

Post: Deceptive product labels



Created by [Brittany Bunk](#) on 08-Jul-2020

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Content

Just because a label says 'vegan', doesn't mean it necessarily is fully. Some products say 'plant based', when it might not be fully vegan. What does it mean for a product to be vegan?

Write:

- product with misleading label
- why it's misleading
- how does it shape what a real vegan label should be about?

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Naked Juice says vegan, but doesn't exclude ingredients that are tested on animals: nakedjuice.com/goodness-inside/. Vegan shouldn't include ingredients tested on animals.

