

# Creating a New Care Label for *Environmentally Friendly* Professional Wetcleaning:

Why Reliable Evidence Supports Its Required Use



Dry Cleaning



Professional Wetcleaning







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# Great Britain

Country: Great Britain

Country: Great Britain

Code	Account	Balance	Balance	Name	Code
0	73	100.00	0.00	W. Commercial Bank	73
0	16	100.00	0.00	A. Commercial	16
0	74	100.00	0.00	W. Commercial Bank	74
<p>CHUP BOSS - 1093 - 1104 - 99.00 - 1.00</p>					
Y	CLIK	100.00	0.00	CLIK	CLIK
T	CLIK	100.00	0.00	CLIK	CLIK
<p>CLIK</p>					
<p>CLIK</p>					



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- Criteria FTC uses to determine practice is deceptive

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- Criteria FTC uses to determine practice is unfair

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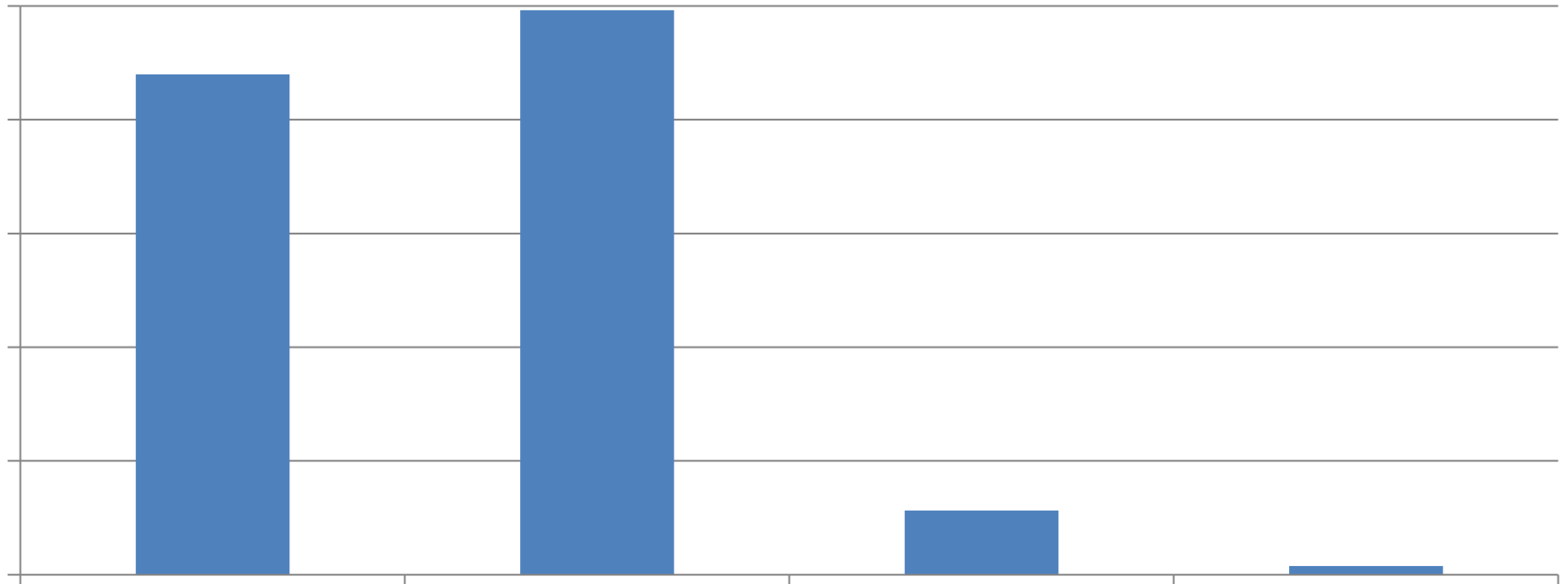
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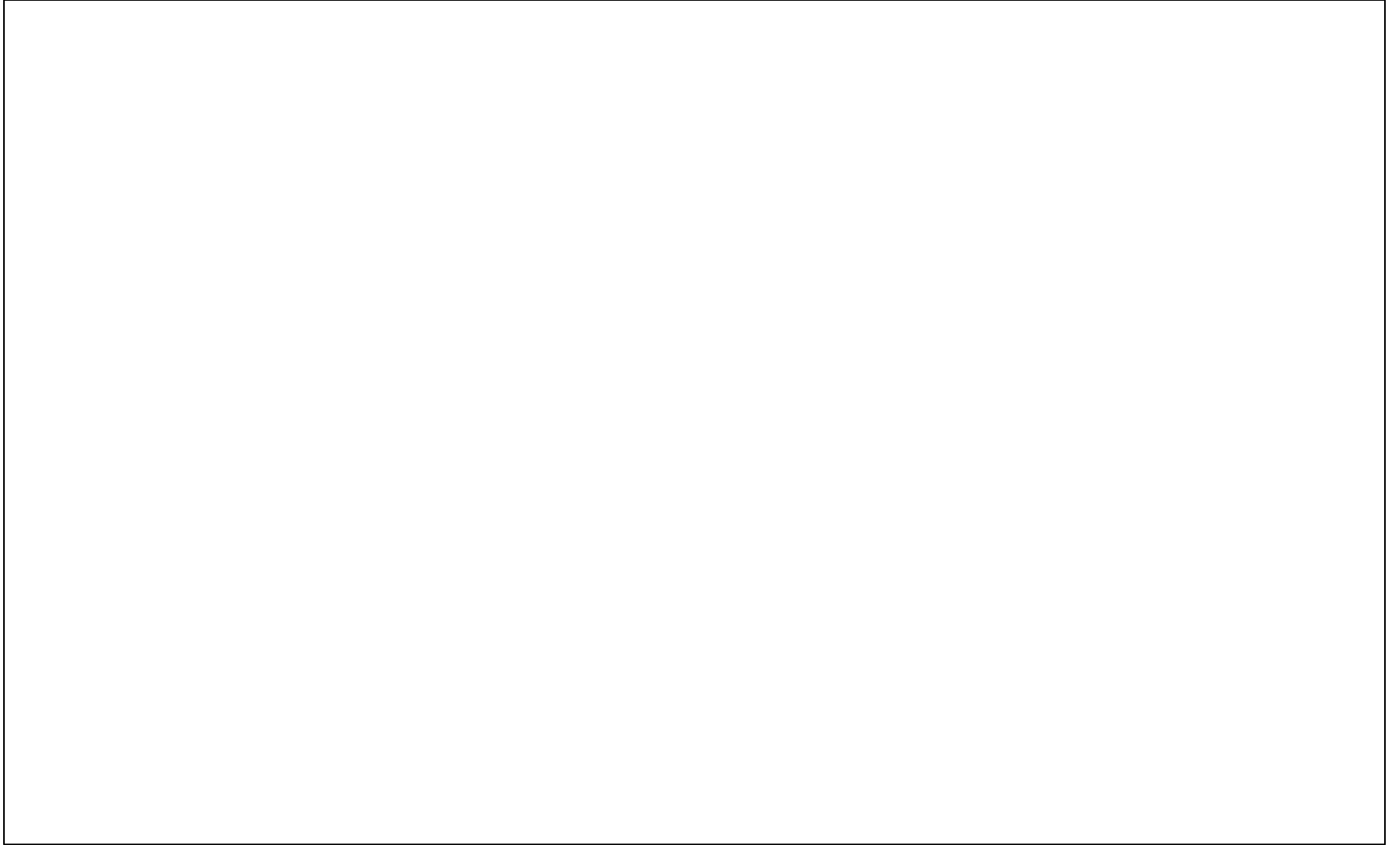
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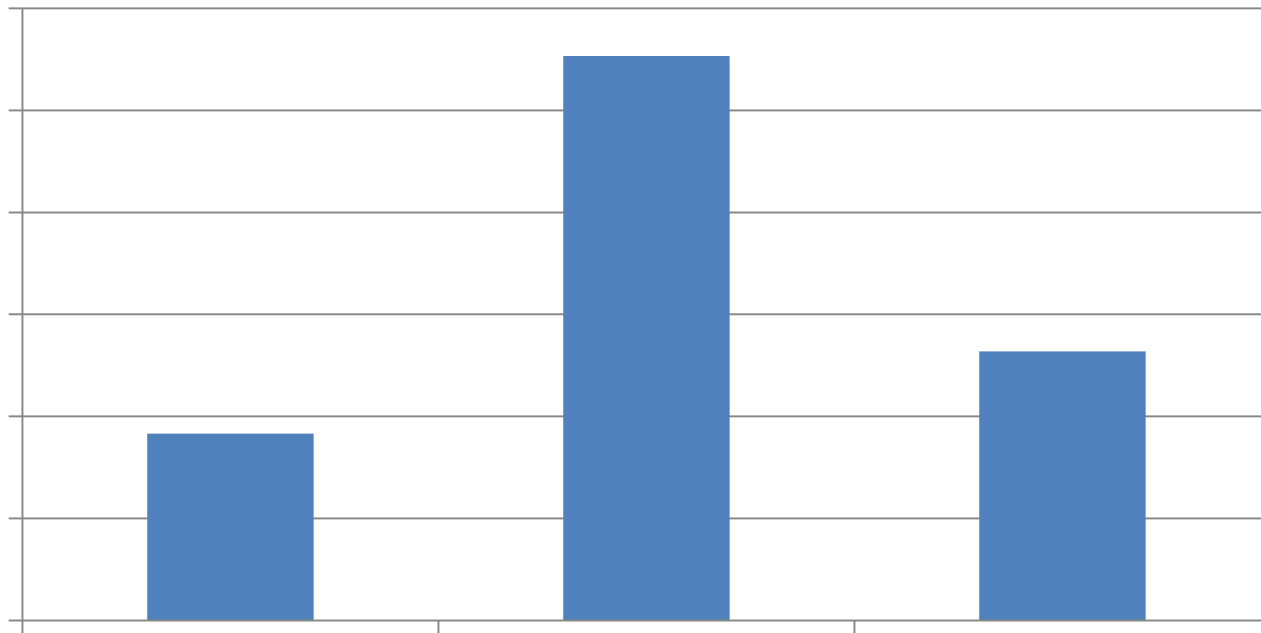
When you think it means? ) #



