



VEGANSURE®

The pioneering
vegan testing
solution from MSL
Solution Providers

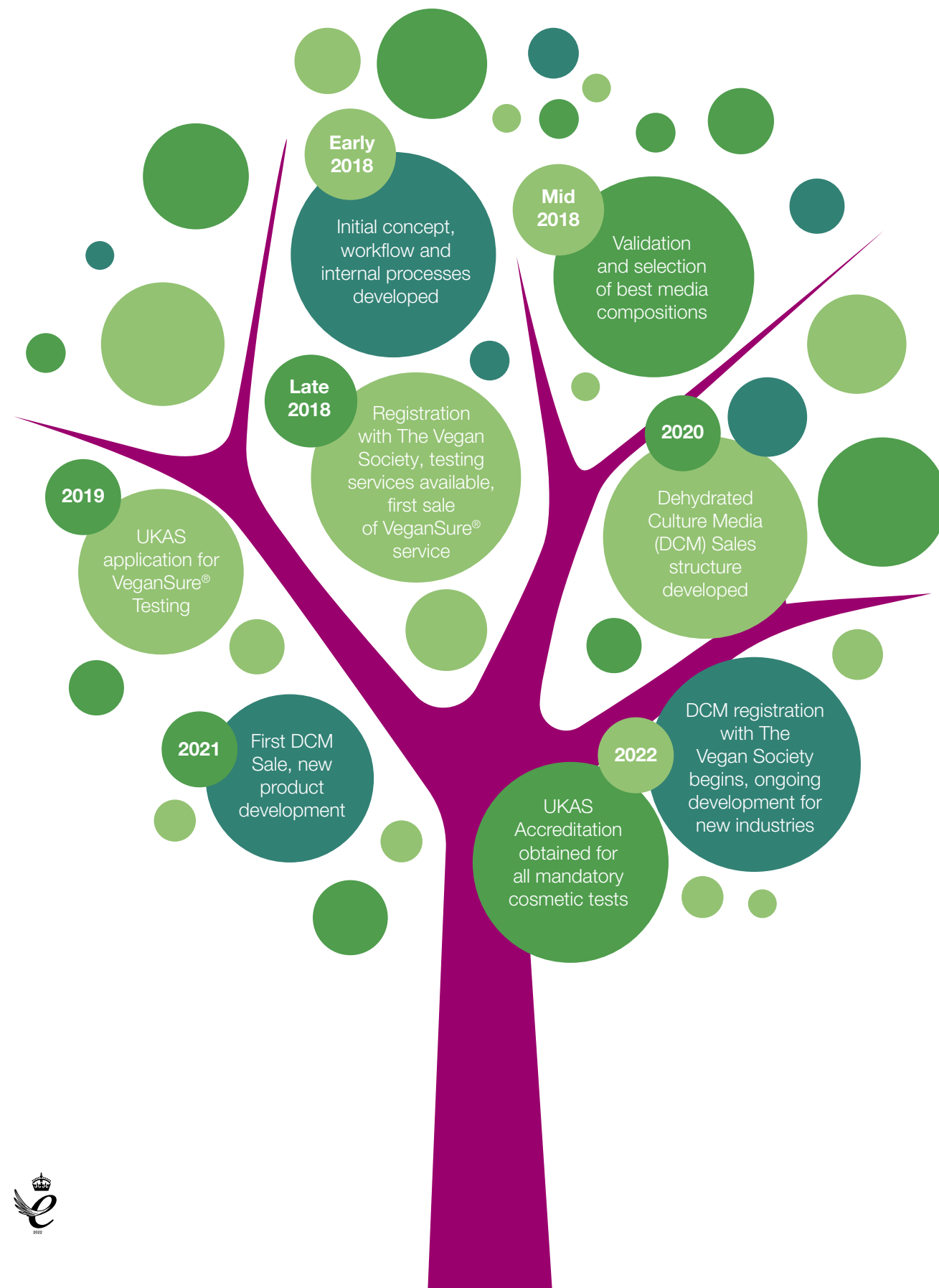


THE QUEEN'S AWARDS
FOR ENTERPRISE
2022

Proud winners of the Queens Award For Enterprise:
International Trade 2022



EVOLUTION OF VEGAN TESTING



THE ROOT CAUSE

As animal-free beauty continues to grow, an increasing number of cosmetic products are now claiming to be 'vegan', either with standalone claims or with approval via a third party. To support these claims, both manufacturers and brands are making sure they do not use any animal derived ingredients, such as cochineal dye or lanolin, in their formulations.

