

Court Approves \$1.5 Million Settlement in Greenwashing Case

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A California federal court has approved a \$1.5 million settlement resolving claims that Rust-Oleum misled consumers with “non-toxic” and “Earth Friendly” labels on its Krud Kutter products. The case highlights the legal risk of broad environmental marketing claims—especially when qualifiers are buried in fine print. The court found that whether such claims mislead a reasonable consumer is a question for the jury, underscoring the importance of clear and well-supported environmental representations.

Hosted by Simone Roach. Based on a blog post by [Gonzalo Mon](#) and [Katie Rogers](#).