

Marketing Claims Risk Assessment

Given the [uptick in greenwashing allegations](#), companies must ensure their marketing aligns with their products. Even unintentionally overstating a product's attributes or benefits can lead to risk, particularly for the [beauty industry](#) where market pressures are heightened due to the personal nature of the products.

[Beveridge & Diamond](#) provides efficient, actionable, forward-looking review of marketing claims to help companies comply with global, federal, and state green marketing requirements and avoid potential risks and enforcement.



Through March 31, 2023, Beveridge & Diamond offers [IBA Members](#) a [special fixed fee](#) to review marketing content and identify potential green marketing risks under U.S. law. This offer can help IBA companies mitigate risk and improve product marketing in a cost-effective way.

CONTENT REVIEWED

- Advertisements
- Brochures
- Labels
- Logos
- Marketing Videos
- PowerPoints for Public Presentations
- Sustainability Reports
- Taglines
- Websites

BENEFITS

- Minimized risk of reputational damage, agency enforcement, and litigation
- Consistency and cost predictability in marketing reviews
- Augmented bandwidth for existing personnel capacity

WHAT'S INCLUDED?

1. 60-Minute Strategic Kickoff Meeting
2. Analysis
 - a. Review
 - b. Evaluation against federal law and guidance, including Federal Trade Commission (FTC) "Green Guides" standards
3. 60-Minute Follow-Up Meeting with PowerPoint Summary of Primary Green Marketing Risks Under U.S. Law

PRICING

Review of:	Fixed Fee (\$USD)*
Up to 500 words of content	\$5,000
501–2,000 words of content	\$10,000
2,001–4,000 words of content	\$15,000

Review includes logos and images. Review does not include approval of claims.

For review of content with more than 4,000 words, or for additional services (detailed in-line edits, analysis memos, in-person meetings, review of international requirements, etc.), reach out to the contacts below for pricing.

**Available to IBA Members through March 31, 2023.*

Beveridge & Diamond is a leading environmental, health, and safety law firm with 125 lawyers nationwide. Our [Consumer Products group](#) guides companies that make, distribute, transport, or sell consumer products in a hyper-competitive and evolving consumer goods market. This works includes advising small to multinational manufacturers on product labeling, advertising, and marketing claims regulated by the FTC’s environmental marketing guidance (“Green Guides”) and state counterparts.

The content of this brochure is not intended as, nor is it a substitute for, legal advice. You should consult with legal counsel for advice specific to your circumstances. This communication may be considered advertising under applicable laws regarding electronic communications.

PLEASE CONTACT



Stacey Sublett Halliday
Principal
+1.202.789.6074
shalliday@bdlaw.com



Allyn Stern
Principal
+1.206.620.3027
astern@bdlaw.com