



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

**APRIL 2016**

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](#).

This Client Alert has been prepared by Tucker Ellis LLP for the use of our clients. Although prepared by professionals, it should not be used as a substitute for legal counseling in specific situations. Readers should not act upon the information contained herein without professional guidance.

© 2025 Tucker Ellis LLP, All rights reserved.