

(a combination of vegan & January) is about inspiring people and companies around the world to try out a purely plant-based diet for one month. It is an international campaign that started in January 2014, and since January 2020 it has been taking place in Germany, too, in order to foster the benefits of a plant-based nutrition and to create awareness around self-care. This can also be applied beyond nutrition, as with regard to New Year's resolution, many people use this time to be more considerate with the use of cosmetic products. At BERRYWELL® together we want to take responsibility for the world of tomorrow. This is why we support this campaign.



UARY

the vegan January



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professional haircare