HOLIKA



DEAR DAHLIA



using the trademark

social MEDIA

Best practise.

Feature the trademark logo

Use relevant hashtag and tag us #vegantrademark

Get involved in key campaigns like Veganuary

Work with ambassadors or influencers

Listen & engage with your community



YADAH



비건에 대한 우리의 약속을 한 단계 더 발전시키고자 비건 소사이어티에 비건 제품을 등록하기로 결정했습니다.

등록 절차는 간단하고 직관적이었으며, 비건 소사이어티의 팀은 프로세스 전반에 걸쳐 신속하게 대응하고 도움을 주었습니다.

인증을 받은 후 비건 스킨케어 옵션을 찾는 소비자들의 관심이 크게 증가했으며, 비건 소사이어티의 로고는 경쟁이 치열한 시장에서 눈에 띄는데 도움이 되었습니다.



thank **YOU**

Vegan consumers are your best ambassadors. No one will promote an exciting plant-based product more than a vegan.

To discuss your requirements further, please contact tmsales@vegansociety.com



The Vegan Trademark is the internationally recognised vegan product certification scheme of The Vegan Society.

