



Environmental Update

February 2023

FTC Extends Comment Period for Green Guides Revisions

On January 31 the Federal Trade Commission (FTC) [extended the public comment period](#) for [potential revisions to the Green Guides](#), the FTC's interpretative guidance aimed at helping advertisers and marketers avoid making deceptive or misleading environmental benefit claims. The FTC is considering revising the Green Guides for the first time in over a decade, stating that it "seeks to update the guides based on increasing consumer interest in buying environmentally friendly products."

Due to the holiday season and supply chain disruptions, several interested parties sought an extension of the previous comment period, which was scheduled to close on February 21. The FTC has extended the period for 60 days, or until April 24, giving stakeholders a critical opportunity to provide input and data on permissible claims and help shape future agency guidance.

FOR MORE INFORMATION

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