

UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Maureen K. Ohlhausen, Acting Chairman
Terrell McSweeney

In the Matter of

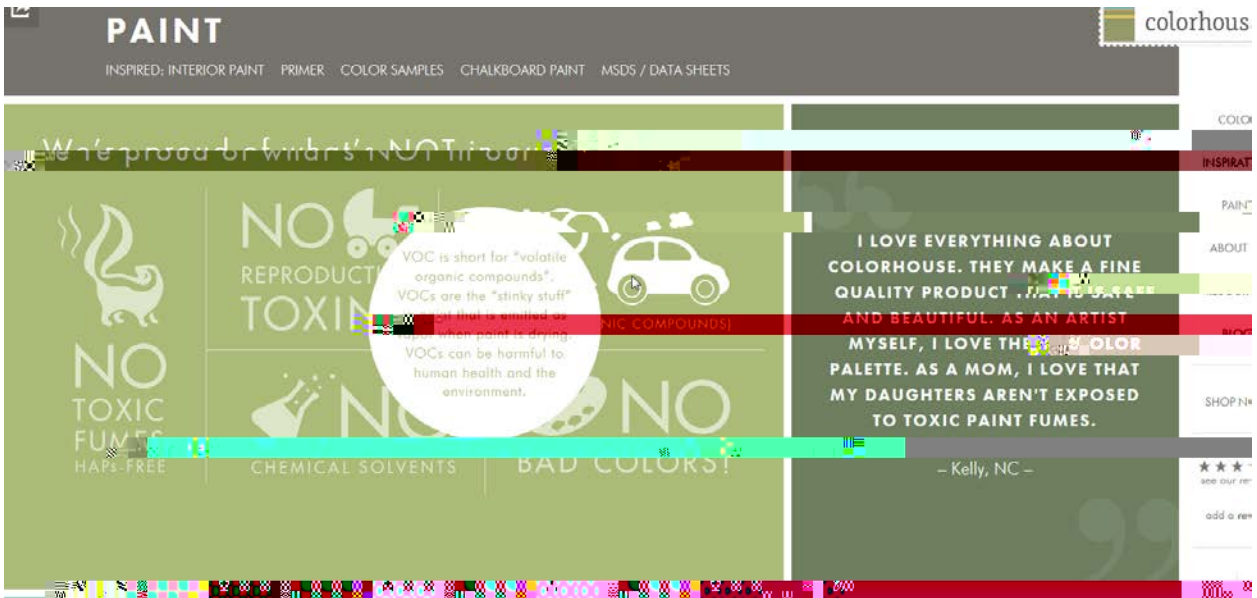
YOLO Colorhouse, LLC,
a limited liability company.

DOCKET NO. C-

COMPLAINT

The Federal Trade Commission, having reason to believe that YOLO Colorhouse, LLC, a limited liability company has violated the provisions of the Federal Trade Commission Act, and

- b. “We’re proud of what is not in our paint – NO VOCs. VOCs are the ‘stinky stuff’ in paint that is emitted as vapor when paint is drying. VOCs can be harmful to human health and the environment.”



(website material, Exhibit A)

- c. A video entitled Paint for the People and the Planet showing a community of people, including a toddler, painting together and on each other. (Exhibit B)

Count I
Unsubstantiated Claims

6. In connection with the advertising, promotion, offering for sale, or sale of Colorhouse Paints, Respondent has represented, directly or indirectly, expressly or by implication, that:
- a. Colorhouse Paints are VOC free;
 - b. Colorhouse Paints are VOC free during or immediately after painting;
 - c. Colorhouse Paints will not emit any chemical or substance, including VOCs, that causes material harm to consumers, including sensitive populations such as children; and
 - d. Colorhouse Paints will not emit any chemical or substance, including VOCs, during or immediately after painting, that causes material harm to consumers, including sensitive populations such as children.
7. The representations set forth in Paragraph 6 were not substantiated at the time the representations were made.

Count II

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