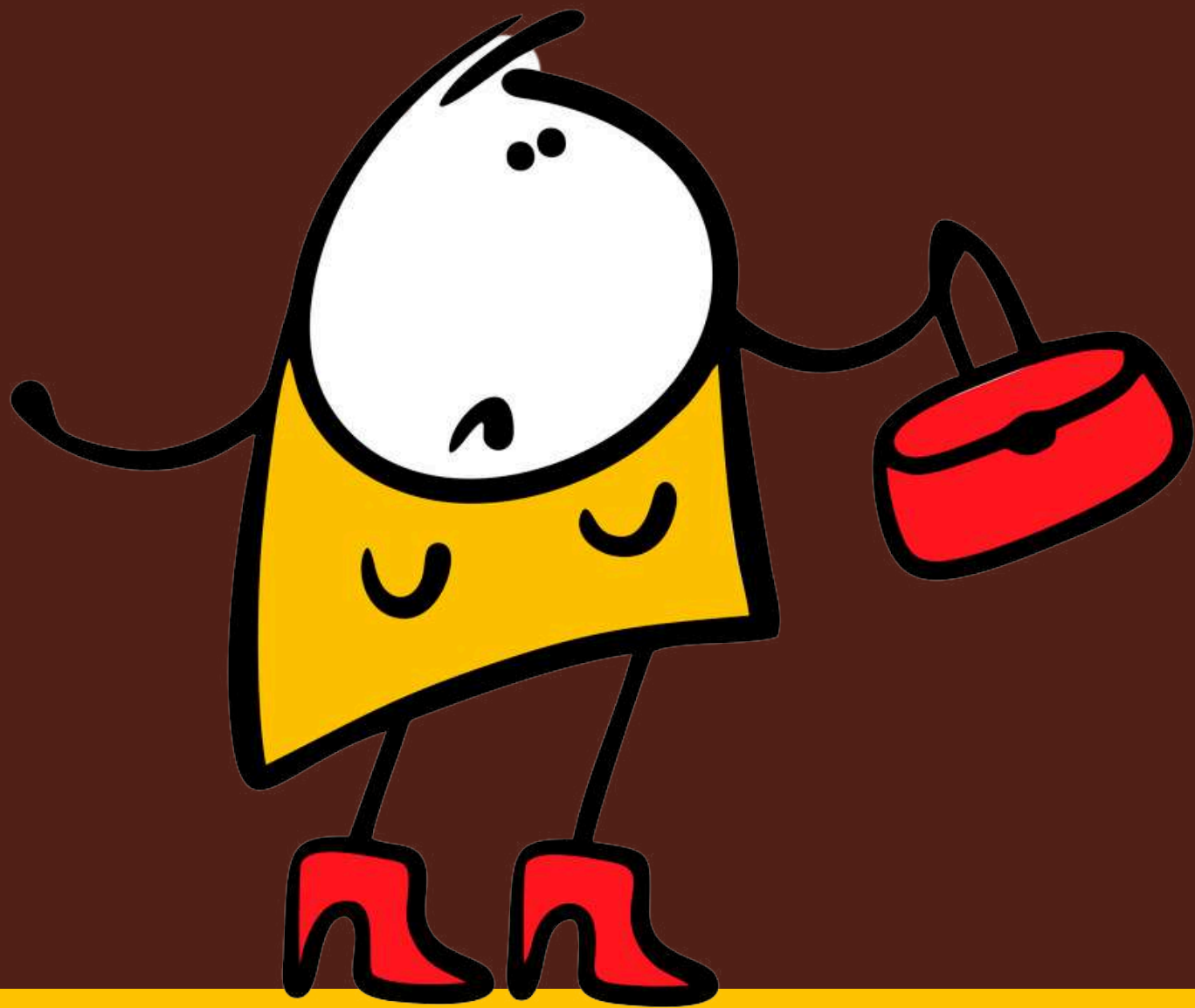




**DID YOU KNOW  
FAUX LEATHER AND  
ECO-LEATHER**  
aren't the same thing?

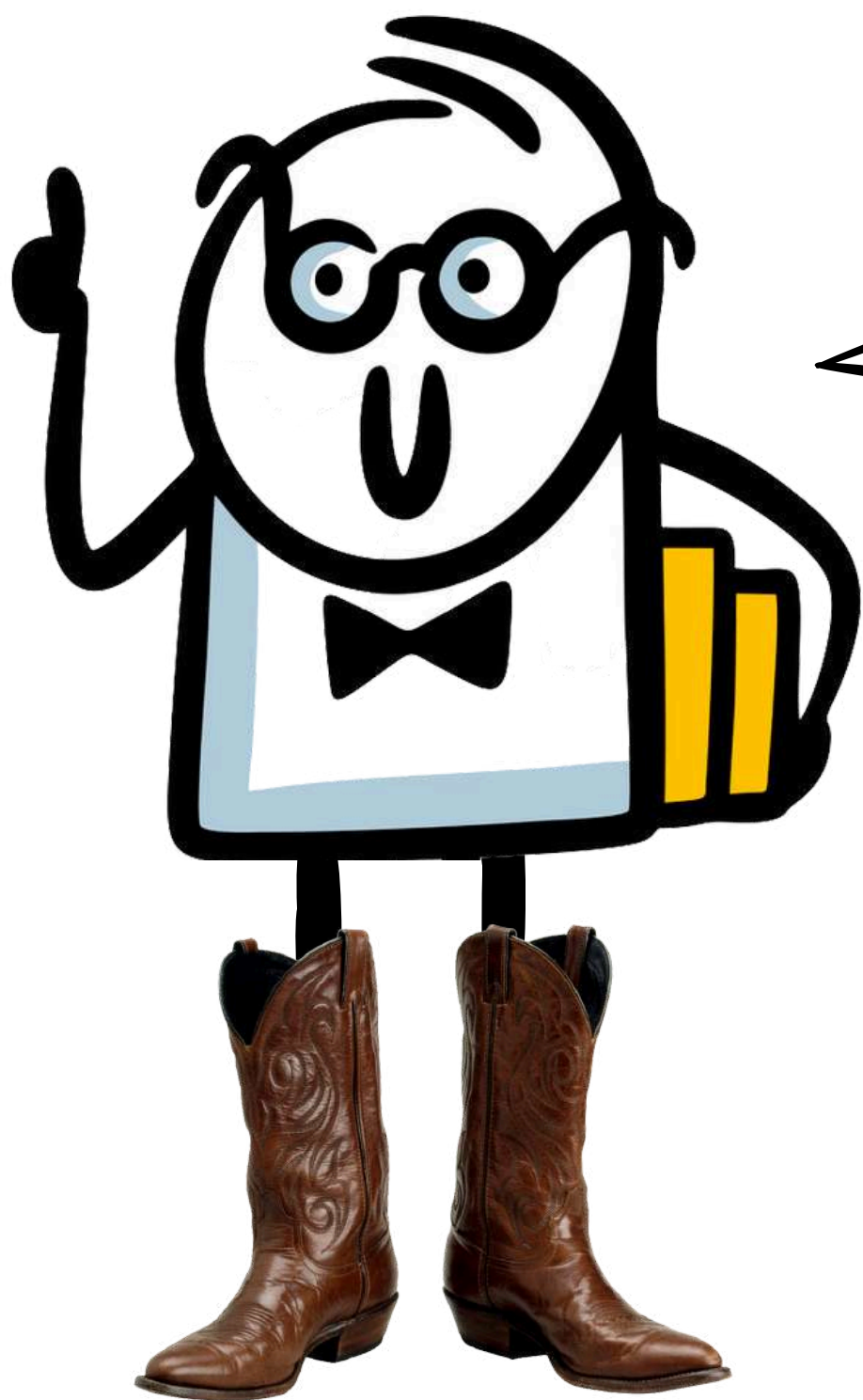


**One is vegan; the other isn't!**



# **DON'T GET THEM MIXED UP!**

People often use "eco-leather"  
and "faux leather" to mean  
the same thing



**BUT THEY'RE  
ACTUALLY VERY  
DIFFERENT  
MATERIALS,  
ESPECIALLY WHEN  
IT COMES TO WHAT  
THEY'RE MADE  
FROM.**





# ECO-LEATHER

Eco-leather is real animal leather, but it's treated with processes and chemicals that slightly reduce its environmental impact.

