

National Advertising Division 2021

Annual Report

Celebrating 50 Years of the National Advertising Division

In 2021, the BBB National Programs National Advertising Division (NAD), its appellate arm the National Advertising Review Board (NARB), and all our fellow champions for truth and accuracy in advertising celebrated the 50th anniversary of the U.S. model for advertising industry self-regulation.

For the last 50 years, the advertising industry has relied upon its system of self-regulation to hold itself to high standards. Established in 1971, NAD and NARB have stood the test of time by applying the basic principles of advertising law to new marketing trends and emerging technologies and platforms to provide a level playing field for advertisers and protect consumers.

Ad Law through the Decades

Since the 1970s, when the NAD and NARB were established, each decade has seen evolution in advertising trends and innovation in advertising technologies. Along the way, the FTC has established principles, through cases, Commission Policy Statements, formal industry guides, and more informal guidance, that NAD has applied to a broad range of industries and issues. As advertising strategies and technologies change, NAD responds. In doing so, we help to set the rules of the road for truthful advertising to the benefit of consumers and fair competition.

This year we explored, decade by decade, how advertising law precedent has been set and the impact of FTC and NAD actions on the advertising industry.



50 Years of the National Advertising Division

1970s >>>

A meteoric rise in the number of American households with TVs combined with the growth of cable TV led brands to compete for consumer attention. The consumerism movement began to mount well-publicized attacks on advertising. While leaders in the advertising industry rejected the sweeping indictments, they felt there was sufficient evidence to warrant action. The former Council of Better Business Bureaus worked closely with executives from the American Association of Advertising Agencies (4A's), the Association of National Advertisers (ANA), and the American Advertising Federation (AAF) to develop plans for an advertising self-regulatory system with the founding of NARB and NAD. A few years later, its success led to the founding of the Children's Advertising Review Unit (CARU) to extend the benefits of self-regulation to children's advertising.

Founding Organizations



American Association of Advertising Agencies



American Advertising Federation



Association of National Advertisers

1980s >>>

The aggressive focus on consumer protection during the 1970s shifted with the Reagan Administration. For example, efforts to increase regulation of advertising to children were curtailed. Instead, NAD, NARB, and CARU worked in tandem with the Federal Trade Commission (FTC) to promote truth in advertising. In 1981, The Federal Communications Commission gave infomercials a comeback by lifting the prohibition on program-length advertisements, and the infomercial became one of the fastest-growing areas in cable TV advertising.

1990s >>>

With the introduction of the World Wide Web in the 1990s came a new medium for advertising: the Internet – and with it came a new set of issues. By that time, NAD had heard more than 3,300 cases, with voluntary compliance with NAD’s recommendations in more than 90% of cases. Lawmakers and regulators turned their attention to the rules of this new road. When Google launched in 1998, Internet ad spend was around \$300 million in the U.S., increasing 263% by the start of the next decade. The 90s were a game changer.

“Try and think back to what TV advertising was like in 1971. From cleaning products to foods to instant coffees, consumers make purchases wondering if the products will live up to the advertiser’s promises. A growing consumer distrust in advertising is what led to the development of the National Advertising Division and National Advertising Review Board.”

– Laura Brett Vice President, National Advertising Division, BBB National Programs

2010s >>>

In the 2010s, advertising appeared everywhere. Advertisers were no longer limited by the boundaries of TV, radio, or print advertising. Now people carried advertising with them on their phones and in newsfeeds, in apps and on social media. Integrated campaigns could reach consumers wherever they were, with narratives and persuasive messaging that flowed from platform to platform. This immersive new landscape presented a host of new challenges for ad law. These are challenges that lawmakers, regulators, and industries are still solving today.

2000s >>>

In another fast-paced decade for advertising, when Google launched AdWords (2000), Facebook went live (2004), and Apple unveiled the first iPhone (2007), industry self-regulation took on new, targeted areas of the marketplace in need of reform. Towards the end of this decade, to combat the invention and quick growth of online behavioral advertising, the same associations that established NAD and NARB came back together, joining with the Interactive Advertising Bureau (IAB), to provide self-regulatory solutions to tackle this consumer privacy challenge and established the Digital Advertising Accountability Program.

Educational Resources

A core reason consumers and businesses benefit from independent advertising self-regulation is the way the system expands and builds on regulatory standards and guidance. Many National Advertising Division (NAD) decisions apply Federal Trade Commission (FTC) guidance directly to challenged advertising, amplifying their impact beyond the enforcement discretion of the FTC. This year, the NAD began building an educational library — resources that help new industries and new participants understand advertising law basics.

Advertising Law 101

In the quest to convince consumers to buy their products and services, advertisers try to achieve the most compelling claims in their creative. Sometimes, that creativity can cause an advertisement to cross the line into false advertising.

This year we developed a series of short videos that break down advertising law and help to clarify how NAD draws the line between truthful and misleading advertising.

- ◆ **Who Makes the Rules**

youtu.be/b3DmXBuopuY

- ◆ **The Reasonable Basis Standard**

youtu.be/r_pVMnVn3Vs

- ◆ **Clear & Conspicuous Disclosures**

youtu.be/R1SDIWii-Ns

- ◆ **Express & Implied Claims**

youtu.be/IFhPaQhW7eU

- ◆ **Puffery**

youtu.be/bfJmO4of_CA

- ◆ **Endorsements & Testimonials**

youtu.be/_MOVwQoDvJk

- ◆ **Health Claims in Advertising**

youtube.com/watch?v=LFrQ_6mBOqg

Introducing, the Ad Watchers

In April 2021, we launched Ad Watchers, a monthly podcast that expands on the rules set out in the 101 video series. Each episode provides listeners with behind-the-scenes insights on NAD's application of the basics of advertising law. Why? Because advertising law is simple, it's the execution that's hard.

In its inaugural season, NAD attorneys Hal Hodes and La Toya Sutton broke down common advertising practices to reveal the complexity of keeping claims truthful and accurate.



[bbbprograms.org/
media-center/podcast](https://bbbprograms.org/media-center/podcast)



The Hosts



La Toya Sutton
Senior Attorney, National
Advertising Division
BBB National Programs



Hal Hodes
Senior Attorney, National
Advertising Division
BBB National Programs

**“Advertising messages are more than just words on a piece of paper.
We view these claims in the context of the whole advertisement.”**

Tips and Best Practices

Insights from NAD attorneys on a variety of new and recurring issues in advertising law are posted regularly to our website through [blog posts](#) and NAD and NARB [case decisions](#).

Follow us on [in LinkedIn](#) and [Twitter](#) for the latest updates.

CARU Advertising Guidelines

This year, BBB National Programs' Children's Advertising Review Unit (CARU) issued revised guidelines for responsible advertising to children. CARU's Advertising Guidelines set industry standards, developed to assure that advertising directed to children is not deceptive, unfair, or inappropriate for its intended audience.

Much like the National Advertising Division, CARU monitors the marketplace for compliance, opens investigations to review advertising that may mislead children, and when companies do not comply with its recommendations, refers the matter to the appropriate federal regulatory body for enforcement action.

With a January 1, 2022 effective date, these revised Guidelines reflect the growth in online platforms and new immersive forms of child-directed interactive media, though the core principles of the Guidelines did not change.

“Over the years, the CARU Advertising Guidelines have been revised periodically to address changes in media and marketing, and central to these new revisions are the changes taking into account today’s digital environment. Recognizing the importance of diversity and inclusion in ad creative, the revised CARU Advertising Guidelines hold advertisers accountable for negative social stereotyping, prejudice, or discrimination.”



