

Advertising and Product Representation Policy

Policy statement

3M's reputation as a responsible company extends to the products and services we offer and how we represent them. It is 3M policy to represent our products truthfully, fairly and in good taste in all sales, advertising, packaging and promotional efforts. Management of every 3M business unit is responsible for having a process to ensure appropriate review of advertising and claims about its products and services.

What it means

- Represent 3M products and services truthfully, fairly and in good taste.
- Substantiate claims, as appropriate, through testing based on sound statistical and scientific principles.
- Apply this policy to all claims, express or implied, in advertising, which includes product literature, labels, advertising copy, environmental claims, customer surveys and certifications, promotional materials, technical data sheets, user and maintenance manuals, videotapes, Internet sites and the like.
- Follow the procedures required by the 3M Office of General Counsel for review and approval of advertising. Often, these procedures will require written approval from marketing, laboratory, technical service, clinical, quality, product responsibility, regulatory and toxicology, followed by the Office of General Counsel.

What to avoid

- Advertising or claims not consistent with 3M's corporate values.
- Deceptive acts or practices and other unfair methods of competition.
- False or deceptive statements about 3M products or services.
- False or deceptive comparison of products or services.
- Disparaging a competitor or its products or services.
- Making claims about products or services without data to substantiate the claims.
- Misrepresenting the quality or effectiveness of a product or service.

- Passing off one's products or services as those of another, such as by simulating a competitor's packaging or trademarks.