However, despite being manufactured without any animal derived ingredients, vegan cosmetics are subject to mandatory microbiological testing. This is performed using standard culture media and neutralisers, the majority of which are derived from animal by-products.

Standard culture media and neutraliser used in cosmetic microbiology can contain:

- Pancreatic Bovine Enzymes
- Milk Derived Proteins
- Animal Peptones
- Mouse Antibodies
- Rabbit Plasma
- Bovine/Equine Foetal Serum

To help manufacturers and brands of vegan products to support their claims, we developed VeganSure® – a novel and ethical testing solution, that not only ensures the safety of products and meets the requirements of the UK and EU Cosmetic Regulations, but also offers a truly vegan alternative.

VeganSure® replaces ALL animal-derived ingredients with plant-based or synthetic alternatives, such as sugars from potatoes, to assure the safety of a cosmetic product without compromising vegan ethics. With this service we can perform all standard testing, such as ISO, USP, BP, as well as bespoke test methods in a truly vegan way. It is performed in an ISO/IEC 17025:2017 accredited testing laboratory, with separate workflows to avoid cross-contamination and is registered with The Vegan Society's Trademark.

Companies can, therefore, take a 360° approach, ensuring that their products are free from any animal-derived ingredients at every step of the journey, from development and formulation to the mandatory micro challenge tests required to be sold in the UK, EU or US market.

Whilst VeganSure® is a completely vegan service, its customer base is not limited to vegan brands and manufacturers as many prepare for the green future of cosmetic development, manufacture, and testing. Plus, the fact that it provides the same results at a similar cost, with the UKAS stamp of approval, means the switch is easy for brands to make.

As end-consumers become savvier and demand ethical products, the future is looking greener than ever. From focuses on climate impact to animal welfare, this ethics-based buying pattern is shifting the cosmetics market for good. Our VeganSure® service enables brands to futureproof their brand and products now.



TESTING SERVICES

Microbiological testing for cosmetics and personal care products is a key aspect of cosmetic product safety and a requirement of the Cosmetic Regulation (EC) No. 1223/2009.

Microbial contamination issues can and do pose risks to human health as well as causing significant financial losses to businesses due to reworking, spoilage, destruction, and recall of products. Microbiological testing forms an important part of quality control, mitigating the risk of contamination and ensuring both the safety and regulatory compliance of products along the supply chain.

Our UKAS accredited laboratory (lab reference 4045) provides testing services to customers around the world. We are experts in providing bespoke services with excellent customer service. We regularly perform the following tests:

VEGANSURE® MICROBIOLOGICAL TESTING

VeganSure® is a pioneering testing solution that replaces all animal-derived ingredients with plant-based or synthetic alternatives, to assure the safety of a cosmetic product without compromising vegan ethics. Registered with The Vegan Society's Trademark, it is performed in an ISO/IEC 17025:2017 accredited testing laboratory with separate workflows to avoid cross-contamination.

Challenge / Preservative Efficacy Testing (ISO 11930)

A cornerstone of product safety, this test is a requirement for most products before they can be sold in the UK, EU, or US markets. It mimics contamination by introducing a known number of micro-organisms into the product to 'challenge' the preservative system.

Quality Control Testing (Microbial Limits)

According to the UK Cosmetic Regulation, the EU Cosmetic Regulation 1223/2009, GMP, and the Scientific Committee on Consumer Safety (SCCS), all products without a low-risk formulation must have results available for each batch of product released onto the market.

STABILITY TESTING

Every product placed on the UK or EU market must be stability tested under "reasonably foreseeable storage conditions" to establish that no separation, crystallization, contamination, degradation, or other instability occurs. Stability testing covers changes in appearance, colour, odour, pH, viscosity, density, pack performance etc. We offer a wide variety of conditions, but generally break them down into 3 suites (A-C) as this suits most clients' needs. However, bespoke packages and extra conditions can easily be added as required.

We can also undertake:

- Factory Hygiene Audits.
- Claim Support Testing.
- User Trials.

A SPEEDY SOLUTION

With an in-house microbiology laboratory, safety assessment team and regulatory experts, MSL's unique integrated approach provides a breadth of technical expertise. The fact that it provides all NPD laboratory testing services along with regulatory services, means that products can get a CPSR (cosmetic product safety report) at a faster rate than independent services.



