

PACKAGING

Although packaging materials are not a core part of the audit process, the Vegan Society encourages avoidance of known non-vegan substances (e.g. beeswax, animal leathers, gelatine adhesives). Product packaging using such materials are ineligible for certification.

Misuse

The Vegan Trademark is the intellectual property of The Vegan Society. Any unauthorised or misleading use is treated as a serious infringement.

- The Vegan Society investigates all reports of misuse or non-compliance.
- Certification may be suspended or revoked following violations.
- We reserve the right to conduct inspections of any site involved in the manufacturing, storage, or distribution of certified products, where misuse has been reported.

Misuse should be reported to misuse@vegansociety.com

Our Misuse Policy is available [here](#).

GENETICALLY MODIFIED ORGANISMS (GMOs)

GMO-derived ingredients must not have involved the use of animal genes or animal-derived substances during development or production.

CLARITY AND CONSUMER COMMUNICATION

Trademark holders must ensure the Trademark is displayed in a clear and non-misleading manner in line with our [Trademark Usage Guidelines](#). All statements made in conjunction with the Trademark must be accurate and consistent with the certified status of the product.

EXPIRATION AND RENEWAL OF CERTIFICATION

Certification is granted for a fixed term of 12 or 24 months, upon expiry of the licence, the licence must be renewed to continue using the Trademark.

PRODUCT UPDATES AND REFORMULATIONS

All products and their ingredients are required to be audited before the Trademark can be used. Any changes to ingredients, suppliers, or manufacturing processes must be disclosed to the relevant business line email for re-approval before continued use of the Trademark.

Account Type	Email
Cosmetics	TMCosmetics@vegansociety.com
Food	TMConsumables@vegansociety.com
Fashion	TMTextiles@vegansociety.com
Food Service	TMFoodservices@vegansociety.com
General	TMGeneral@vegansociety.com
Supermarket or Supermarket Supplier	TMSupermarkets@vegansociety.com