Mamie Kresses

Vice President, Children's Advertising Review Unit
BBB National Programs

Advertisers, academics, and legal professionals joined CARU in October 2021 for Kidvertising, a workshop that walked attendees through the key changes to the Guidelines and some realistic mock advertisements to demonstrate how CARU would monitor advertising using the updated Guidelines.



The revised Guidelines apply to children under age 13 across all child-directed advertising no matter the platform, a change from the previous Guidelines' coverage of children under age 12. In addition, the revised Guidelines address:

- ◆ In-app and in-game advertising and purchases
- ◆ Negative social stereotyping, prejudice, or discrimination
- ◆ Endorsements and influencer marketing
- ◆ The factors that determine when an ad is primarily directed to children

Resources:

- ◆ [Read the Press Release](#)

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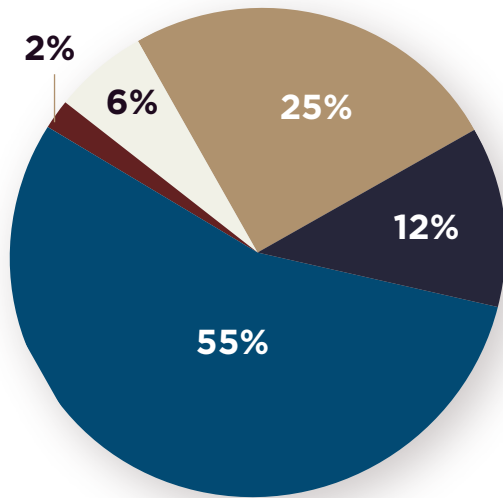
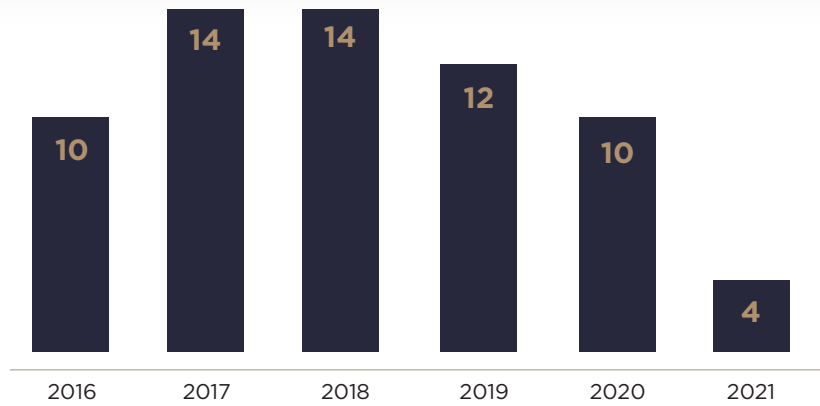
- ◆ [Read the Guidelines](#)

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National Advertising Division (NAD) 2021 Case Trends



FTC referrals are down 60% over 2020.



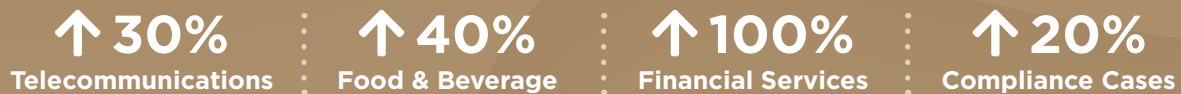
Cases by the Numbers (includes pending cases)

- Fast-Track SWIFT
- Standard Track*
- Complex Track
- Reopened Cases
- Public interest cases**

*includes challenge, monitoring, and compliance cases
**includes monitoring and CRN cases

Counter-Challenges - Fewer than 10% of challenges brought in 2021 resulted in a counter-challenge.

Case Trends



Fast-Track SWIFT Program

2021 marked the first full year for the NAD Fast-Track SWIFT program, through which parties receive a decision within 20 business days from the opening of an advertising challenge. To be eligible for this track, the challenge must be limited to a single, well-defined issue and must not involve complex issues of advertising interpretation or substantiation. During 2021, 19% of competitor challenges considered by NAD were SWIFT challenges, involving advertising for a variety of products and services including telecommunications services, personal care products, infant formula, sports drinks, and olive oil. While none of the challenges involved disclosures in influencer marketing or native advertising, two addressed whether competitors provided a reasonable basis for their claims related to five-star reviews. All of the matters were decided by NAD within 20 business days. In three cases advertisers appealed to the National Advertising Review Board (NARB).

Images (or Emojis) Reviewable in Fast-Track SWIFT

Images and videos can convey expressly false messages that are reviewable using the Fast-Track SWIFT process. One case involving advertising for Body Armor Sports Drink showed an influencer saying, “Yo, that is not cool. That’s awful,” together with images of him spitting out a competing product with an emoji of a nauseated face. The other case, involving advertising for Art of Sport deodorant, showed Art of Sport’s product defeating another in a competition, concluding with the claim, “We’d call ‘em competition but it’s lonely on this platform.” Images that expressly and falsely denigrate a competitor or use an emoji that clearly communicates feelings or emotions can be challenged using the Fast-Track SWIFT process to prevent unfair competition from having an impact on the market.

Third-Party Awards, Reviews

Reviews, ratings, rankings, and other third-party awards can be powerful marketing tools, but to use them in advertising, they must be reliable. In StraightSmile LLC, NAD concluded that a #1 ranking is not always what it seems. Because of the relationship between the website doing the ranking and the company being ranked, NAD found that the ranking website was acting as advertising for the ranked products. In addition, with respect to incentivized reviews, NAD stated that a single blanket disclosure that reviews may be incentivized was not appropriate, but that each reviewer could include a disclosure within the review noting that the review was incentivized.

NAD has also reviewed “star reviews” in two Fast-Track SWIFT cases with the same parties, PerSe Beauty Inc. and Function Inc., competing online purveyors of customizable hair products. In both matters, NAD determined that it is critical to count reviews reliably to avoid conveying a misleading message. NAD cautioned that advertisers using consumer reviews in their advertising should verify reviews and be able to demonstrate that each review comes from a person that has used the product.

New Industries

During 2021, NAD reviewed challenges in several new industries, including the air ambulance industry and cord blood storage services. NAD also received challenges involving the business of insurance. One of those challenges involved pet insurance and the other dealt with security deposit alternatives for landlords. For the first time since 2012, NAD dealt with two challenges involving jewelry, specifically claims associated with laboratory-grown diamonds.

Industry Association and Non-Profit Challenges

In 2021, five industry associations and non-profit organizations brought challenges or were the subject of challenges, an increase of 150% over 2020.

- ◆ Animal Outlook, Inc., a not-for-profit organization dedicated to animal rights, challenged certain natural, humane, and sustainability claims made for Butterball turkeys.
- ◆ The National Fisheries Institute challenged advertising for SafeCatch Tuna related to mercury testing claims about its tuna.
- ◆ The North American Olive Oil Association brought a Fast-Track SWIFT challenge to advertising by Brightland, Inc. regarding the quality of its olive oil.
- ◆ Natural Diamond Council USA, Inc. was both a challenger and an advertiser in challenges associated with claims about Diamond Foundry Inc.'s laboratory-grown diamonds.
- ◆ American Association of Orthodontists advertising was challenged by SmileDirectClub, LLC in connection with claims about the challenger's platform.

Environmental Benefit Claims

Increasingly, environmental benefit claims are driving consumers' purchasing decisions. Several of NAD's decisions in 2021 provided guidance on environmental claims on websites, in corporate social responsibility reports, and on product packaging.

NAD reviewed general claims like "made sustainably" and "designed with the environment in mind" in a series of cases and determined that qualified claims that described the company's efforts to minimize the environmental impact of its manufacturing process, including energy and water efficiency initiatives and tree planting partnerships, were not misleading. NAD recommended that other claims that were made without direct reference to specific efforts be modified.