NEW DEHYDRATED CULTURE MEDIA SERVICE

As well as providing our VeganSure® testing service, we supply dehydrated culture media (DCM) to companies that have in-house laboratories or microbiological testing laboratories. The VeganSure® DCM collection comprises eight products, including:

- VeganSure® Agar (VSA)
- Potato Dextrose Agar (PDA)
- V7 Neutralising Broth (VNB)
- Vegan Maximum Recovery Diluent (VMRD)
- Sabouraud Dextrose Agar (SDA)
- VeganSure® Broth (VSB)
- V Nutrient Agar (VNA)
- V Nutrient Broth

VeganSure® Agar (VSA), Potato Dextrose Agar (PDA), V7 Neutralising Broth, and Vegan Maximum Recovery Diluent (VMRD) are registered with The Vegan Society's Trademark, meaning that companies who use them can claim the VeganSure® stamp of approval, without having to be audited by The Vegan Society.

The media is sold in handy single 1L shot sachets and all packaging is either 100% recyclable or biodegradable.

RELEVANT SECTORS

VeganSure® is suitable R&D, environmental monitoring, routine testing, and education.

WHICH COUNTRIES CAN ACCESS VEGANSURE®?

We operate globally so can provide our VeganSure® testing service or DCM around the world. Effective in the logistics of shipping samples to our laboratory for testing, we are frequently complimented by clients, thousands of miles from our laboratories, on the fast and accurate turnaround we offer, matching or beating their local suppliers.

HOW VEGANSURE® COMPARES TO TRADITIONAL MEDIA AND TESTING

VeganSure® media is validated against traditional media to ensure quality of results. Tests are performed in an ISO 17025 & ISO 9001 accredited laboratory, which is subject to annual audits to provide quality assurance. VeganSure® meets all requirements of UK and EU cosmetic regulations, meaning it provides the same results as traditional media and testing, and at a similar cost too.



ESTABLISHING A VEGANSURE® PROCESS

For hybrid laboratories wanting to establish a VeganSure® process, the handy guide below will help you get set up.

The goal: To offer microbiological testing services without compromising the ethical values of vegan brands, manufacturers, and end users.

HOW TO ENSURE VEGAN ONLY TESTING IS NOT COMPROMISED

To fulfil the requirements of regulatory bodies, vegan, and non-vegan clients, it is important that some easy to implement ideas are considered, such as:

Separation of work (time and space)

- The Vegan Society prefers that vegan manufacturing and testing is conducted prior to non-vegan testing and manufacturing. MSL agrees and recommends implementing schedules where a separate workspace and equipment can be dedicated to vegan activity alone.
- Ideally, a separate workspace for vegan testing, complemented with assigned equipment, such as pipettes and balances would be in place.

Independent glassware

To prevent cross-contamination, glassware assigned to vegan formulations only should be implemented.

Cleaning

Any shared areas, for example if it is necessary to share a workbench, must be cleaned thoroughly to prevent cross-contamination.

WHY IS NOT ALWAYS POSSIBLE TO GO 100% VEGAN?

- Some laboratories also test for brands that choose not to test in a vegan manner, therefore it is not always possible to meet all client demands and remain 100% vegan.
- Some standard methods (outside of cosmetic testing) require named media be used. As VeganSure® is an innovative solution, vegan alternatives have not yet been added to these standard methods.



HOW TO ORDER

Booking a VeganSure® test and ordering VeganSure® DCM is incredibly easy! Simply, scan the QR codes or visit <https://msl.io/services/cosmetics/> to get in touch and our dedicated staff will guide you through the simple process:

1. Customer details form
2. Quote request form
3. Submission forms (for testing services)

For more information or help, please contact vegansure@msl.io



Web page



Email

USE THE APPROVED LOGO

Show that your products have met The Vegan Society's approved testing requirements by displaying the VeganSure® logo on your products and marketing materials. Currently the VeganSure® trademark is available in two formats. For brand guidelines and to obtain a copy to use for your brand, please contact vegansure@msl.io



DCM TECHNICAL SPECIFICATIONS

VEGANSURE® AGAR (VSA)

VeganSure® Agar (VSA) is a general-purpose agar which will support the growth of a wide range of microorganisms. The medium can be used as a vegan alternative to Tryptone Soy Agar (TSA) and is suitable for use in bacterial enumeration methods e.g., pour plate/spread plate. Plant-derived enzymes and proteins act as a source of nitrogen and amino acids and sodium chloride maintain the osmotic balance.

