

The Revised Green Guides: New Standards for Environmental Marketing Claims

[Gonzalo E. Mon](#)

December 31, 2012

Partner [Gonzalo Mon](#) authored the *Practical Law The Journal* article, "The Revised Green Guides: New Standards for Environmental Marketing Claims." The article discusses the Federal Trade Commission (FTC)'s recently issued final revisions to its *Guides for the Use of Environmental Marketing Claims* (Green Guides). With the release of the FTC's revised Green Guides, marketers can expect even greater scrutiny of any environmental marketing claims they make. Accordingly, marketers should carefully review the revised Green Guides and ensure that their claims comply with the new standards. Gonzalo outlines general principles that apply to all environmental claims, such as overstatement of environmental attributes and distinctions between benefits of product, package and service; and claim-specific guidance.