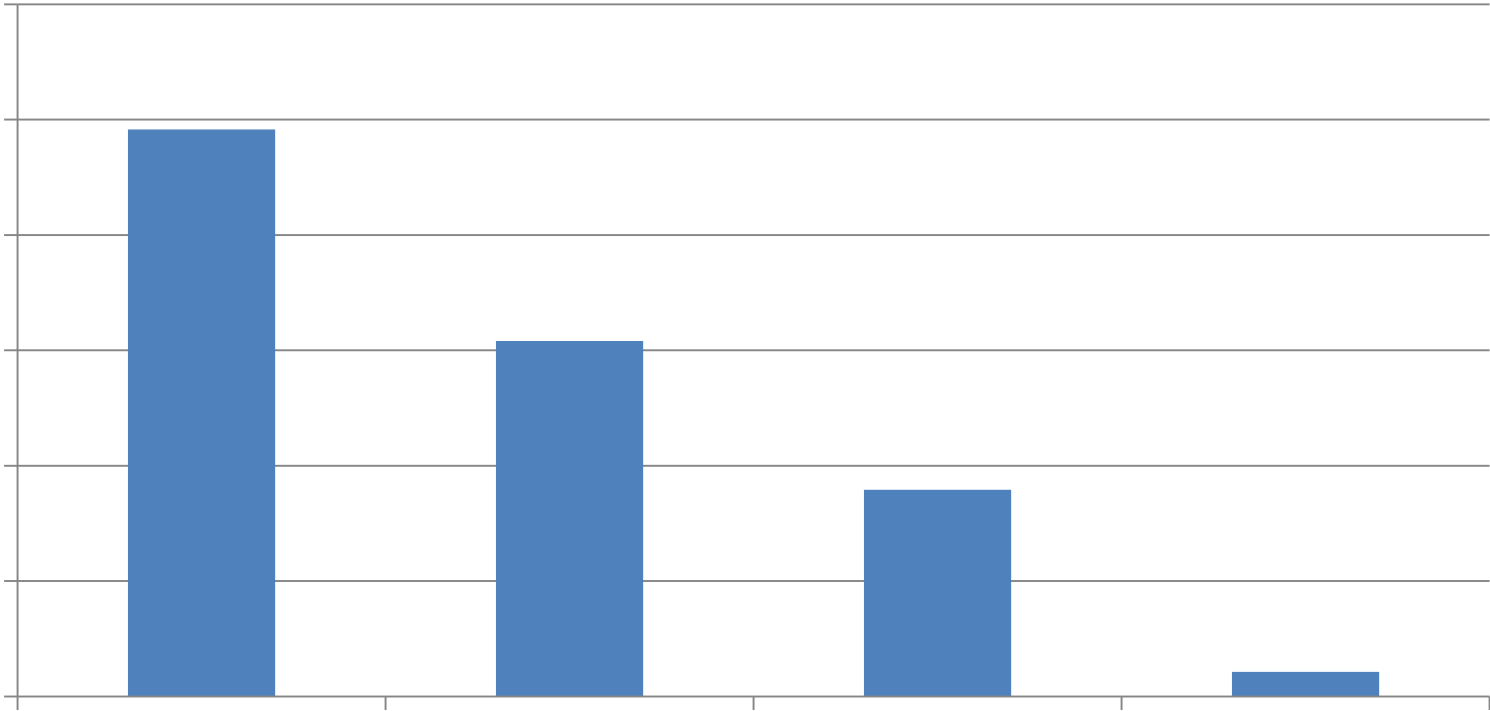
Have



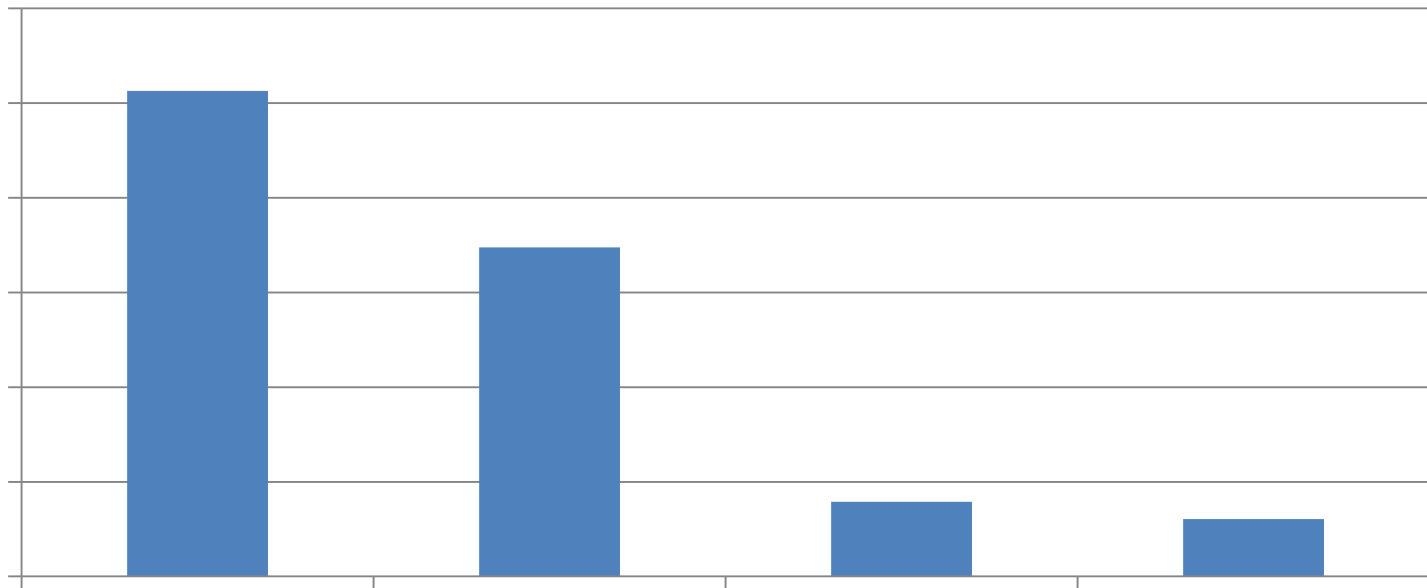
Imagine you owned a garment labeled "Dry Clean Only" and the quality and cost of the two cleaning methods were the same. Which of these two professional cleaning methods would you prefer using for this garment?



How significant, if at all, is avoiding the environmental and human health impacts of dry cleaning in your preference for professional wet cleaning?