Dark Patterns

Dark patterns is a catch-all term for practices that manipulate user interfaces to influence or impair consumer decision-making. Through its routine monitoring program, NAD examined “No Registration, No Login” claims made by Quicken Loans that encouraged consumers to learn more about its financing rates. NAD referred the matter to the FTC after Quicken failed to respond to NAD’s request for substantiation. In addition, NAD referred Quicken’s advertising on Facebook and Instagram to Meta to determine whether the advertising complied with platform policies.

Aspirational Claims

Aspirational claims that convey objective benefits must be supported by a reasonable basis. In the Ford Bronco case and a T-Mobile 5G Mobile Phone Service case, NAD noted that aspirational advertising claims that convey objective messages about benefits consumers should reasonably expect require a reasonable basis.

2021 Summary of Case Work

Unit	Total Cases	
NAD	149	(includes 42 pending cases)
CARU	6	(includes 2 pending cases)
DSSRC	121	(includes 16 pending cases)
NARB/NC	18	(includes 5 pending cases)

Dispositions

National Advertising Division									
Case Type	SUB	MOD/DISC	S/M/D	AC	COM	COM/AC	COM/RTG	RTG	Total
Competitor	1	32	20	4	22	0	1	0	80
CRN	1	3	1	5	1	0	0	0	11
Consumer	0	0	0	0	0	0	0	0	00
Monitoring	1	5	6	1	0	0	0	3	16
Total	3	40	27	10	23	0	1	3	107
Children's Advertising Review Unit									
Case Type	SUB	MOD/DISC	SUB/MOD	AC	Expedited \$2.13	RTG/Review Ent.	COM	Total	
Cases	2	2	0	0	0	0	0	4	
Direct Selling Self-Regulatory Council									
Case Type	SUB	MOD/DISC	S/M/D	AC	COM	RTG	Total		
Competitor	0	1	0	0	0	0	1		
Consumer	0	0	0	0	0	0	0		
Monitoring	0	12	0	86	1	5	104		
Total	0	13	0	86	1	5	105		
National Advertising Review Board									
Case Type	Requested	Granted	Withdrawn	Denied	Upheld	Upheld In Part	Overturned	Compliance	Pending
Appeals	17	14	2	1	6	3	0	1	5

Pending (as of January 1st 2021)

Program	Competitor	CRN	Compliance	Monitoring	Totals
NAD	27	0	3	12	42
CARU	0	0	0	2	2
DSSRC	0	0	0	16	15
NARB	5	0	0	0	5

National Advertising Division 2021 Case Summary

	Decision	Page	Month	Vol.
Automobile / Accessories / Rentals				
Ford Motor Company (#6881 ELU)	S/M/D	2	March	51
Clothing/Fabric/Fashion Accessories				
Everlane, Inc. (#7019 AMU)	S/M/D	2	November	51
Consumer Services				
ACT, Inc. (#6429 AMU)	S/M/D	2	February	51
Lemonade, Inc. (#6979 LCS)	MOD/DISC	2	May	51
Cosmetics / Beauty Products / Toiletries				
Advantice Health, LLC (#6421RO AMU)	SUB	2	July	51
Art of Sport Group, Inc. (#7057 ELU)	DISC	29	October	51
Colgate-Palmolive Company (#6914 HH/ZW)	S/M/D	7	February	51
Function, Inc. (#6938 KAD)	DISC	16	March	51
Johnson & Johnson Consumer, Inc. (#6926 LCS)	MOD/DISC	2	June	51
L'Oréal USA, Inc. (#6921 ELU)	MOD/DISC	2	January	51
Perrigo, PLC (#7065 ELU)	MOD/DISC	11	November	51
PerSé Beauty, Inc. (#6992 KAD)	MOD/DISC	17	June	51
PerSé Beauty, Inc. (#6992C AMU)	COM	2	September	51
The Procter & Gamble Company (#6906 MSZ)	S/M/D	4	May	51
The Procter & Gamble Company (#6906C AMU)	COM	16	November	51
Dietary Supplements				
Almased USA, Inc. (#6968 AMU)	SUB	2	August	51
BestCholine.com (#6975 KAD)	AC	8	April	51
Biotivia, LLC (#6967 KAD)	AC	10	April	51
ChromaDex, Inc. (#7032 AMU)	MOD/DISC	5	September	51
FertilitySmart (#6932 AMU)	MOD/DISC	20	March	51
First Day Life, Inc. (#6931 AMU)	MOD/DISC	22	March	51
First Day Life, Inc. (#6931C AMU)	COM	2	October	51
Goli Nutrition, Inc. (#6894 ZW/RL)	MOD/DISC	27	March	51
Goli Nutrition, Inc. (#6894C AMU)	COM	13	May	51
Goli Nutrition, Inc. (#6894C AMU)	COM	2	December	51
IM Health Sciences (#6971 AMU)	AC	37	March	51
Make People Better, LLC (#6969 KAD)	AC	16	April	51
More Labs, Inc. (#6923 AMU)	S/M/D	15	July	51
Nanoceutical Solutions, Inc. (#6916 LCS)	MOD/DISC	9	January	51
Neuropathy Treatment Group (#6973 AMU)	MOD/DISC	20	June	51
Leptitox Nutrition (#6412 MSZ)	RTG	714	September	51
Pendulum Therapeutics, Inc. (#6428 AMU)	S/M/D	17	February	51
Sevo Nutraceuticals, Inc. (#6972 KAD)	AC	18	April	51
Windmill Health Products (#6993 KA)	AC	22	September	51

	Decision	Page	Month	Vol.
Zarbee's, Inc. (#6927C AMU)	COM	11	October	51
Drugs / Health / Health Aids				
Air Methods Corporation (#7006 ZW)	MOD/DISC	20	November	51
Align Technology, Inc. (#7074CII/#6365CII AMU)	COM	15	December	51
American Association of Orthodontists (#6917 RL)	S/M/D	62	February	51
American Association of Orthodontists (#6917C AMU)	COM	23	September	51
Audien, LLC (#7015 AMU)	MOD/DISC	38	June	51
Bausch Health US, LLC (#6951 JS)	S/M/D	31	November	51
Cryo-Cell International, Inc. (#7004 ELU)	MOD/DISC	19	December	51
Dr. Harold Katz, LLC (#6978 HH)	AC	21	April	51
Hisamitsu America, Inc. (#6918 LCS)	S/M/D	77	February	51
New York Presbyterian Hospital (#6434 RL)	AC	21	April	51
NuWave, LLC (#6432 AMU)	MOD/DISC	42	March	51
PLx Pharma, Inc. (#7058 ELU)	MOD/DISC	45	November	51
PLx Pharma, Inc. (#6912C AMU)	RTG	26	December	51
SmileDirectClub, LLC (#6946RO LCS)	MOD/DISC	89	February	51
SmileDirectClub, LLC (#6360C/#6946ROC/#6382C AMU)	COM	26	September	51
Straight Smile, LLC (#6998 ZW)	MOD/DISC	50	November	51
VGH Solutions, Inc. (#6404C AMU)	COM	93	February	51
Zarbee's, Inc. (#6883 HH)	S/M/D	23	April	51
Financial Services				
Chime Financial, Inc. (#7016 HH)	S/M/D	35	December	51
Jetty Insurance Agency, LLC (#6919 RL)	MOD/DISC	44	March	51
Jetty Insurance Agency, LLC (#6919C AMU)	COM	13	August	51
J.G. Wentworth Company (#6431 AMU)	MOD/DISC	52	March	51
Quicken Loans (#6436 AMU)	RTG	17	May	51
Food / Beverage				
Aldi, Inc. (#6962 KAD)	DISC	58	March	51
Aldi, Inc. (#6962C AMU)	COM	19	May	51
BA Sports Nutrition, LLC (#7047 ELU)	MOD/DISC	15	October	51
Brightland, Inc. (#7061 ELU)	MOD/DISC	59	November	51
Butterball, LLC (#6930 HH/ZW)	S/M/D	15	August	51
Chobani, LLC (#6897 ZW/HH)	MOD/DISC	59	March	51
KSF Acquisition Corp./SlimFast (#6952 KAD)	S/M/D	35	August	51
Safe Catch, Inc. (#6911 KA)	S/M/D	38	July	51
Household Products				
The Coldest Water, LLC (#7023 LCS)	RTG	46	June	51
The Coldest Water, LLC (#7023R LCS)	S/M/D	65	November	51
Georgia-Pacific Consumer Products LP (#7018 HH/LS)	S/M/D	33	September	51
The Procter & Gamble Company (#6965 HH)	AC	33	April	51
S.C. Johnson & Son, Inc. (#6983 ZW)	MOD/DISC	19	October	51
SharkNinja Operating, LLC (#6939 ZW)	MOD/DISC	44	August	51
SharkNinja Operating, LLC (#7075 ELU)	MOD/DISC	44	December	51

