

# Procter & Gamble Must Say Goodbye to Proposed Amended Claim against Hello, while Hello Says Goodbye to Lawsuit

**Proskauer on Advertising Law Blog** on June 16, 2015

A lawsuit between Procter & Gamble (“P&G”) and Hello Products (“Hello”) – a toothpaste start up that promotes its products as “naturally friendly” – settled last week with the entry of a stipulated injunction, but Hello might still have reason to smile. Days before the settlement, the Southern District of New York rejected P&G’s motion to amend their complaint to include Hello’s “naturally friendly” tagline, which features prominently on Hello’s current advertising... [Continue Reading](#)