

almost all brands are certified organic. A few brands are non-organic (albeit vegan) while others are only present with the vegan part of their product portfolio.

The line-up currently includes around 1,000 products from some 50 beauty brands. Although the carefully curated brand mix includes a few mass market favourites, like Dr. Bronner's and Burt's Bees from the US, Styx Naturkosmetik from Austria or Eco Cosmetics from Germany, the majority of the brands are niche labels.

Brands from Germany include premium skin care label AEM Organic Detox from Berlin, bar soap brand Klar Seifen from Heidelberg, artisan fragrance manufacturer Florascent, niche salon manufacturer Kastenbein & Bosch from Cologne, shampoo range Überwood from Thuringia, tattoo skin care range Tattoo Med and men's care brand Brooklyn Soap Company from Hamburg.

And on the international side, Vegane Pflege retails nail care brand Priti NYC and bath and body care label Hand in Hand from the US, powder shampoo brand Eliah Sahil from Austria, mineral makeup brand Inika from Australia, niche skin care brands oOlution and Cîme from France,

Vegan deodorants: Cream of the crop

Vegane Pflege offers a well-known range of deodorant creams. The Vegane Pflege deodorant creams have a similar formulation to the Wolkenseifen deo creams but are scented with organic essential oils.

The seven Vegane Pflege deodorant creams are based on unrefined shea butter, potato starch and baking soda combined with various essential oils. The formula does not contain aluminium salts so it will not inhibit perspiration but instead neutralises the odour caused by decomposing bacteria.

Shea butter in its unrefined, non-emulsified state is solid; it will turn creamy once it is applied to the skin. As a result, deodorant creams are economical (one 40ml jar will last at least six months); Vegane Pflege recommends using just one fingertip of cream per armpit.

There are six scented deodorant creams (the fragrance blends are NaTrue certified) and one unscented version. The deodorant creams are packaged in little glass jars, and the company will shortly be introducing the deodorants in a roll-on version.



hydrosol (floral water) brand Dabba from Latvia, premium fragrances from Italian perfume brand Linari and from US brand TokyoMilk Dark, skin care brand Vestige Verdant from Estonia, body care company Zoya Goes Pretty from Bulgaria and skin care brands Figs & Rouge and MuLondon from the UK.

Artisan skin care brand MuLondon has launched a Special Edition balm with bergamot, thyme and spearmint especially for Vegane Pflege and the company is also the exclusive German stockist for French beauty brands oOlution and Cîme. In addition, Vegane Pflege sells a few Wolkenseifen ranges, including the six-sku line Block Parfums which are solid perfumes based on jojoba oil, and a range of solid shampoo soaps.

The store has two key own label ranges, Vegane Pflege deodorant creams (*left*), and Vegane Pflege Sheabutter, a line of shea butters which launched in autumn 2015. There are 16 different shea butters; each butter contains two ingredients only: raw unrefined shea butter and one plant oil. Variants range from shea and argan oil to shea and hemp seed oil, shea and raspberry, shea and baobab oil, all the way to shea and prickly pear and shea and watermelon seed oil.

High demand

Industry figures suggest that Vegane Pflege is extremely well placed to capitalise on the popularity of, and demand for, vegan beauty and personal care products in Germany. A trend study carried out by research company Pollion in September 2014 on behalf of German market researcher Naturkosmetik Verlag found that vegan cosmetics are important for 84% of vegan consumers.

And the vegan scene continues to rapidly develop in Germany. It is seen as a major trend in the organic C&T market – which reached turnover of €1.1bn in 2015, a rise of 10% – while the country's wider vegetarian and vegan food market is achieving average annual growth of almost 17%, according to The Institute for Trade Research.

“For many organic and vegan beauty fans, cream deodorants are a popular format”