	Decision	Page	Month	Vol.
Snow Joe, LLC (#6317C AMU)	COM	34	April	51
Three Kings Corporation (#7000 LCS)	MOD/DISC	55	July	51
Infant Products				
Reckitt Benckiser (#7010 ELU)	MOD/DISC	56	June	51
Jewelry				
Diamond Foundry, Inc. (#6843 ELU)	S/M/D	61	March	51
Natural Diamond Council USA, Inc. (#6901 ELU)	S/M/D	39	April	51
Sports / Sport Equipment				
Gravity Defyer Medical Technology Corporation (#7049 AMU)	RTG	60	September	51
Telecommunications Products / Service				
AT&T Services, Inc. (#6842 KAD)	AC	73	March	51
AT&T Services, Inc. (#6950 ZW)	MOD/DISC	58	June	51
AT&T Services, Inc. (#6981 ELU)	S/M/D	68	November	51
Boost Mobile (#6882 AMU)	S/M/D	75	March	51
Charter Communications, Inc. (#6405C AMU)	COM	50	April	51
Charter Communications, Inc. (#6940 MSZ)	MOD/DISC	52	April	51
Charter Communications, Inc. (#6940C AMU)	COM	35	October	51
Charter Communications, Inc. (#6948C AMU)	COM	37	October	51
Charter Communications, Inc. (#6948 ELU)	MOD/DISC	22	May	51
Comcast Cable Communications, Inc. (#6833 KAD)	SUB/MOD	82	March	51
Comcast Cable Communications Management, Inc. (#6920 MSZ)	S/M/D	91	March	51
Comcast Cable Communications, LLC (#7009 HH)	MOD/DISC	45	December	51
DISH Network, LLC (#6915C AMU)	COM	60	April	51
Mint Mobile, LLC (#7053 ELU)	MOD/DISC	83	November	51
T-Mobile USA, Inc. (#6336C AMU)	COM	108	February	51
T-Mobile USA, Inc. (#6379C AMU)	COM	110	February	51
T-Mobile USA, Inc. (#6928 ELU)	S/M/D	113	February	51
T-Mobile USA, Inc. (#6935 RL)	MOD/DISC	29	May	51
T-Mobile USA, Inc. (#6989 HJS)	S/M/D	50	September	51
T-Mobile USA, Inc. (#6984 LCS)	MOD/DISC	60	September	51
T-Mobile USA, Inc. (#6991 JS)	MOD/DISC	87	November	51
T-Mobile USA, Inc. (#7001 ELU)	MOD/DISC	96	November	51
Verizon Communications, Inc. (#6329CIII AMU)	COM	106	March	51
Verizon Communications, Inc. (#6890 MSZ)	SUB	110	March	51
Verizon Communications, Inc. (#6329CIV AMU)	COM	31	May	51
Verizon Communications, Inc. (#6985 ELU)	S/M/D	57	July	51
Verizon Wireless, Inc. (#6910 KAD)	SUB	102	March	51
Verizon Wireless, Inc. (#6925 ZW/HH/LS)	S/M/D	102	September	51
Verizon Wireless, Inc. (#7073CIII/#6272CIII AMU)	COM	102	November	51
Website / Web Services				
Amerisleep, LLC (#6369C AMU)	COM	90	September	51

Recurring Issues During 2021

(Cases Classified by Issue/Type of Claim)

Administrative/Jurisdictional

American Association of Orthodontists (Happy Mouth Now Campaign); #6917, NAD/CARU Case Reports (February 2021)

Colgate-Palmolive Company (Optic White Renewal Toothpaste); #6914, NAD/CARU Case Reports (February 2021)

Johnson & Johnson Consumer, Inc. (Neutrogena Personal Care Products); #6926, NAD/CARU Case Reports (June 2021)

Consumer Surveys

Chobani LLC (Chobani Complete); #6897, NAD/CARU Case Reports (March 2021)

DISH Network, LLC (Hopper 3 DVR); #6915C, NAD/CARU Case Reports (April 2021)

SharkNinja Operating, LLC (Ninja Foodie NeverStick); #6939, NAD/CARU Case Reports (August 2021)

T-Mobile USA, Inc. (T-Mobile Mobile Phone Service); #6984, NAD/CARU Case Reports (September 2021)

Comparative Performance Claims

AT&T Services, Inc. (AT&T Fiber Internet Service); #6950, NAD/CARU Case Reports (June 2021)

AT&T Services, Inc. (AT&T Internet); #6981, NAD/CARU Case Reports (November 2021)

Bausch Health US, LLC (INFUSE Contact Lenses); #6951, NAD/CARU Case Reports (November 2021)

Charter Communications, Inc. (Spectrum 400 Mbps Internet & Television Services); #6405C, NAD/CARU Case Reports (April 2021)

Charter Communications, Inc. (Spectrum Internet Speed); #6948, NAD/CARU Case Reports (May 2021)

Charter Communications, Inc. (Spectrum Internet Speed); #6948C, NAD/CARU Case Reports (October 2021)

DISH Network, LLC (Hopper 3 DVR); #6915C, NAD/CARU Case Reports (April 2021)

Ford Motor Company (2021 Ford Bronco); #6881, NAD/CARU Case Reports (March 2021)

Hisamitsu America, Inc. (Salonpas Pain Relief Patch Large); #6918, NAD/CARU Case Reports (February 2021)

Jetty Insurance Agency, LLC (Jetty Security Deposit Alternative Plans); #6919, NAD/CARU Case Reports (March 2021)

Jetty Insurance Agency, LLC (Jetty Security Deposit Alternative Plans); #6919C, NAD/CARU Case Reports (August 2021)

Nanoceutical Solutions, Inc. (Nano Glutathione); #6916, NAD/CARU Case Reports (January 2021)

PLx Pharma, Inc. (Vazalore); #6912C, NAD/CARU Case Reports (December 2021)

The Procter & Gamble Company (Crest Whitening Emulsions); #6906, NAD/CARU Case Reports (May 2021)

The Procter & Gamble Company (Crest Whitening Emulsions); #6906C, NAD/CARU Case Reports (November 2021)

S.C. Johnson & Son, Inc. (Ziploc Storage Bags); #6983, NAD/CARU Case Reports (October 2021)

SmileDirectClub, LLC (SmileDirectClub Clear Aligners); #6360C/#6946ROC/#6382, NAD/CARU Case Reports (September 2021)

