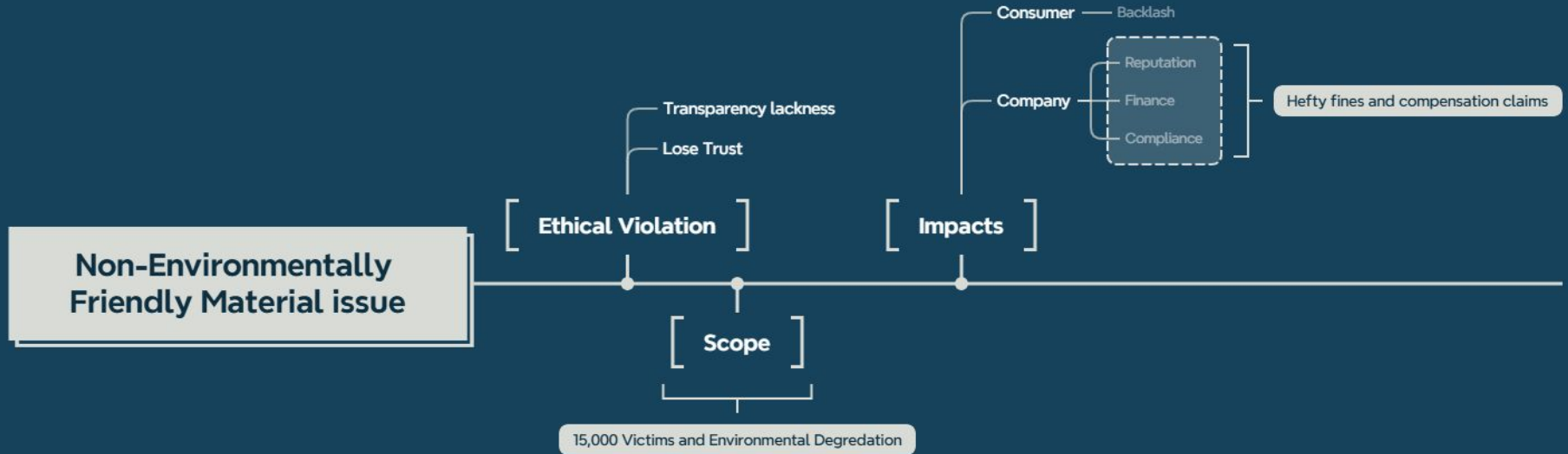


The Ethical Violation Issues in Product's Environmental Advertising



What could we do

- Transparent communication with consumers
- Recall the troubled products as soon as possible
- Set up consumer's complaint and feedback system
- Make long-term commitments to sustainability
- Establish marketing oversights
- Improve the raw materials examination
- Conduct regular environmental impact assessments
- Enhance the ethical guidelines