

V-LABEL COSMETICS

Also known as **V-Label**, the **leaf** was created in Italy as A.V.I.'s institutional symbol. Used in three European congresses organised by the Italian Vegetarian Association, it soon became an **international mark** and today it is the most renowned veg mark worldwide.



V Label Italia s.r.l.

Approved by
ASSOCIAZIONE
VEGETARIANA
ITALIANA

WHY IS V-LABEL THE RIGHT CHOICE FOR COSMETIC PRODUCERS?

- ✓ **GLOBAL STATUS** V-Label is the world's most renowned international "veg" mark. Registered and available in five continents, it helps companies that choose it to make inroads into new markets
- ✓ **UNIFORMITY** Distributed applying the same criteria in all countries where it is available. The V-Label mark is the fruit of collaboration between various Vegetarian and Vegan Associations that established the criteria applied thereto and certify approval thereof
- ✓ **SAFETY** V-Label means reliability and safety due to the painstaking verifications carried out by "veg" Associations specialised in their sector
- ✓ **TRANSPARENCY** As a mark, V-Label applies clear and public criteria

MORE THAN 50.000 APPROVED PRODUCTS

MORE THAN 4.300 V-LABEL COMPANIES

CHOSEN BY MORE THAN

10 MASS DISTRIBUTION CHANNELS

REGISTERED AND OPERATIVE IN 5 CONTINENTS

For further information please contact V Label Italia s.r.l.

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