

New Tips for Complying with the Green Guides

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In October, I posted an [update on the FTC's revised Green Guides](#). The Guides are designed to help marketers ensure the claims they make about the environmental benefits of their products are truthful and not misleading. Since then, [Practical Law Company](#) asked me to write a more detailed article about the Guides and what companies need to do to comply. You can [read the new article here](#).