

National Advertising Division 2022

Annual Report



An FTC- Focused Year

“Allowing advertisers to reap the rewards of deceptive claims not only leaves consumers in the lurch but also undercuts honest businesses who play by the rules,” Sam Levine, Bureau of Consumer Protection Director, Federal Trade Commission (FTC), in remarks delivered at [NAD 2022](#), the annual conference of BBB National Programs’ National Advertising Division (NAD).

In 2022, FTC leadership sent a consistent, strong message that national advertisers should take a hard look at their own advertising. With a focus on consumer protection and building consumer trust in advertising practices, the FTC announced that it intends to review and revise longstanding guidance on disclosures and endorsements and apply fundamental truth-in-advertising principles to emerging issues in advertising such as dark patterns — online design practices that can trick or manipulate consumers into buying products or services or giving up their privacy.

At NAD 2022, three FTC presentations made headlines by outlining these priorities in very clear terms.

Bureau of Consumer Protection Director, Sam Levine, signaled that the FTC intends to seek monetary relief in appropriate actions against national advertisers for violating Section 5 of the FTC Act. NAD 2022's keynote speaker, FTC Commissioner Alvaro Bedoya, attracted the attention of Congress, resulting in a [letter](#) requesting that the FTC take strong action to update COPPA and take a leadership role in protecting kids and teens online.

Serena Viswanathan, who leads the FTC's Division of Advertising Practices, indicated that the FTC's enforcement activity is already focused on dark patterns, the use of endorsements, and influencer marketing and reviews, with an emphasis on disclosures that are obscured or contradict advertising claims — practices that erode consumer trust and harm both consumers and businesses, large and small.

The National Advertising Division has been on the front lines of curbing these practices and, earlier in the year, joined fellow BBB National Programs truth-in-advertising watchdogs the Children's Advertising Review Unit (CARU) and Direct Selling Self-Regulatory Council (DSSRC) to participate in two FTC requests for comment that aligned perfectly with Viswanathan's remarks at NAD 2022.



Laura Brett, Vice President, National Advertising Division, BBB National Programs gives welcome remarks at the 2022 National Advertising Division Annual Conference.



Getting Disclosures Right

Too often, consumers ignore or miss a disclosure because it is difficult to notice, read, or understand or is displayed in a way that is inconsistent with FTC guidance for effective disclosures. The FTC's current guidance on disclosures in digital marketing provides a roadmap for brands to use better practices, but new guidance may be forthcoming.

In response to the FTC's 2022 request for comments on its .com Disclosures business guidance, BBB National Programs highlighted many of the disclosure issues regularly reviewed in case decisions.

BBB National Programs asked that updated FTC guidance:

- ◆ Provide examples of prominent disclosures in social media.
- ◆ Provide guidance on when, where, and whether the sponsor of the post should be disclosed.
- ◆ Provide additional guidance and examples of when a hyperlink can be used to make a disclosure and how it can be labeled to indicate the nature of the disclosure available in the link.
- ◆ Directly address affiliate marketers and require disclosure of their relationship with a brand.
- ◆ Provide guidance that disclosure of a material connection with a brand by affiliate marketers is required but disclosure alone may be insufficient to prevent consumers from being misled if the affiliate marketer ranks products.
- ◆ Address platform restrictions that make adding adequate disclosures more difficult.
- ◆ Update current guidance as it relates to disclosures on mobile devices.
- ◆ Update guidance on disclosure issues that lead to dark patterns and add examples of dark pattern disclosures that are misleading.
- ◆ Clarify that disclosure of material terms several webpages into a purchase, even if unavoidable, is not sufficiently conspicuous to avoid misleading consumers.
- ◆ Provide clear guidance to advertisers that clear and conspicuous disclosures are required in virtual reality and the metaverse even when technological constraints make disclosures difficult.

