

# V-Label

## GREATER CONSUMER TRANSPARENCY FOR VEGAN AND VEGETARIAN COSMETICS, PERSONAL CARE AND HOUSEHOLD PRODUCTS



### WHAT IS V-LABEL?



V-Label is the symbol for labeling vegan and vegetarian products, including beauty, personal care and household products. Globally, more than 50,000 products from over 4,300 license holders carry the V-Label. To bear the mark, all stages of production, processing and distribution must comply with the V-Label scheme requirements.

SGS has partnered with V-Label to offer auditing and certification services as part of the V-Label license process.

### WHY V-LABEL IS IMPORTANT?

Consumers are increasingly demanding transparency to easily identify vegan and vegetarian products.

V-Label, the most trusted and internationally recognized mark for vegan and vegetarian quality, offers consumers clarity and reliability thanks to standardized and best-in-class verification criteria.

### COSMETICS, PERSONAL CARE AND HOUSEHOLD PRODUCTS

The cosmetics, personal care and household products markets are highly competitive. However, a vegan and vegetarian product that is examined by SGS can make you stand out from the crowd. A V-Label certification from SGS gives consumers clarity, as well as assurance for the following aspects of a product:

- The origin of raw ingredients and additives
- Ingredients, additives and ancillaries used at each stage of the production cycle
- Steps to avoid cross-contamination throughout production
- The status of animal testing
- The presence of GMOs that need to be declared

### WHO IS IT FOR?

- Manufacturers of cosmetics, personal care and household products
- Product manager, compliance manager, R&D professionals, brand manager, etc.

### KEY BENEFITS

- Global recognition
- Stronger consumer confidence
- Greater credibility for your products and brands
- Clear, standardized criteria for vegan and vegetarian products
- Easily identified by target customers
- Improved competitive advantage

### SIX STEPS TO V-LABEL CERTIFICATION FROM SGS

- **STEP 1:** Contact your nearest SGS office and complete our standard V-Label client questionnaire. Once completed, we will put you in direct contact with the appropriate V-Label license body.
- **STEP 2:** Complete your V-Label license application and provide the necessary information for your license offer. V-Label will calculate your annual license fee.
- **STEP 3:** Sign your license agreement with V-Label and provide the required product information. V-Label will issue a product certificate that allows you to use the label for respective products.
- **STEP 4:** Book your on-site audit with SGS and prepare your facility for it.
- **STEP 5:** Following a successful audit, you will receive your certificate of compliance against the V-Label requirements to support your license.
- **STEP 6:** Maintain your V-Label certification by planning for your audit(s) and conducting any necessary product testing.

The order of the steps may differ depending on the country. Contact your local SGS office for more advice.



## RELATED SERVICES FROM SGS

In addition to providing V-label certification audits, based on your needs and risk assessment, we offer:

- Laboratory testing, primarily using DNA-based methodology to support vegan or vegetarian claims with scientific evidence
- Gluten-free certification audits against globally recognized gluten-free certification schemes
- Research through consumer panels and home-use study to support product claims and help identify consumer behaviors, such as purchasing intentions
- Training and consultancy services that help you understand the standards and regulations relevant to your products in your destination markets

## ABOUT SGS

We are SGS – the world’s leading testing, inspection and certification company. We are recognized as the global benchmark for quality and integrity. Our 96,000 employees operate a network of 2,700 offices and laboratories, working together to enable a better, safer and more interconnected world.

Enhancing products, processes, systems and skills is fundamental to your ongoing success and sustained growth. We enable you to continuously improve, transforming your products, services and value chain by increasing performance, managing risks, better meeting stakeholder requirements, and managing sustainability.

With a global presence, we have a history of successfully executing large-scale, complex international projects. Our people speak the language, understand the culture of the local market and operate globally in a consistent, reliable and effective manner.