



VEGAN

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CRUELTY-FREE

The terms "cruelty-free" and "vegan" are often confused or even considered synonyms. Let's make this clear.



What does cruelty-free mean?

The concept of *cruelty-free cosmetics* refers to products that have been developed without animal testing or the exploitation or killing of animals during the testing stages necessary to ensure the product's safety before it is marketed.





A cruelty-free product is not necessarily vegan

MY LIPSTICK
IS CERTIFIED
VEGANOK, SO
IT IS ALSO
CRUELTY-
FREE



A cruelty-free cosmetic may, in fact, contain ingredients of animal origin. The label "cruelty-free" refers only to animal testing, while the guarantee of the total absence of animal-derived ingredients is provided by the label "vegan."



The European vegan standard

Many "vegan" certified products actually do not include any constraints related to animal testing, which is instead one of the basic requirements for adhering to the WVG (World Vegan Group) standard.





VEGANOK acts in accordance with the European Vegan Standard WVG and guarantees the total absence of animal testing and animal-derived ingredients.

**Be the
CHANGE**

**GO
VEGANOK**