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September 03, 2019

Industry Insights: Putting “Pure” Claims in Context



With increasing attention to lawsuits based on "natural" claims, some litigants have also challenged claims that products were "100% pure."

Many suits have attempted to use findings of chemical or pesticide residue to attack a product's marketing regarding its purity. While the Food and Drug Administration is yet to [provide clear guidance](#) on the term "natural," numerous courts have found that a reasonable consumer would not expect such product claims to exclude synthetic molecules in innocuous amounts. More information about putting "pure" claims in context is available over at Food Litigation News: <https://www.foodlitigationnews.com/2019/08/industry-insights-putting-pure-claims-in-context/>

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