

VEGAN MARK VERIFICATION PROGRAM FOR APPAREL & FOOTWEAR

Veganism has increased in popularity as a lifestyle in recent years. More than just what people choose to eat, veganism proliferates in the fashion world as well, with clothes, shoes and accessories increasingly being made without fur, leather, wool, or silk.



Overview

Veganism is a growing trend: it is a lifestyle / ethical choice that is not just focused on plant-based food, but extends to products as well, for example, cosmetics, clothing, and footwear.

Animal materials have been used for clothing and footwear for centuries. Leather, silk, furs, wool, and feathers historically have been viewed as a necessity, and more recently a luxury, but this shift in consumer attitudes has led retailers and manufacturers to seek alternatives.

It can be difficult to verify a vegan product claim as the product's primary materials may not be of animal origin, yet contain additives such as glues and dyes which are derived from animals or animal by-products (e.g. beeswax) and not considered vegan.

Intertek Solution

To answer the market demand for a trustworthy program to verify vegan claims, Intertek has developed the Vegan Mark Verification Program with a testing protocol covering:

- Declaration by applicant
- Screening of animal fiber

- Screening of synthetic material by Fourier transform infrared (FTIR)
- Chemical test on animal tracer

Successful applicants can obtain the Intertek Vegan Mark for your apparel, footwear, and accessories products.

Benefits

Some of the vegan mark programs in the market are backed up by supplier declarations only. Our program has an added step of testing to assure products and materials meant to imitate real animal products, like faux fur, do not contain materials of animal origin, giving brands and consumers an additional level of confidence.

Our Vegan Mark Verification Program enables brands who have discontinued selling products containing animal materials to verify and demonstrate that their products are free of animal by-products.

Companies can use Intertek Vegan Mark to promote their products as vegan, with a unique QR code which provides traceability via our Intertek Vegan Mark Directory, helping consumers make educated decisions about the fashion products they purchase.



The Vegan Mark can be placed on packaging, labels, or products that are made with vegan materials to help consumers easily identify the products' attributes when purchasing.

Why Intertek?

Intertek has strong technical expertise and experience in the textile, apparel and footwear industry, providing market-leading TAT and superior customer service for our innovative Total Quality Assurance solutions through our global network.

Our Vegan Mark Program is well recognized by retailers, brands and manufacturers and provides a validation-evidence of the vegan claims on your products.

FOR MORE INFORMATION

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