

**1550.0090 DIRECT MISSTATEMENTS AND INDIRECT MISREPRESENTATIONS.**

A food product shall not be labeled or branded in such a manner as to deceive or mislead the purchaser. Direct misstatements and indirect misrepresentations regarding the article or its ingredients by means of designs, printed testimonials, devices or artifices in the arrangement, style, or dress of the package or in the arrangement of the printed or pictorial matter in or upon the label or package are prohibited.

**Statutory Authority:** *MS s 31.101*

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