

Webinar Replay: Cleaning Up From 2020: Guidance for Disinfectant, Germ and Virus Killing Claims

Kristi L. Wolff, Joseph J. Green

July 29, 2020



Find the replay of our webinar Cleaning Up From 2020: Guidance for Disinfectant, Germ and Virus Killing Claims [here](#).

COVID-19 has brought a proliferation of products claiming to kill or otherwise inhibit viruses, bacteria and other germs. These products, before they can be legally sold, are heavily regulated by the U.S. Environmental Protection Agency (EPA), Food and Drug Administration (FDA), and sometimes both. Major enforcement actions are pending against companies making illegal claims or selling unregistered products. Meanwhile, the FTC regulates advertising of many sanitizing products and the agency has pursued enforcement on companies that overstate their products' germ-killing performance.

Please join us for a webinar covering the basics of germ killing and related product claims.

Discussion topics include:

- The regulatory landscape: Who regulates what – EPA, FDA and FTC jurisdiction and requirements
- What can you say and when can you say it
- Potential liability and enforcement considerations
- What to do if you receive a warning letter or other enforcement action

Anyone who is currently making or planning to make pesticide products, microbiology laboratory personnel with efficacy testing responsibilities, manufacturers of sanitizing products including lights, retailers of sanitizing products, anyone new to claims or in need of a refresher should join us for this webinar.

To view the presentation slides, [click here](#).

To view the webinar recording, [click here](#).

Subscribe to our [Ad Law News and Views](#) newsletter to receive information on our next round of

webinars and to stay current on advertising and privacy matters.

Visit the [Advertising and Privacy Law Resource Center](#) for additional information for additional information, past webinars, and educational materials.

