

Read the label

Vegan Certifications & Labels Explained



The Vegan Society

The Vegan Society has been around for over 70 years and is hugely respected.

Companies certified by The Vegan Society are not audited but awarded the certification based on the integrity of the company and associated products..



Certified Vegan

Created and monitored by an organisation called Vegan Action, this logo verifies a product as being animal ingredient free. Although Vegan Action does not audit all factories, the label also signifies that no animal testing was conducted at any stage during the products production.



The Leaping Bunny

The most highly respected certification in the industry as companies awarded this logo are monitored by nine different animal protection groups that undertake regular audits of companies awarded the logo to make sure they truly stand up to regulation.



Choose Cruelty Free

Created and monitored by non-profit organisation Choose Cruelty Free, this logo is awarded to companies who pay an annual licensing fee to the organisation and have obtained a valid license to use the logo.



Beauty Without Bunnies

PETA have two logos; one that signifies cruelty free and the second that signifies both cruelty free and vegan.