
1. Introduction

This document outlines the rigorous 4-step verification process GreenXguard employs to audit environmental claims made by brands. Our goal is to ensure that every "green" claim is backed by substantial evidence, preventing legal repercussions under the Central Consumer Protection Authority (CCPA) guidelines.

2. The 4-Phase Verification Cycle

Phase I: Claim Substantiation (The Evidence Audit)

We analyze specific marketing claims (e.g., "Eco-friendly," "Carbon Neutral," "Cruelty-Free").

- **Requirement:** Brands must provide raw data, supply chain certificates, or lab reports.
- **CCPA Alignment:** Ensuring claims are not "vague" or "ambiguous."

Phase II: Lifecycle Assessment (LCA) Review

We evaluate the product's impact from "cradle to grave."

- **Focus:** Energy consumption, waste management, and raw material sourcing.
- **Validation:** We check if the claim applies to the *entire* product or just a small component (e.g., just the packaging).

Phase III: Compliance Gap Analysis

We compare the brand's current disclosures against the **CCPA 2024-2025** requirements.

- **Checklist:** Proper use of disclaimers, font size of legal warnings, and accessibility of "click-through" evidence for consumers.

Phase IV: Issuance of the GreenXguard Seal

Upon successful audit, the brand is granted a "Verified by GreenXguard" digital badge for one year.

- **Surveillance:** Periodic spot-checks are conducted to ensure standards remain high.

3. Ethical Disclaimer

GreenXguard is an independent private body. Verification does not guarantee immunity from government inquiry but serves as a "due diligence" defense by providing third-party technical validation of claims.

Our verification is based on client-provided documentation. We are not liable for inaccuracies in client-submitted information. Client remain solely responsible
