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Over The Counter 20 Dec 2021: Navigating The UK Green Claims Code, with PHD's Jo Stephenson

by [David Ridley](#)

How can self-care companies operating in the UK avoid 'greenwashing' when making environmental claims for their brands? In this episode, HBW Insight speaks to PHD Marketing managing director Jo Stephenson about the new UK Green Claims Code, and how OTC firms can navigate this new guidance on making claims for 'eco-friendly' products. Stephenson also talks about the wider implications of sustainability for the industry, with advice for companies small and large on how to begin taking strategic action against climate change in 2022.

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