**IT'S WORTH  
NOTING THAT,  
DESPITE THE  
"ECO" LABEL,  
ECO-LEATHER IS  
NEITHER  
CRUELTY-FREE  
NOR VEGAN.**

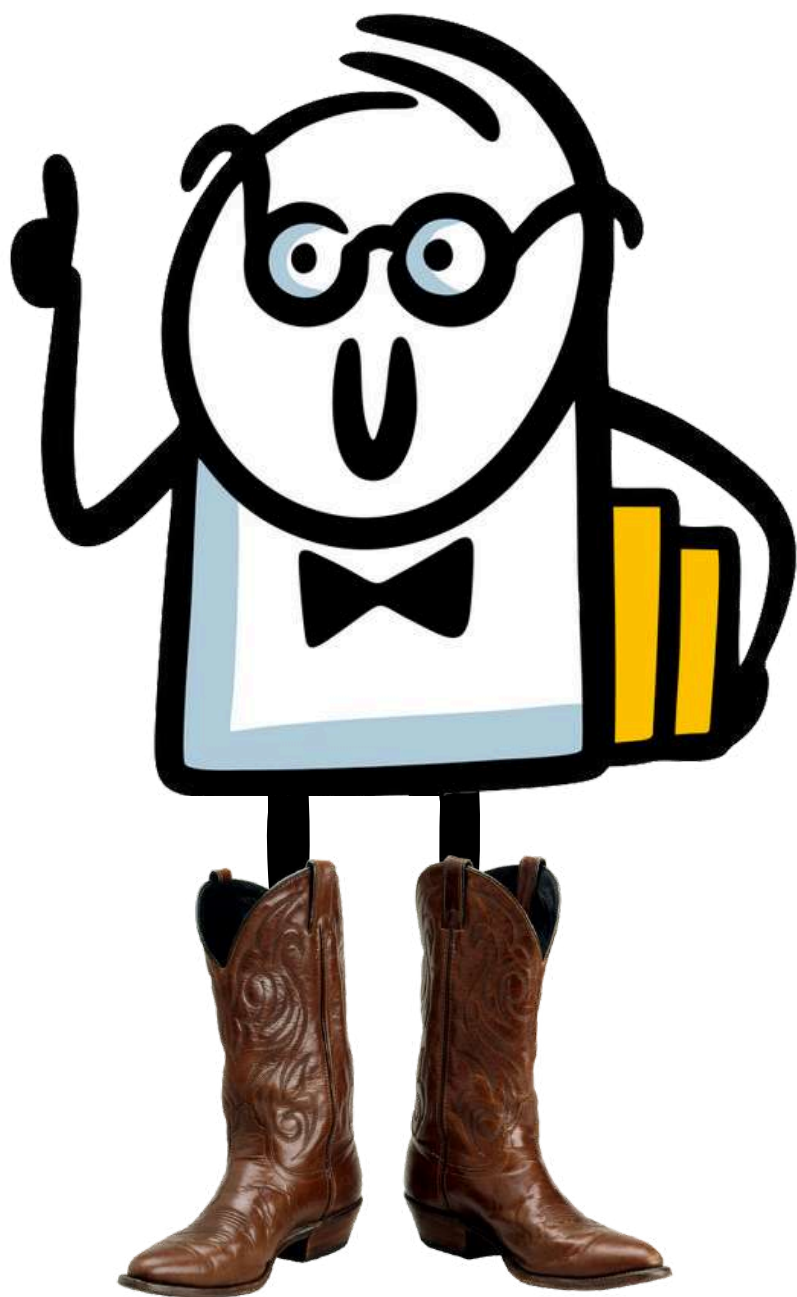






# FAUX LEATHER

Faux leather, also called synthetic leather, is 100% synthetic, usually produced from polymers like PVC and polyurethane, and sometimes even mixed with natural plant-based fibres (think fruit waste).



**IT'S VEGAN  
AND CRUELTY-  
FREE—NO  
ANIMALS ARE  
EXPLOITED OR  
HARMED TO  
MAKE IT.**



# WHY CHOOSE FAUX LEATHER?

1. It's animal-friendly
2. It's accessible and often more affordable
3. It mimics the look of natural leather

**YOU WON'T NOTICE THE DIFFERENCE, AND NO ANIMALS ARE HARMED IN THE PROCESS!**





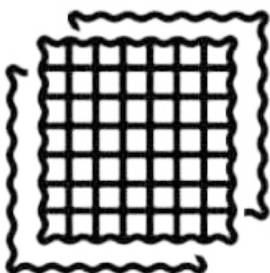
# KNOW THE MATERIALS: SYMBOL GUIDE



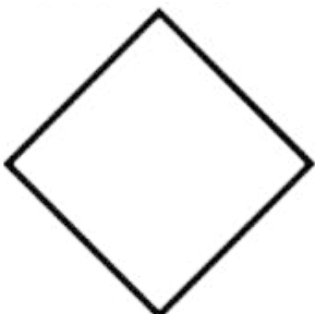
**LEATHER OR  
GENUINE LEATHER**



**COATED LEATHER  
OR LEATHER**



**TEXTILES  
OR FIBRES**



**FAUX  
LEATHER**



**With VEGANOK certification, you can easily choose cruelty-free products.**

**Be the  
CHANGE**

**GO VEGANOK**