



Factsheets on Vegan - NATRUE position:

NATRUE permits substances of animal origin that are not permitted in vegan cosmetics, such as the use of milk and honey. The NATRUE-label sets a standard to guarantee that products are produced with truly natural ingredients, including those from plant, mineral and animal origin¹.

Dr. Mark Smith – NATRUE’s Regulatory and Scientific Manager

What does vegan mean? What are the possible ways to guarantee products are vegan?

Veganism is way of living whereby the individual, a vegan, is someone whom neither eats (e.g. vegan diet is plant-based avoiding all animal foods such as meat, dairy, eggs and honey) nor uses animal products (e.g. leather; animal welfare). It is possible to guarantee products as vegan to a given standard/definition via a certification process from a registered body².

Are NATRUE Certified products vegan?

Some products which carry the NATRUE label are additionally certified vegan.

Whilst ethically NATRUE has an identical position to vegan certification requirements (e.g. both are against animal testing), it is not the case that every vegan certifiable requirement overlaps with a scope and definition for natural and organic cosmetics. Consequently, vegan certification is not a specified requirement for products NATRUE Certified products. The choice to produce vegan is solely a decision of the respective individual company.

References

1. NATRUE Label: requirements to be met by natural and organic cosmetics - Definition of permitted ingredients and processes (Natural Substances)
2. The Vegan Society (<http://www.vegansociety.com/>)