In advertising challenges brought before BBB National Programs in 2022, NAD regularly saw disclosures that were difficult to read due to their size, prominence, or placement. Problematic disclosures can be located far from the triggering claim, forcing consumers to scroll to review them, or found only when clicking a hyperlink that is not clearly labeled to indicate the nature of the information disclosed. In addition, the source of advertising is often obscure, unclear, or buried somewhere, making it unlikely that consumers will notice. NAD also reminded advertisers to consider that these issues can be exacerbated when viewed on a mobile device.

The Problem with Endorsements

Consumer engagement in social media and an accelerating shift to digital commerce have increased the use of endorsements and reviews in advertising on many platforms; unsurprisingly, the misleading use of endorsements and reviews in advertising is on the radar of the FTC and was also the focus of many NAD cases in 2022.

As part of the FTC's proposed updates to its Endorsement Guides, BBB National Programs shared its concerns about these practices, including:

- ◆ The blurring of advertising and non-advertising content.
- ◆ Disclosures that are not clear and conspicuous.
- ◆ Endorsements that go beyond the experience or expertise of the endorser.
- ◆ The use of reviews in advertising, including a call for additional guidance on collecting reviews, the use of ratings that are based on reviews, and whether third parties can rate or rank products if they have a business relationship with any of the marketers of the ranked products.
- ◆ The ways in which marketing can be seamlessly woven into gaming and entertainment content and the need for clear and conspicuous advertising disclosures appropriately tailored to the audience and media sources where they appear, especially in child-directed content.
- ◆ The need for advertisers to avoid manipulative tactics, including but not limited to social pressure or validation, deceptive door openers, or misleading design techniques when marketing to children.
- ◆ The use of direct-seller earnings claims in advertising with a request that the Guides provide additional examples of how to qualify such claims when the earnings are atypical.

Whether it is influencers using the newest beauty products, consumers reviewing the newest gadget, or “independent” third parties rating a range of products in a category based on consumer reviews, consumer reviews draw attention. When consumers engage with content without knowing that payments or incentives are fueling the platforms and with people who appear to organically embrace a new product or service, they are misled. NAD cases evaluated these issues this year, reinforcing that when brands are not transparent in their advertising, it violates truth-in-advertising principles and undermines consumer trust.

A Focus on Protecting Children

CARU helped open the FTC’s October “Protecting Kids from Stealth Advertising in Digital Media” virtual event by discussing the range of digital spaces children frequent as well as the various types of advertising in digital media that children encounter. CARU has a central role in the advertising industry, developing best practices and rules of the road for advertising to children. The CARU Advertising Guidelines have become a key resource for industry when new issues arise in advertising to children, especially now with the rise of advertising in the metaverse.

A large focus of the FTC event was on the metaverse, a new and complicated landscape where discerning organic content from advertising presents new challenges for advertisers, who must clearly distinguish endorsers from characters and advertisements from gaming elements ([watch the recording](#)).

Advertisers: Curtail Misleading Practices

The FTC’s activity over the course of the last year should serve as a warning to brands.

The advertising industry should take note and adopt a more aggressive approach to curtailing these misleading advertising practices. Companies should avoid using these practices in their own advertising and, when identified, they should challenge a competitor’s misleading advertising practices at BBB National Programs.

Challenging advertising that distorts the marketplace helps create a level playing field for business to compete and builds consumer trust more broadly.

Governmental Attention

Congress Recognizes BBB National Programs' Work Combatting COVID-19 Fraud

In February, Mary K. Engle, Executive Vice President, Policy, BBB National Programs, [testified](#) before the Congressional Subcommittee on Consumer Protection, Product Safety, and Data Security on efforts by NAD and the Direct Selling Self-Regulatory Council to combat COVID-19 fraud. Through this work, hundreds of harmful advertising claims that were misleading consumers about products' ability to prevent, treat, or cure COVID-19 were removed from the marketplace.

OECD Highlights NAD's Work on Dark Patterns

The Office of Economic Cooperation and Development (OECD) in Dark Commercial Patterns, OECD Digital Economy Papers, October 2022 No. 336, noted the work of NAD and CARU to hold businesses to the FTC's advertising standards, including by providing recommendations to cease use of dark patterns and referring matters to the FTC for enforcement action.

