

“An ‘ambiguity’ defense in ‘clean beauty’ litigation,” *Daily Journal*

Publications

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In an article for the *Daily Journal*, Partner Alexander Smith discussed “clean beauty” litigation and a recent Ninth Circuit decision, *McGinity v. Procter & Gamble Co.*, 69 F.4th 1093 (9th Cir. 2023), which may provide additional ammunition to manufacturers who are facing “clean beauty” lawsuits.

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“*McGinity* provides a powerful defense to manufacturers faced with lawsuits challenging “clean beauty” claims. But it is not a silver bullet, and manufacturers would be well-advised to keep its limitations in mind - both when defending against these lawsuits and when reviewing their labels to avoid similar lawsuits in the future,” Alex wrote.

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