Vegan®

VEGAN BUSINESS TRIBE®

Registering your product with

The Vegan Society's Vegan Trademark

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The Vegan Society's Vegan Trademark is the original vegan mark, enjoying global recognition.

The Vegan Society invented the term vegan in 1944 by taking the start and end of the word 'vegetarian', creating a new term to describe those who aimed to remove all animal products from their diets and lifestyles.

The Vegan Society are now the leading global authority on veganism with over 65,000 products currently registered with the Vegan Trademark, including cosmetics, clothing, food, drink, household items and many more!

There are lots of ways that animal-based ingredients can make their way into your product, sometimes without you even knowing.
The rigorous standards that accompany the Vegan Trademark application means that customers will buy with the highest levels of confidence that your product is free from animal derivatives and suitable for vegans. *The Vegan Society have been registering products since 1990, making the Vegan Society Trademark the global standard.*

The Vegan Society is a registered charity.
Registered Charity No. 279228 (England & Wales) and SC049495 (Scotland)

Vegan Business Tribe is the official UK agent for the Vegan Society Vegan Trademark scheme.

Vegan®

Why choose The Vegan Society's Vegan Trademark?

As trusted by...

Over 90% of vegans and vegetarians look for vegan verification and The Vegan Society Trademark is the most recognised vegan mark, used on over 65,000 products throughout 79 countries.

A dedicated trademark team will guide you through the vegan certification process, helping you every step of the way. Stay focused on what you do best and leave the hard work of vegan verification to the experts!

The cost is based on your company size and the number of products you are looking to register. We also include product updates and additions within your product package.

Trusted by some of the world's largest brands to ensure their products are vegan. The Vegan Society's network of vegan publications, PR, and other vegan charities also allows for joint launch campaigns once your product is registered.

What's the definition of a vegan product?

ANIMAL INGREDIENTS

The ingredients, manufacturing process and/or development of the product must not involve, or have involved, the use of any animal product, by-product or derivative. Including hidden ingredients where animal derivatives are not always obvious.

ANIMAL TESTING

The development and/or manufacture of the product must not involve, or have involved, testing of any sort on animals – be this conducted at the initiative of your company, on its behalf, or by parties over who your company has effective control.

CROSS-CONTAMINATION

Any potential cross-contamination with animal-derived ingredients must be prevented as far as is practical and possible. You must demonstrate you are aware of the risk of cross-contamination from non-vegan sources in the production area.

GENETICALLY MODIFIED ORGANISMS

Your product may contain genetically modified organisms (GMO) but the development and/or production of any GMOs must not have involved animal genes or substances.

The word 'animal' refers to the entire animal kingdom. That includes all vertebrates and multicellular invertebrates, including insects and marine animals.

The process...

1. Initial advice

As The Vegan Society's official UK agents, we can advise you on what preparation is needed to ensure that your product meets the standards to be registered with The Vegan Trademark. Note that The Vegan Society's audit will potentially include also collecting evidence from companies further down your supply chain.

2. Apply for a quote

The Vegan Society have a fee structure that supports businesses of all sizes. The cost of registering your product depends on a number of factors, including your company size and the number of units you sell a year. We will help you to identify these factors and then pass this information to The Vegan Society for a no-obligation quote to audit and register your product.

3. The Vegan Society audit

Once the quote has been accepted, you will be asked to pay the trade mark fee, in full, directly to The Vegan Society so that they can begin their audit and investigation.

You will be asked to submit full details of your ingredients, suppliers and manufacturing processes - this is done in strict confidence and The Vegan Society can agree to any relevant NDAs if required.

4. Registration processed

Your full application will be processed within 30-60 days of payment - dependent on how complete the evidence is that you have been able to submit and if there are any follow-on investigations required.

If an audit and application is not successful then you can apply for up to 50% of the fee to be refunded.

5. Your product is registered

Once successful, your product will be licensed for 12 or 24 months with The Vegan Trademark, which you can display on all your packaging and promotions to show that your product has been verified as vegan.

There may also be further marketing opportunities for your product in partnership with The Vegan Society.

Ready to register your product?

Email hello@veganbusinesstribe.com or start the application process online here to get your quote:

START APPLICATION >

Some frequently asked questions

How much does the trademark cost?

The registration cost is based on the size of your company and how many products you sell a year. The minimum cost for a single product from a small independent company is in the region of £300, but if you are registering multiple products then the The Vegan Society can provide trademark packages which significantly reduces the cost per product. Once you have supplied the initial information about your company and product we will be able to obtain a quote from The Vegan Society to give you a definitive cost.

Can I not just self-certify my product as vegan?

Because there is a lot of misunderstanding on what ingredients are (and are not) vegan, consumers look for The Vegan Society's Vegan Trademark to be sure that a product is plant-based, vegan and cruelty-free. Many animal-based ingredients can be hidden and getting it wrong is costly - not just in terms of negative PR but also in loss of trust from your customers.

Can I register my company with The Vegan Society?

No, you can only register individual products with the Vegan Trademark, not a business or organisation.

We also produce non-vegan products - can we still apply for the Vegan Trademark?

Yes, although you may need to make changes to your manufacturing processes to meet The Vegan Society's standards on cross contamination.

Can I use the Vegan Trademark globally?

Yes, The Vegan Society's Vegan Trademark is globally recognised as the leading standard of vegan and cruelty-free products. However, some countries still require, by law, products to be tested on animals before being sold for human consumption. As such you will not be able to display The Vegan Society's Vegan Trademark on products distributed in these countries. Talk to us for more information.

Who are Vegan Business Tribe?

Vegan Business tribe are the official UK agents for The Vegan Society's Vegan Trademark scheme. We have a close working relationship with The Vegan Society's trademark team and can advise you on all aspects of registering your product with the world's best-known vegan certification mark.

Vegan Business Tribe was founded by vegan sector experts David and Lisa Pannell who have advised some of the world's largest brands on their vegan product development and engaging with plant-based consumers - from high street fast food chains to global manufacturers.

Do you need to better understand the vegan marketplace & consumer?

We can work with you and your team to educate you on the plant-based sector and consumer. From one-off workshops to ongoing consultation.

MORE INFORMATION >

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