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Beth Barton and Flossie Davis Outline FTC's Revised "Green Guides" in CT Law Tribune

In an article for *The Connecticut Law Tribune*, Beth Barton and Flossie Davis discuss the implications of the Federal Trade Commission's (FTC) newly revised "Green Guides" for environmental claims made by companies. The new guide explains what can and cannot be termed "renewable energy" for marketing purposes, although it does not define the term. Beth and Flossie note that in light of increased FTC attention to this topic, "companies should increase their efforts to avoid making unqualified environmental claims that could be lacking in sufficient justification."

View Article

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