

The Cosmetics Industry's Green Gamble Working Group: Assessing ESG Risks and Evaluating Environmental Marketing Claims

American Conference Institute

Speaking Engagement

March 27, 2025 from 9:30 am to 10:30 am (EDT)

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Special Counsel [Katie Rogers](#) will speak at the *American Conference Institute's* 12th Annual Legal, Regulatory, and Compliance Forum on Cosmetics & Personal Care Products. Her panel "The Cosmetics Industry's Green Gamble Working Group: Assessing ESG Risks and Evaluating Environmental Marketing Claims" will discuss the increasing scrutiny around ESG marketing claims including ethical obligations in marketing to under-age consumers.

This session will feature a tabletop exercise in which participants will break into roundtables, each reviewing a different hypothetical.

- Analyzing the rise of "environmentally friendly" claims for sunscreens, recyclable packaging, and other popular marketing hooks
 - Why "reef-friendly" and sustainability claims are becoming high-risk targets for litigation
- Keeping ESG protocols and risks in mind when developing new products as well as product innovation
- Examining ethical concerns and regulatory requirements in Gen Alpha marketing when targeting cosmetics to minors

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