Registered with The Vegan Society's Trademark.

Quality Control Specifications

- Dehydrated Appearance: Powder is homogeneous, free flowing and light beige.
- Prepared Appearance: Prepared medium is clear, pale yellow coloured gel.
- Expected Cultural Response: Cultural response after 21 ± 3 hours incubation at the temperature specified by the relevant standard.
- Final pH: 7.3 ± 0.2 at 25°C

Microorganisms

- *Pseudomonas aeruginosa* NCTC 12924*
- *Staphylococcus aureus* NCTC 10788*
- *Escherichia coli* NCTC 12923*

*Or equivalent reference strain.

POTATO DEXTROSE AGAR (PDA)

Potato Dextrose Agar is used for the preparation and maintenance of fungal test strains used in the growth promotion test. Recommended by the various pharmacopeias such as USP, EP and JP for the cultivation of fungi and specifically for the preparation of the *Aspergillus brasiliensis* test strain, it conforms to USP/EP/JP performance specification. The extract from potato and dextrose provides a nutritionally rich base that encourages mould sporulation and pigment production.

Registered with The Vegan Society's Trademark.

Quality Control Specifications

- Dehydrated Appearance: Powder is homogeneous, free flowing and light beige.
- Prepared Appearance: Prepared medium is clear to slightly hazy and colourless to pale yellow.
- Expected Cultural Response: Cultural response is specific to the test micro-organism. Refer to specific guidelines as defined in the USP/EP/JP pharmacopeias.
- Final pH: 5.6 ± 0.2 at 25°C

Microorganisms

- *Aspergillus brasiliensis* ATCC 16404*
- *Candida albicans* ATCC 10231*

*Or equivalent reference strain

DCM TECHNICAL SPECIFICATIONS

V7 NEUTRALISING BROTH

V7 Neutralising Broth is used to neutralise and determine the bactericidal activity of antiseptics and disinfectants. This VeganSure® neutraliser covers the broadest range of preservatives. It is typically used as a neutraliser only and not as an enrichment broth. Total deactivation of a preservative system is critical. Preservative residues can result in a false-negative (no-growth) test. V7 Neutralising Broth is recommended for use in challenge testing of water-miscible cosmetics.

Registered with The Vegan Society's Trademark.

Quality Control Specifications

- Dehydrated Appearance: Powder is homogeneous, free flowing, may form soft lumps due to lecithin, and light beige to tan.
- Prepared Appearance: Prepared medium is opaque, may appear flocculent upon sitting and light yellow.
- Expected Cultural Response: Cultural response in V7 Neutralising Broth incubated aerobically at 35 ± 2 °C and examined for growth after 18 - 48 hours.
- Final pH: 6.0 ± 0.2 at 25°C

Microorganisms

- *Pseudomonas aeruginosa* NCTC 12924*
- *Staphylococcus aureus* NCTC 10788*
- *Escherichia coli* NCTC 12923*

*Or equivalent reference strain.

VEGAN MAXIMUM RECOVERY DILUENT (VMRD)

Vegan Maximum Recovery Diluent is used as an isotonic diluent for maximum recovery of microorganisms. An osmotically controlled solution, the presence of a low level of peptone lessens the physiological shock that may be experienced by bacterial cells when introduced to other diluents. The low level of peptone is such that it does not support the multiplication of organisms within the diluent for up to 45 minutes at 20-25°C.

Registered with The Vegan Society's Trademark.

Quality Control Specifications

- Dehydrated Appearance: Powder is homogeneous, free flowing and beige.
- Prepared Appearance: Prepared medium is clear, colourless with no precipitate.
- Expected Cultural Response: Cultural response in VMRD stored at 22.5 ± 2.5°C and examined for growth after 45 minutes to 1 hour
- Final pH: 7.0 ± 0.2 at 25°C

Microorganisms

- *Pseudomonas aeruginosa* NCTC 12924*
- *Staphylococcus aureus* NCTC 10788*
- *Escherichia coli* NCTC 12923*

*Or equivalent reference strain.



