Brands serious about standing out from the crowd can cut through using the most recognised vegan trademark.

The plant based market is poised for explosive growth and 89% of Vegans believe it is important for Vegan products to be certified by a third-party.

Time is precious. Make shopping simple with our trusted trademark.

The Vegan Society Trademark is not just a label or a licence, it’s a symbol of credibility and conscience.

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**WHY NOT SELF-CERTIFY MY PRODUCT?**

- Businesses and consumers trust third parties over self-certification.
- We have been experts in third-party vegan certification for over thirty years.
- Third-party certification enforces a standard in the industry and eliminates any bias.
- The supply chain of ingredient sourcing is not always transparent to you as the Brand Owner. By leaving the checking up to us, you can focus on growing your business.

**VALUE & BENEFITS OF THE VEGAN TRADEMARK**

94% of vegan consumers look for verification*

The Vegan Trademark is international and can be used worldwide

The most recognised Vegan Trademark

*According to Attest surveys completed online for The Vegan Society of 1000 UK and 1000 USA Adults in February 2020 & 2021
The Vegan Trademark

NOT JUST A LABEL

WHY US?

✓ The Vegan Trademark is the most recognised and trusted vegan certification in the world.

✓ We coined the word vegan in 1944 and have been the authority on all things vegan ever since.

✓ We created the first vegan certification over 30 years ago and have been setting the global standards for vegan products ever since.

✓ As a trademark holder with us, you can also benefit from exclusive marketing insights, promote your business with our global network and benefit from special offers from our partners to grow your business.

✓ The Vegan Trademark can be personalised to your brand colours.

Watch the video to find out more!

Categories: Food, Drinks, Cosmetics, Fashion & Textiles, Supermarkets, Food services, Households, Healthcare, Raw materials, Lab Tests, Packaging