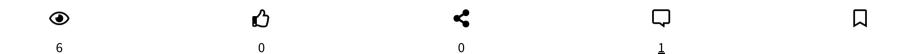


## **Post**: Deceptive product labels



Created by **Brittany Bunk** on 08-Jul-2020

- Discussion
- **Branding & Marketing**



## 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?

Add new comment





## Comments



**Brittany Bunk** 

08-Jul-2020

Naked Juice says vegan, but doesn't exclude ingredients that are tested on animals: <a href="mailto:nakedjuice.com/goodness-inside/">nakedjuice.com/goodness-inside/</a>. Vegan shouldn't include ingredients tested on animals.







