

NOTE: The Dutch Advertising Code Section B: Code for Environmental Advertising.  
<http://www.gregsregs.com/downloads/DACEnvironmentCode.pdf>

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Explanation of Article 2. Article 2 is also broadly formulated. An advertisement can be misleading not only because of factual statements but also through pictures or suggestions, or precisely because information or warnings are lacking. What matters ultimately is the total impression created by the advertising message. In practice, the misleading element of advertisements is often the fact that minor advances are represented too emphatically as a breakthrough. Marginal improvements should be presented as such. Also see articles 4 and 5. The article barring misleading advertising messages always applies, regardless of the fact whether environmental claims violate one or more other articles. Assessment is always made in terms of the other articles in addition to assessment in terms of article 2, since environmental claims may under no circumstances be misleading.