This research aims at exploring the influence of Pinkwash on Pink trust through Pink-consumer confusion and Pink-perceived risk as mediators. Based on an Italian and a Spanish sample, it employs an empirical study by means of SmartPLS 3. Five hypotheses are suggested, from which three are supported for the Spanish sample and two for the Italian one. Common supported hypotheses among these countries are related to two effects resulted from Pinkwashing: Pinkwashing is positively associated with the risk perceived by consumers when purchasing pink products (H2) and Pinkwashing is positively associated with consumer confusion about pink products (H3). Although some limitations have been faced, various implications for marketing managers as well as researchers are presented.