Straight Smile, LLC (Byte Clear Aligner Products); #6998, NAD/CARU Case Reports (November 2021)

T-Mobile USA, Inc. (T-Mobile 5G Network); #6989, NAD/CARU Case Reports (September 2021)

Verizon Communications, Inc. (Verizon's "Fastest 5G Network in the World"); #6890, NAD/CARU Case Reports (March 2021)

Verizon Communications, Inc. (Verizon 5G Network); #6985, NAD/CARU Case Reports (July 2021)

Recurring Issues During 2021

(Cases Classified by Issue/Type of Claim)

Demonstrations

S.C. Johnson & Son, Inc. (Ziploc Storage Bags); #6983, NAD/CARU Case Reports (October 2021)

Verizon Wireless, Inc. (5G Wireless Service); #6925, NAD/CARU Case Reports (September 2021)

Disclosure

Amerisleep, LLC (SleepJunkie.org and SavvySleeper.org); #6369C, NAD/CARU Case Reports (September 2021)

Chime Financial, Inc. (Chime Card); #7016, NAD/CARU Case Reports (December 2021)

Chobani LLC (Chobani Complete); #6897, NAD/CARU Case Reports (March 2021)

The Coldest Water, LLC (The Coldest Water Bottle); #7023, NAD/CARU Case Reports (June 2021)

The Coldest Water, LLC (The Coldest Water Bottle); #7023R, NAD/CARU Case Reports (November 2021)

Diamond Foundry, Inc. (Diamond Foundry Laboratory-grown Diamonds); #6843, NAD/CARU Case Reports (March 2021)

PLx Pharma, Inc. (Vazalore); #7058, NAD/CARU Case Reports (November 2021)

SharkNinja Operating, LLC (Ninja Foodie NeverStick); #6939, NAD/CARU Case Reports (August 2021)

Straight Smile, LLC (Byte Clear Aligner Products); #6998, NAD/CARU Case Reports (November 2021)

T-Mobile USA, Inc. (T-Mobile's Mobile Phone Service Plan); #6379C, NAD/CARU Case Reports (February 2021)

Disparagement Claims

Air Methods Corporation (Air Ambulance Transport); #7006, NAD/CARU Case Reports (November 2021)

American Association of Orthodontists (Happy Mouth Now Campaign); #6917, NAD/CARU Case Reports (February 2021)

American Association of Orthodontists (Happy Mouth Now Campaign); #6917C, NAD/CARU Case Reports (September 2021)

Art of Sport Group, Inc. (Art of Sport Deodorant); #7057, NAD/CARU Case Reports (October 2021)

AT&T Services, Inc. (AT&T Fiber Internet Service); #6950, NAD/CARU Case Reports (June 2021)

AT&T Services, Inc. (AT&T Internet); #6981, NAD/CARU Case Reports (November 2021)

BA Sports Nutrition, LLC (BodyArmor Sports Drink); #7047, NAD/CARU Case Reports (October 2021)

Brightland, Inc. (Brightland Olive Oil); #7061, NAD/CARU Case Reports (November 2021)

Charter Communications, Inc. (Spectrum Internet Speed); #6948, NAD/CARU Case Reports (May 2021)

Charter Communications, Inc. (Spectrum Internet Speed); #6948C, NAD/CARU Case Reports (October 2021)

S.C. Johnson & Son, Inc. (Ziploc Storage Bags); #6983, NAD/CARU Case Reports (October 2021)

Straight Smile, LLC (Byte Clear Aligner Products); #6998, NAD/CARU Case Reports (November 2021)

T-Mobile USA, Inc. (TVision Television Service); #6336C, NAD/CARU Case Reports (February 2021)

T-Mobile USA, Inc. (TVision Live); #6935, NAD/CARU Case Reports (May 2021)

T-Mobile USA, Inc. (T-Mobile's 5G Network "Reliability"); #6991, NAD/CARU Case Reports (November 2021)

Endorsements

The Coldest Water, LLC (The Coldest Water Bottle); #7023, NAD/CARU Case Reports (June 2021)

The Coldest Water, LLC (The Coldest Water Bottle); #7023R, NAD/CARU Case Reports (November 2021)

Safe Catch, Inc. (Pouched and Canned Tuna); #6911, NAD/CARU Case Reports (July 2021)

Recurring Issues During 2021*(Cases Classified by Issue/Type of Claim)*

Straight Smile, LLC (Byte Clear Aligner Products); #6998, NAD/CARU Case Reports (November 2021)

Efficacy Claims

Colgate-Palmolive Company (Optic White Renewal Toothpaste); #6914, NAD/CARU Case Reports (February 2021)

SmileDirectClub, LLC (SmileDirectClub Clear Aligners); #6360C/#6946ROC/#6382, NAD/CARU Case Reports (September 2021)

Environmental Claims

Butterball, LLC (Butterball Turkey Products); #6930, NAD/CARU Case Reports (August 2021)

Diamond Foundry, Inc. (Diamond Foundry Laboratory-grown Diamonds); #6843, NAD/CARU Case Reports (March 2021)

Everlane, Inc. (Everlane ReNew Clothing); #7019, NAD/CARU Case Reports (November 2021)

Georgia-Pacific Consumer Products LP (Quilted Northern Ultra Soft & Strong Bathroom Tissue); #7018, NAD/CARU Case Reports (September 2021)

Natural Diamond Council USA, Inc. (Mined and Man-made Diamonds); #6901, NAD/CARU Case Reports (April 2021)

Establishment Claims

Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894, NAD/CARU Case Reports (March 2021)

Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894C, NAD/CARU Case Reports (May 2021)

Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894CII, NAD/CARU Case Reports (December 2021)

Gravity Defyer Medical Technology Corporation (Gravity Defyer Shoes); #7049, NAD/CARU Case Reports (September 2021)

KSF Acquisition Corp./SlimFast (SlimFast Food Products & Weight Loss Plans); #6952, NAD/CARU Case Reports (August 2021)

Pendulum Therapeutics, Inc. (Pendulum Glucose Control); #6428, NAD/CARU Case Reports (February 2021)

Verizon Wireless, Inc. (Verizon Wireless "Best network"); #7073CIII/#6272CIII, NAD/CARU Case Reports (November 2021)

VGH Solutions, Inc. (Dr. Ho's Circulation Promoter); #6404C, NAD/CARU Case Reports (February 2021)

Exclusivity Claims

Cryo-Cell International, Inc. (Cord Blood Banking); #7004, NAD/CARU Case Reports (December 2021)

Reckitt Benckiser (Nutramigen Infant Formula); #7010, NAD/CARU Case Reports (June 2021)

Verizon Wireless, Inc. (5G Wireless Service); #6925, NAD/CARU Case Reports (September 2021)

Express Claims

ACT, Inc. (Advertising by ACT, Inc.); #6429, NAD/CARU Case Reports (February 2021)

Air Methods Corporation (Air Ambulance Transport); #7006, NAD/CARU Case Reports (November 2021)

Align Technology, Inc. (Invisalign Clear Aligner System); #7074CII/#6365CII, NAD/CARU Case Reports (December 2021)

