
**FTC TARGETS "ALL NATURAL" AND "100% NATURAL" PRODUCTS AND
DEFINES TERMS**

APRIL 2016

April 2016 Client Alert

On April 12, the Federal Trade Commission (FTC) announced 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." [Read the Client Alert here.](#)

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