More than 98% of supposedly natural and environmentally friendly products on US supermarket shelves are making potentially false or misleading claims, Congress has been told. And 22% of products making green claims bear an environmental badge that has no inherent meaning, said Scot Case, of the environmental consulting firm TerraChoice.

The study of nearly 4,000 consumer products found "greenwashing" in nearly every product category – from a lack of verifiable information to outright lies.

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