Recurring Issues During 2021*(Cases Classified by Issue/Type of Claim)*

AT&T Services, Inc. (5GE Wireless Network Icon); #6842, NAD/CARU Case Reports (March 2021)
AT&T Services, Inc. (AT&T Fiber Internet Service); #6950, NAD/CARU Case Reports (June 2021)
AT&T Services, Inc. (AT&T Internet); #6981, NAD/CARU Case Reports (November 2021)
Audien, LLC (Rechargeable Hearing Aid); #7015, NAD/CARU Case Reports (June 2021)
Charter Communications, Inc. (Spectrum Internet Speed); #6948, NAD/CARU Case Reports (May 2021)
Charter Communications, Inc. (Spectrum Internet Speed); #6948C, NAD/CARU Case Reports (October 2021)
Chobani LLC (Chobani Complete); #6897, NAD/CARU Case Reports (March 2021)
Colgate-Palmolive Company (Optic White Renewal Toothpaste); #6914, NAD/CARU Case Reports (February 2021)
Comcast Cable Communications, LLC (Xfinity 5G Mobile Plans); #7009, NAD/CARU Case Reports (December 2021)
Cryo-Cell International, Inc. (Cord Blood Banking); #7004, NAD/CARU Case Reports (December 2021)
Diamond Foundry, Inc. (Diamond Foundry Laboratory-grown Diamonds); #6843, NAD/CARU Case Reports (March 2021)
Everlane, Inc. (Everlane ReNew Clothing); #7019, NAD/CARU Case Reports (November 2021)
FertilitySmart (FertilitySmart Conceive for Women); #6932, NAD/CARU Case Reports (March 2021)
Ford Motor Company (2021 Ford Bronco); #6881, NAD/CARU Case Reports (March 2021)
Function, Inc. (Shampoo & Conditioner); #6938, NAD/CARU Case Reports (March 2021)
Georgia-Pacific Consumer Products LP (Quilted Northern Ultra Soft & Strong Bathroom Tissue); #7018, NAD/CARU Case Reports (September 2021)
Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894, NAD/CARU Case Reports (March 2021)
Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894C, NAD/CARU Case Reports (May 2021)
Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894CII, NAD/CARU Case Reports (December 2021)
J.G. Wentworth Company (Advertising by J.G. Wentworth); #6431, NAD/CARU Case Reports (March 2021)
Hisamitsu America, Inc. (Salonpas Pain Relief Patch Large); #6918, NAD/CARU Case Reports (February 2021)
Lemonade, Inc. (Pet Health Insurance); #6979, NAD/CARU Case Reports (May 2021)
Mint Mobile, LLC (Mint 5G • 4G LTE Unlimited Plans); #7053, NAD/CARU Case Reports (September 2021)
Natural Diamond Council USA, Inc. (Mined and Man-made Diamonds); #6901, NAD/CARU Case Reports (April 2021)
NuWave, LLC (OxyPure® Air Purifier); #6432, NAD/CARU Case Reports (March 2021)
Perrigo, PLC (Plackers Dental Floss); #7065, NAD/CARU Case Reports (November 2021)
PerSé Beauty, Inc. (Prose Hair Care Product Reviews); #6992, NAD/CARU Case Reports (June 2021)
PerSé Beauty, Inc. (Prose Hair Care Product Reviews); #6992C, NAD/CARU Case Reports (September 2021)
Quicken Loans (Advertising for Quicken Loans); #6436, NAD/CARU Case Reports (May 2021)
SharkNinja Operating, LLC (Ninja Foodie NeverStick); #6939, NAD/CARU Case Reports (August 2021)
SharkNinja Operating, LLC (Shark HyperAIR hair Dryer); #7075, NAD/CARU Case Reports (December 2021)
T-Mobile USA, Inc. (TVision Live); #6935, NAD/CARU Case Reports (May 2021)
Verizon Communications, Inc. (Verizon Wireless Reopened "First to 5G"); 6329CIII, NAD/CARU Case Reports (March 2021)
Verizon Communications, Inc. (Verizon Wireless (Reopened "First to 5G")); #6329CIV, NAD/CARU Case Reports (May 2021)
Verizon Communications, Inc. (Verizon 5G Network); #6985, NAD/CARU Case Reports (July 2021)

Recurring Issues During 2021*(Cases Classified by Issue/Type of Claim)*

Verizon Wireless, Inc. (Verizon 5G Wireless Service); #6910, NAD/CARU Case Reports (March 2021)

VGH Solutions, Inc. (Dr. Ho's Circulation Promoter); #6404C, NAD/CARU Case Reports (February 2021)

Health & Safety Claims

Align Technology, Inc. (Invisalign Clear Aligner System); #7074CII/#6365CII, NAD/CARU Case Reports (December 2021)

Almased USA, Inc. (Almased Weight Loss Program); #6968, NAD/CARU Case Reports (August 2021)

BestCholine.com (BestCholine Vitamin Products); #6975, NAD/CARU Case Reports (April 2021)

Biotivia, LLC (Bioforte Dietary Supplement); #6967, NAD/CARU Case Reports (April 2021)

Cryo-Cell International, Inc. (Cord Blood Banking); #7004, NAD/CARU Case Reports (December 2021)

Dr. Harold Katz, LLC (Therabreath Oral Immunity Spray); #6978, NAD/CARU Case Reports (April 2021)

FertilitySmart (FertilitySmart Conceive for Women); #6932, NAD/CARU Case Reports (March 2021)

Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894, NAD/CARU Case Reports (March 2021)

Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894C, NAD/CARU Case Reports (May 2021)

Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894CII, NAD/CARU Case Reports (December 2021)

Gravity Defyer Medical Technology Corporation (Gravity Defyer Shoes); #7049, NAD/CARU Case Reports (September 2021)

Hisamitsu America, Inc. (Salonpas Pain Relief Patch Large); #6918, NAD/CARU Case Reports (February 2021)

Make People Better, LLC (re:iimmune®); #6969, NAD/CARU Case Reports (April 2021)

Neuropathy Treatment Group (NerveRenew); #6973, NAD/CARU Case Reports (June 2021)

New York Presbyterian Hospital (Advertising for New York Presbyterian Hospital); #6434, NAD/CARU Case Reports (April 2021)

NuWave, LLC (OxyPure® Air Purifier); #6432, NAD/CARU Case Reports (March 2021)

Pendulum Therapeutics, Inc. (Pendulum Glucose Control); #6428, NAD/CARU Case Reports (February 2021)

PLx Pharma, Inc. (Vazalore); #6912C, NAD/CARU Case Reports (December 2021)

Safe Catch, Inc. (Pouched and Canned Tuna); #6911, NAD/CARU Case Reports (July 2021)

Sevo Nutraceuticals, Inc. (PERCEPTIV Dietary Supplement); #6972, NAD/CARU Case Reports (April 2021)

Three Kings Corporation (DAB Defense Against Bacteria Hand Sanitizer + Protectant); #7000, NAD/CARU Case Reports (July 2021)

VGH Solutions, Inc. (Dr. Ho's Circulation Promoter); #6404C, NAD/CARU Case Reports (February 2021)

Windmill Health Products (Resistance C); #6993, NAD/CARU Case Reports (September 2021)

Zarbee's, Inc. (Zarbee's Cough Products); #6883, NAD/CARU Case Reports (April 2021)

Implied Claims/Consumer Perception

ACT, Inc. (Advertising by ACT, Inc.); #6429, NAD/CARU Case Reports (February 2021)

Air Methods Corporation (Air Ambulance Transport); #7006, NAD/CARU Case Reports (November 2021)

American Association of Orthodontists (Happy Mouth Now Campaign); #6917, NAD/CARU Case Reports (February 2021)

American Association of Orthodontists (Happy Mouth Now Campaign); #6917C, NAD/CARU Case Reports (September 2021)

AT&T Services, Inc. (5GE Wireless Network Icon); #6842, NAD/CARU Case Reports (March 2021)

AT&T Services, Inc. (AT&T Fiber Internet Service); #6950, NAD/CARU Case Reports (June 2021)