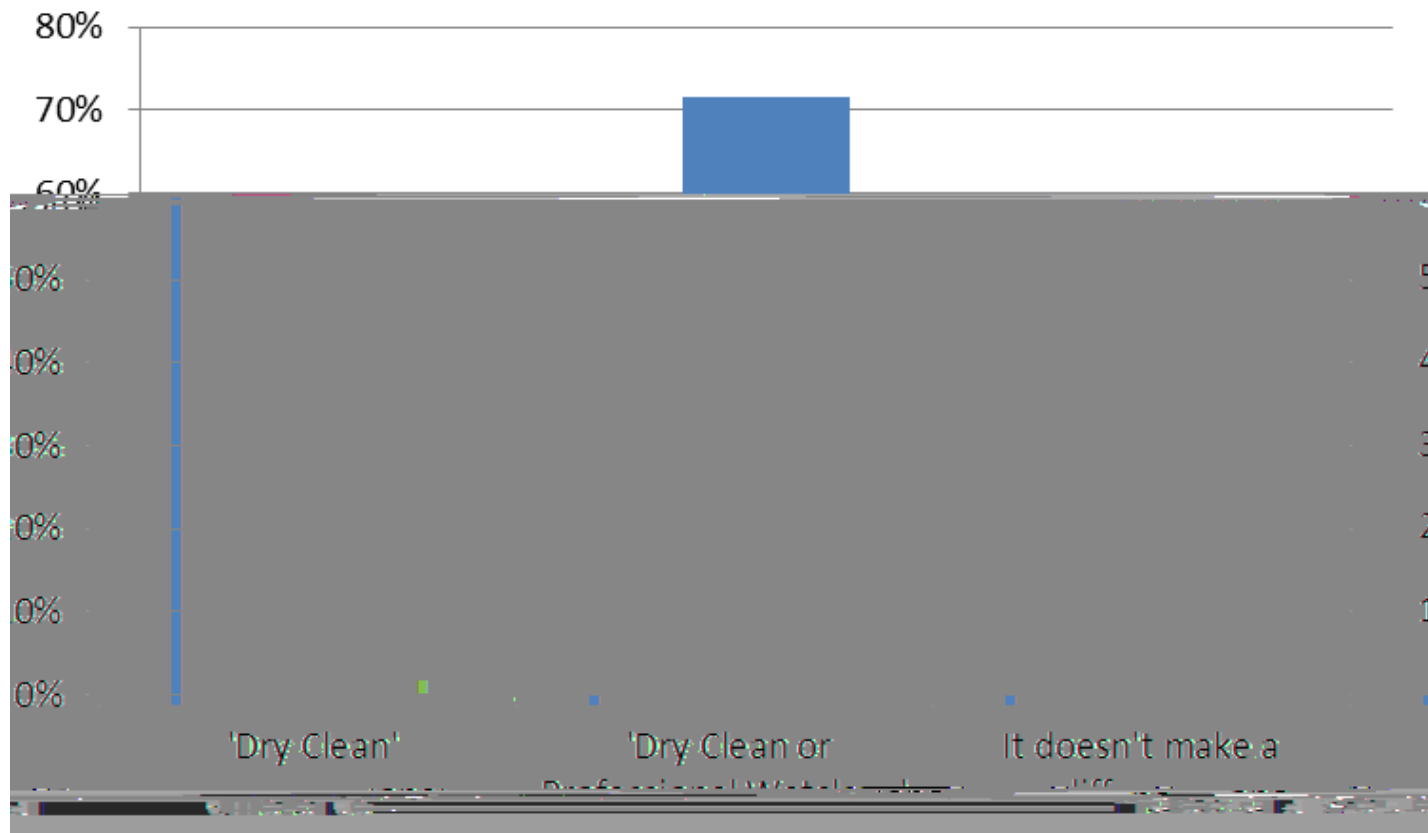


If the cleaner(s) you typically use were not able to professionally wet clean a garment you owned that was labeled "Wet Clean Only", how willing, if at all, would you be to use a different cleaner which was able to professionally wet clean this garment (instead of dry cleaning it) if the price, quality, and location of this cleaner were comparable to the cleaner(s) you typically use?





Which of the following garment care labels would make you more likely to want to professionally wet clean a garment?





Substantial injury to consumers,

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not outweighed by countervailing benefits to the consumer or to competition,

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which consumers themselves could not have reasonably avoided.

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Decision-Making Criteria for Requiring Label	Evidence	Strength of Evidence

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