DCM TECHNICAL SPECIFICATIONS

SABOURAUD DEXTROSE AGAR (SDA)

Sabouraud Dextrose Agar is used for the preparation and maintenance of fungal test strains used in the growth promotion test. A modification of Dextrose Agar, SDA is used for cultivating pathogenic and commensal fungi and yeasts. It is an excellent basal medium, and antibiotics and inhibitors may be added for the selective cultivation and isolation of various microorganisms.

Quality control Specifications

- Dehydrated Appearance: Powder is homogeneous, free flowing and light yellow, may have greenish tinge.
- Prepared Appearance: Prepared medium is light amber colour, clear to slightly opalescent.
- Expected Cultural Response: Cultural characteristics observed after an incubation at 25-30°C for 48 - 72 hours.
- Final pH: 5.6 ± 0.2 at 25°C

Microorganisms

- *Aspergillus brasiliensis* ATCC 16404*
- *Candida albicans* ATCC 10231*

*Or equivalent reference strain

VEGANSURE® BROTH (VSB)

VeganSure® Broth Recovery Diluent is a vegan alternative to Tryptic Soy Broth (Soybean-Casein Digest Broth). A general-purpose medium, it is used for the cultivation of a wide variety of microorganisms and is recommended for testing bacterial contaminants in cosmetics.

Quality control Specifications

- Dehydrated Appearance: Powder is homogeneous, free flowing and light beige.
- Prepared Appearance: Prepared medium is clear, yellow to amber with non to light precipitate.
- Expected Cultural Response: Cultural response is specific to the test micro-organism. Refer to specific guidelines as defined in the USP/EP/JP pharmacopeias.
- Final pH: 7.5 ± 0.2 at 20°C

Microorganisms

- *Aspergillus brasiliensis* ATCC® 16404
- *Candida albicans* ATCC® 10231
- *Escherichia coli* ATCC® 8739
- *Pseudomonas aeruginosa* ATCC® 9027
- *Staphylococcus aureus* ATCC® 6538

*Or equivalent reference strain

DCM TECHNICAL SPECIFICATIONS

V NUTRIENT AGAR (VNA)

V Nutrient Agar is a general-purpose medium for the cultivation of a wide variety of organisms that are not demanding in their nutritional requirements, for example, organisms that can be isolated from air, water, dust etc. V Nutrient Agar is suitable for teaching and demonstration purposes. It is isotonic and can be supplemented to fit intended use.

Quality control Specifications

- Dehydrated Appearance: Powder is homogeneous, free flowing and light yellow.
- Prepared Appearance: Prepared medium is clear to slightly opalescent gel
- Expected Cultural Response: Cultural response after 24 ± 2 hours incubation at the 37 ± 1°C & 30 °C.
- Final pH: 7.4 ± 0.2 at 25°C

Microorganisms

- *Bacillus cereus* ATCC 11778*
- *Escherichia coli* ATCC 25922*
- *Escherichia coli* ATCC 8739*
- *Salmonella typhimurium* ATCC 14028*
- *Streptococcus pyogenes* ATCC 19615*
- *Streptococcus pneumoniae* ATCC 6305*

*Or equivalent reference strain

V NUTRIENT BROTH (VNB)

V Nutrient Broth Recovery Diluent is a vegan alternative to traditional nutrient broth and is used for the cultivation of a wide variety of microorganisms. It has the same formulation as Nutrient Agar, only the agar has been omitted.

Quality control Specifications

- Dehydrated Appearance: Powder is homogeneous, free flowing and yellow.
- Prepared Appearance: Prepared medium is clear, amber with no precipitate.
- Expected Cultural Response: Cultural characteristics observed after an incubation at 35 - 37°C for 18 – 48 hours.
- Final pH: 7.5 ± 0.2 at 25°C

Microorganisms

- *Enterobacter aerogenes* ATCC® 13048*
- *Escherichia coli* ATCC® 25922*
- *Staphylococcus aureus* ATCC® 25923*
- *Staphylococcus epidermidis* ATCC® 12228*
- *Streptococcus pyogenes* ATCC® 19615*

*Or equivalent reference strain





+44 (0)1706 282 960
0844 824 6003



Gollinrod, Walmersley,
Bury, Lancashire, BL9 5NA



vegansure@msl.io



www.msl.io



Proud winners of the Queens
Award For Enterprise:
International Trade 2022



THE QUEEN'S AWARDS
FOR ENTERPRISE
2022