Recurring Issues During 2021*(Cases Classified by Issue/Type of Claim)*

AT&T Services, Inc. (AT&T Internet); #6981, NAD/CARU Case Reports (November 2021)
Audien, LLC (Rechargeable Hearing Aid); #7015, NAD/CARU Case Reports (June 2021)
Bausch Health US, LLC (INFUSE Contact Lenses); #6951, NAD/CARU Case Reports (November 2021)
Butterball, LLC (Butterball Turkey Products); #6930, NAD/CARU Case Reports (August 2021)
Charter Communications, Inc. (Spectrum Internet Speed); #6948, NAD/CARU Case Reports (May 2021)
Charter Communications, Inc. (Spectrum Internet Speed); #6948C, NAD/CARU Case Reports (October 2021)
Chobani LLC (Chobani Complete); #6897, NAD/CARU Case Reports (March 2021)
Comcast Cable Communications Management, LLC (Xfinity Mobile Wireless Service); #6920, NAD/CARU Case Reports (March 2021)
DISH Network, LLC (Hopper 3 DVR); #6915C, NAD/CARU Case Reports (April 2021)
Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894, NAD/CARU Case Reports (March 2021)
Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894C, NAD/CARU Case Reports (May 2021)
Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894CII, NAD/CARU Case Reports (December 2021)
Hisamitsu America, Inc. (Salonpas Pain Relief Patch Large); #6918, NAD/CARU Case Reports (February 2021)
J.G. Wentworth Company (Advertising by J.G. Wentworth); #6431, NAD/CARU Case Reports (March 2021)
NuWave, LLC (OxyPure® Air Purifier); #6432, NAD/CARU Case Reports (March 2021)
The Procter & Gamble Company (Crest Whitening Emulsions); #6906, NAD/CARU Case Reports (May 2021)
The Procter & Gamble Company (Crest Whitening Emulsions); #6906C, NAD/CARU Case Reports (November 2021)
Quicken Loans (Advertising for Quicken Loans); #6436, NAD/CARU Case Reports (May 2021)
Safe Catch, Inc. (Pouched and Canned Tuna); #6911, NAD/CARU Case Reports (July 2021)
SharkNinja Operating, LLC (Ninja Foodie NeverStick); #6939, NAD/CARU Case Reports (August 2021)
Straight Smile, LLC (Byte Clear Aligner Products); #6998, NAD/CARU Case Reports (November 2021)
T-Mobile USA, Inc. (5G Mobile Phone Service); #6928, NAD/CARU Case Reports (February 2021)
T-Mobile USA, Inc. (TVision Live); #6935, NAD/CARU Case Reports (May 2021)
T-Mobile USA, Inc. (T-Mobile's 5G Network "Reliability"); #6991, NAD/CARU Case Reports (November 2021)
Verizon Communications, Inc. (Verizon Wireless Reopened "First to 5G"); 6329CIII, NAD/CARU Case Reports (March 2021)
Verizon Communications, Inc. (Verizon Wireless (Reopened "First to 5G"); #6329CIV, NAD/CARU Case Reports (May 2021)
Verizon Communications, Inc. (Verizon 5G Network); #6985, NAD/CARU Case Reports (July 2021)
VGH Solutions, Inc. (Dr. Ho's Circulation Promoter); #6404C, NAD/CARU Case Reports (February 2021)
Zarbee's, Inc. (Zarbee's Naturals Remedies and Supplements); #6927C, NAD/CARU Case Reports (October 2021)

Ingredient/Content/Nutrition

Chobani LLC (Chobani Complete); #6897, NAD/CARU Case Reports (March 2021)
Colgate-Palmolive Company (Optic White Renewal Toothpaste); #6914, NAD/CARU Case Reports (February 2021)
Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894, NAD/CARU Case Reports (March 2021)
Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894C, NAD/CARU Case Reports (May 2021)
Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894CII, NAD/CARU Case Reports (December 2021)
Zarbee's, Inc. (Zarbee's Cough Products); #6883, NAD/CARU Case Reports (April 2021)

Recurring Issues During 2021*(Cases Classified by Issue/Type of Claim)***Ingredient/Content/Nutrition**

Chobani LLC (Chobani Complete); #6897, NAD/CARU Case Reports (March 2021)

Colgate-Palmolive Company (Optic White Renewal Toothpaste); #6914, NAD/CARU Case Reports (February 2021)

Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894, NAD/CARU Case Reports (March 2021)

Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894C, NAD/CARU Case Reports (May 2021)

Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894CII, NAD/CARU Case Reports (December 2021)

Zarbee's, Inc. (Zarbee's Cough Products); #6883, NAD/CARU Case Reports (April 2021)

Online Advertising

Air Methods Corporation (Air Ambulance Transport); #7006, NAD/CARU Case Reports (November 2021)

Amerisleep, LLC (SleepJunkie.org and SavvySleeper.org); #6369C, NAD/CARU Case Reports (September 2021)

AT&T Services, Inc. (AT&T Fiber Internet Service); #6950, NAD/CARU Case Reports (June 2021)

AT&T Services, Inc. (AT&T Internet); #6981, NAD/CARU Case Reports (November 2021)

The Coldest Water, LLC (The Coldest Water Bottle); #7023, NAD/CARU Case Reports (June 2021)

The Coldest Water, LLC (The Coldest Water Bottle); #7023R, NAD/CARU Case Reports (November 2021)

Everlane, Inc. (Everlane ReNew Clothing); #7019, NAD/CARU Case Reports (November 2021)

Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894, NAD/CARU Case Reports (March 2021)

Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894C, NAD/CARU Case Reports (May 2021)

Goli Nutrition Inc. (Apple Cider Vinegar Gummies); #6894CII, NAD/CARU Case Reports (December 2021)

SharkNinja Operating, LLC (Ninja Foodie NeverStick); #6939, NAD/CARU Case Reports (August 2021)

Straight Smile, LLC (Byte Clear Aligner Products); #6998, NAD/CARU Case Reports (November 2021)

Performance Claims

Align Technology, Inc. (Invisalign Clear Aligner System); #7074CII/#6365CII, NAD/CARU Case Reports (December 2021)

American Association of Orthodontists (Happy Mouth Now Campaign); #6917, , NAD/CARU Case Reports (February 2021)

Charter Communications, Inc. (Spectrum Internet Speed); #6948, NAD/CARU Case Reports (May 2021)

Charter Communications, Inc. (Spectrum Internet Speed); #6948C, NAD/CARU Case Reports (October 2021)

ChromaDex, Inc. (Tru Niagen Dietary Supplement); #7032, NAD/CARU Case Reports (September 2021)

Colgate-Palmolive Company (Optic White Renewal Toothpaste); #6914, NAD/CARU Case Reports (February 2021)

Comcast Cable Communications, Inc. (Xfinity Mobile 5G Wireless Service); #6833, NAD/CARU Case Reports (March 2021)

Comcast Cable Communications Management, LLC (Xfinity Mobile Wireless Service); #6920, NAD/CARU Case Reports (March 2021)

First Day Life, Inc. (First Day Daily Enrichment Multivitamin); #6931, NAD/CARU Case Reports (March 2021)

First Day Life, Inc. (First Day Daily Enrichment Multivitamin); #6931C, NAD/CARU Case Reports (October 2021)

Ford Motor Company (2021 Ford Bronco); #6881, NAD/CARU Case Reports (March 2021)

IM Health Sciences (IBgard Dietary Supplements); #6971, NAD/CARU Case Reports (March 2021)

KSF Acquisition Corp./SlimFast (SlimFast Food Products & Weight Loss Plans); #6952, NAD/CARU Case Reports (August 2021)

Recurring Issues During 2021*(Cases Classified by Issue/Type of Claim)*

More Labs, Inc. (Morning Recovery); #6923, NAD/CARU Case Reports (July 2021)

