



December 12, 2022

Written comment submitted via <https://www.ftc.gov/speaker-registration-and-public-comment-submission-form-open-commission-meeting-12-14-22>

Lina M. Khan, Chair

RE: Public Comment to Open Commission Meeting – December 14, 2022

Dear Chair and Commissioners,

Consumer Brands Association is the trade association representing the consumer packaged goods industry. Consumer Brands Association champions the industry whose products Americans depend on every day, representing more than 1,700 iconic brands. From household and personal care to food and beverage products, the consumer packaged goods industry plays a vital role in powering the U.S. economy, contributing \$2 trillion to U.S. GDP and supporting more than 20 million American jobs.

Consumer Brands commends the Commission for considering updating Guides and is wholeheartedly supportive of this effort. Consumer Brands appreciates the opportunity to provide comment to the Federal Trade Commission as it considers whether to commence review of 16 C.F.R. Part 260: Guides for the Use of Environmental Marketing Claims. In the ensuing decade since the Guides' last update there have been major changes to consumer expectations as well as stakeholder commitments around environmental marketing claims. The distinction between environmental benefit claims as opposed to instructions which direct consumers how to recycle products have amplified confusion in the marketplace, and consequently the potential for consumer deception. At the same time, there is a lack of clarity for consumer and regulatory certainty for industry that has been exacerbated by lack of uniform federal standards, a patchwork of state approaches to environmental claims and recycling systems, as well as litigation. Taken as a whole these leave consumers, industry and the environment underserved. While the Guides have proved useful, Consumer Brands believes that it is crucial that the Guides be updated comprehensively in a way that speaks to current marketplace dynamics with actionable guidelines.

Consumer Brands is committed to assisting the FTC in its efforts to update the Green Guides and believes there will be substantial value for all concerned by the Commission undertaking this review. Consumer Brands values the opportunity to share its views and stands ready to participate in continued work of the Commission's staff and support consumer protection and clarity around environmental claims.

Joseph T. Aquilina
Sr. Director, Associate General Counsel
Consumer Brands Association