



FTC Distinguishes Between “Natural” and “All Natural”

JULY 2016

As we reported in our April [Client Alert](#), the Federal Trade Commission (FTC) proposed settlements with four companies that market products containing artificial ingredients as “all natural” or “100% natural.” In announcing the settlements, FTC Bureau of Consumer Protection Director Jessica Rich said that, at least according to the FTC, “[a]ll natural’ or ‘100 percent natural’ means just that – no artificial ingredients or chemicals.”

On July 13, after the period for public comment on the proposed settlements ended, the FTC [announced](#) it approved the settlements and entered four final orders against companies doing business as ShiKai Natural Hair and Skin Care, Rocky Mountain Sunscreen, EDEN Bodyworks, and Beyond Coastal.

Among other things, the final orders require the companies to have competent and reliable evidence to support any “All Natural” or “100% Natural” claims. They also bar the companies from making unsubstantiated or misleading claims about the extent to which their products contain natural or synthetic ingredients and the environmental or health benefits of their products.

Read the Client Alert [here](#).

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