



Tim Carter's update as part of the Summer Sustainability Series was republished by *Bloomberg Law* regarding certain regulatory developments in the United States and EU related to green claims.

Regulators in the US and the EU have taken active steps to update and supplement their guidance and enforcement mechanisms related to green advertising. As global awareness and demand for sustainable products and services accelerate, regulators are clearly concerned about green advertising claims, and in particular, the use of terms that could convey multiple meanings, such as “sustainable,” “compostable,” and “recycled content,” as well as ensuring that brands have credible substantiation for their claims.

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