The Procter & Gamble Company (Febreze PLUG); #6965, NAD/CARU Case Reports (April 2021)

Snow Joe, LLC (Sun Joe Pressure Washers); #6317C, NAD/CARU Case Reports (April 2021)

Pricing/Discounts/Sales Claims

Air Methods Corporation (Air Ambulance Transport); #7006, NAD/CARU Case Reports (November 2021)

Aldi, Inc. (Aldi Groceries); #6962, NAD/CARU Case Reports (March 2021)

Aldi, Inc. (Aldi Groceries); #6962C, NAD/CARU Case Reports (May 2021)

Comcast Cable Communications, LLC (Xfinity 5G Mobile Plans); #7009, NAD/CARU Case Reports (December 2021)

SmileDirectClub, LLC (SmileDirectClub Clear Aligners); #6946RO, NAD/CARU Case Reports (February 2021)

SmileDirectClub, LLC (SmileDirectClub Clear Aligners); #6360C/#6946ROC/#6382, NAD/CARU Case Reports (September 2021)

Straight Smile, LLC (Byte Clear Aligner Products); #6998, NAD/CARU Case Reports (November 2021)

T-Mobile USA, Inc. (TVision Television Service); #6336C, NAD/CARU Case Reports (February 2021)

T-Mobile USA, Inc. (T-Mobile's Mobile Phone Service Plan); #6379C, NAD/CARU Case Reports (February 2021)

T-Mobile USA, Inc. (5G Mobile Phone Service); #6928, NAD/CARU Case Reports (February 2021)

T-Mobile USA, Inc. (TVision Live); #6935, NAD/CARU Case Reports (May 2021)

T-Mobile USA, Inc. (T-Mobile 5G Network); #6989, NAD/CARU Case Reports (September 2021)

Product Demonstration/Testing

Advantice Health, LLC (Kerasal Fungal Nail Renewal); #6421RO, NAD/CARU Case Reports (July 2021)

SharkNinja Operating, LLC (Ninja Foodie NeverStick); #6939, NAD/CARU Case Reports (August 2021)

Verizon Wireless, Inc. (Verizon Wireless "Best network"); #7073CIII/#6272CIII, NAD/CARU Case Reports (November 2021)

Product Demonstration/Testing

ACT, Inc. (Advertising by ACT, Inc.); #6429, NAD/CARU Case Reports (February 2021)

Boost Mobile (4G LTE Data Plans ("Go Unlimited")); #6882, NAD/CARU Case Reports (February 2021)

Butterball, LLC (Butterball Turkey Products); #6930, NAD/CARU Case Reports (August 2021)

Colgate-Palmolive Company (Optic White Renewal Toothpaste); #6914, NAD/CARU Case Reports (February 2021)

Everlane, Inc. (Everlane ReNew Clothing); #7019, NAD/CARU Case Reports (November 2021)

Georgia-Pacific Consumer Products LP (Quilted Northern Ultra Soft & Strong Bathroom Tissue); #7018, NAD/CARU Case Reports (September 2021)

Safe Catch, Inc. (Pouched and Canned Tuna); #6911, NAD/CARU Case Reports (July 2021)

Puffery

American Association of Orthodontists (Happy Mouth Now Campaign); #6917, NAD/CARU Case Reports (February 2021)

Recurring Issues During 2021*(Cases Classified by Issue/Type of Claim)***Superiority Claims**

Air Methods Corporation (Air Ambulance Transport); #7006, NAD/CARU Case Reports (November 2021)

Art of Sport Group, Inc. (Art of Sport Deodorant); #7057, NAD/CARU Case Reports (October 2021)

AT&T Services, Inc. (AT&T Fiber Internet Service); #6950, NAD/CARU Case Reports (June 2021)

Bausch Health US, LLC (INFUSE Contact Lenses); #6951, NAD/CARU Case Reports (November 2021)

Charter Communications, Inc. (Spectrum Mobile); #6940, NAD/CARU Case Reports (April 2021)

Charter Communications, Inc. (Spectrum Mobile); #6940C, NAD/CARU Case Reports (October 2021)

Colgate-Palmolive Company (Optic White Renewal Toothpaste); #6914, NAD/CARU Case Reports (February 2021)

Ford Motor Company (2021 Ford Bronco); #6881, NAD/CARU Case Reports (March 2021)

Johnson & Johnson Consumer, Inc. (Neutrogena Personal Care Products); #6926, NAD/CARU Case Reports (June 2021)

L'Oréal USA, Inc. (CeraVe Skincare Products); #6921, NAD/CARU Case Reports (January 2021)

Nanoceutical Solutions, Inc. (Nano Glutathione); #6916, NAD/CARU Case Reports (January 2021)

PLx Pharma, Inc. (Vazalore); #6912C, NAD/CARU Case Reports (December 2021)

The Procter & Gamble Company (Crest Whitening Emulsions); #6906, NAD/CARU Case Reports (May 2021)

The Procter & Gamble Company (Crest Whitening Emulsions); #6906C, NAD/CARU Case Reports (November 2021)

S.C. Johnson & Son, Inc. (Ziploc Storage Bags); #6983, NAD/CARU Case Reports (October 2021)

SharkNinja Operating, LLC (Ninja Foodie NeverStick); #6939, NAD/CARU Case Reports (August 2021)

Snow Joe, LLC (Sun Joe Pressure Washers); #6317C, NAD/CARU Case Reports (April 2021)

T-Mobile USA, Inc. (5G Mobile Phone Service); #6928, NAD/CARU Case Reports (February 2021)

T-Mobile USA, Inc. (T-Mobile's 5G Network "Reliability"); #6991, NAD/CARU Case Reports (November 2021)

T-Mobile USA, Inc. (T-Mobile's 5G Network "Reliability"); #7001, NAD/CARU Case Reports (November 2021)

Verizon Communications, Inc. (Verizon's "Fastest 5G Network in the World"); #6890, NAD/CARU Case Reports (March 2021)

Verizon Communications, Inc. (Verizon 5G Network); #6985, NAD/CARU Case Reports (July 2021)

Verizon Wireless, Inc. (5G Wireless Service); #6925, NAD/CARU Case Reports (September 2021)

Verizon Wireless, Inc. (Verizon Wireless "Best network"); #7073CIII/#6272CIII, NAD/CARU Case Reports (November 2021)

Testimonials

ChromaDex, Inc. (Tru Niagen Dietary Supplement); #7032, NAD/CARU Case Reports (September 2021)

FertilitySmart (FertilitySmart Conceive for Women); #6932, NAD/CARU Case Reports (March 2021)

Children's Advertising Review Unit 2021 Case Summary

	Decision	Page	Month	Vol.
Toys				
IMC Toys USA, Inc.	MOD	34	May	51
Web Services				
Azerion	MOD	119	February	51
Unity Technologies	SUB	62	April	51
Visual Supply Company	SUB	27	January	51

Recurring Issues During 2021

(Cases Classified by Issue/Type of Claim)

Online Privacy

Azerion (GirlsGoGames.com & Dolphin Show App); #6430, NAD/CARU Case Reports, (February 2021), Product Type: Website/Web Services

Unity Technologies (Unity Ads SDK); #6435, NAD/CARU Case Reports, (April 2021), Product Type: Website/Web Services

Visual Supply Company (VSCO Mobile Application); #6427, NAD/CARU Case Reports, (January 2021), Product Type: Website/Web Services

Safety

IMC Toys USA, Inc. (Cry Babies Magic Tears Tutti Frutti); #6433, NAD/CARU Case Reports, (May 2021), Product Type: Toys