



Fact sheet on Vegan – NATRUE’s 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 Director General

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

Veganism is a way of living whereby individuals (“vegans”) do not consume animal foods (such as meat, dairy, eggs and honey) nor use products containing animal-derived substances (e.g. leather, beeswax, etc.). 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 NATRUE has ethically 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 specific requirement for NATRUE certified products. Therefore, the choice to produce a vegan and natural/organic cosmetic product is ultimately a decision of the respective company.

References

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