

FTC Updates Green Marketing Guides

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The Federal Trade Commission ("FTC") recently announced the long awaited final update to its [Guides for the Use of Environmental Marketing Claims](#), also known as the Green Guides. The purpose of the Guides is to provide advertisers with guidance regarding how the FTC will apply Section 5 of the FTC Act to environmental advertising and marketing. For more information, [click here](#) for a special alert.

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