



December 9, 2015

Via Federal Express  
[Company]

RE: Recent Cases on Advertising and Selling Textile Products as “Bamboo”

[General Counsel or Company Representative]

In the midst of this bustling holiday season, we are asking for your help in ensuring the proper labeling and advertising of textile products. As part of that effort, we want to share with you some recent actions by the Federal Trade Commission (“Commission”) regarding the marketing and selling of textile products as “bamboo.” We want to ensure that consumers are not being deceived about the products they are buying. As you are no doubt aware, household textile products must be labeled and advertised – including both product packaging and hangtags as well as online advertising – in conformance with the Textile Fiber Products Identification Act, 15 U.S.C. §70, et seq. and the Rules and Regulations promulgated thereunder, 16 C.F.R. Part 303.

Since 2009, the Commission has been actively working to correct the mislabeling and deceptive advertising of rayon textile products as “bamboo.” Although rayon fiber may be manufactured from

Unfortunately, we continue to see rayon textile products marketed and labeled as “bamboo” in the marketplace. As a result, the Commission has brought four new cases against sellers of those products: Bed Bath & Beyond, Nordstrom, JC Penney, and Backcountry.com. The Commission reached settlements with each of those sellers, as discussed in the enclosed press release.

Please take a moment to review your own inventories to make sure you are contributing to the problem. Make sure ~~all~~ <sup>all</sup> sold bamboo products are labeled properly (likely as rayon or viscose) and are not being described as “bamboo” in product titles, on packaging, or in online descriptions or images. Note that a accurate fiber content disclosure (the product label or the disclosure in an online product detail page) is sufficient if the product is also being called or described as “bamboo” elsewhere. Also, please spread the word to your vendors and contacts.

Thank you for helping to ensure that consumers are getting truthful and accurate information about the textile products they are purchasing. If you have questions, please do not hesitate to contact: Korin Ewing Felix at (202) 326-5566, [kfelix@ftc.gov](mailto:kfelix@ftc.gov) or Amanda B. Kostner at (202) 326-8880, [akostner@ftc.gov](mailto:akostner@ftc.gov)

Regards

Korin Ewing Felix  
Amanda B. Kostner

Enclosures