



FTC Targets “All Natural” and “100% Natural” Products and Defines Terms

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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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