At the OECD's [2022 Digital Economy Ministerial Meeting](#), Laura Brett, Vice President, National Advertising Division, BBB National Programs, spoke about NAD's cases that recommend advertisers modify practices that fall under the umbrella of practices identified as dark patterns, including cases on forced or hidden subscriptions, forced registration, hidden fees, difficulty cancelling, and preselected choices. She also spoke about how self-regulation can encourage companies to get on the right side of dark patterns by bringing targeted cases and being available for challenges when dark patterns harm fair competition. Brett highlighted that self-regulation could be used to help companies set standards and create accountability mechanisms to uphold them.

Ad Watchers, Season Two

The Ad Watchers podcast, which initially kicked off in the 50th year of the National Advertising Division, provides listeners with behind-the-scenes access to the nitty-gritty of advertising law. Why? As the co-hosts told you, it's "because advertising law is simple, it's the execution that's hard."

Across the seven episodes in Season 1 of Ad Watchers, NAD attorneys broke down some of the most frequent advertising issues addressed in NAD cases to reveal the complexity of keeping claims truthful and accurate. In Season 2, across eight episodes, our hosts and special guests tackled thorny questions such as: Where is the line between ethical design and dark patterns?



Catch up on Season Two's Episodes

- ◆ [Ep. 1](#): How can you avoid the grey areas of green claims?
- ◆ [Ep. 2](#): What does it take to get consumer perception surveys right?
- ◆ [Ep. 3](#): What should you consider before making cosmetics claims?
- ◆ [Ep. 4](#): How should you present scientific evidence to support your ad claims?
- ◆ [Ep. 5](#): The hosts revisit the best podcast episode ever - what is puffery?
- ◆ [Ep. 6](#): How is direct selling advertising different?
- ◆ [Ep. 7](#): Where is the line between ethical design and dark patterns?
- ◆ [Ep. 8](#): How can you ensure your DEI efforts are authentic?

Meet the Hosts



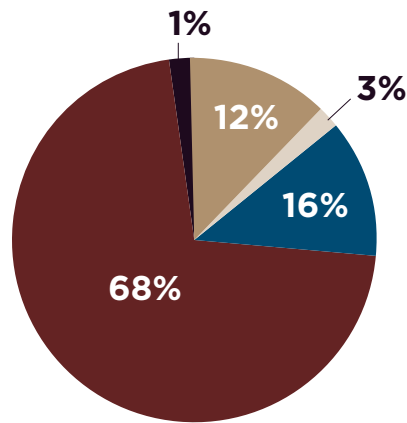
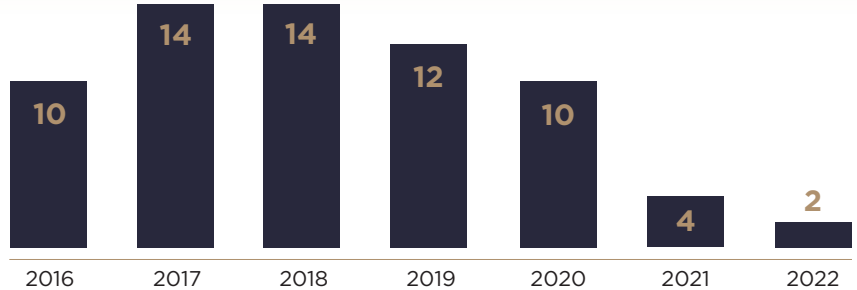
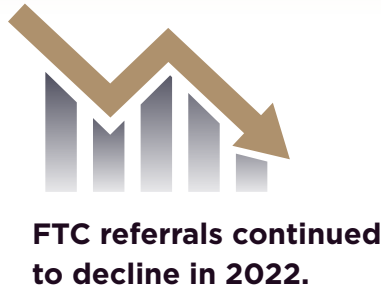
Annie M. Ugurlayan
Assistant Director, National
Advertising Division
BBB National Programs



Eric Unis
Senior Attorney, National
Advertising Division
BBB National Programs

Get ahead of the game and [subscribe now](#) to be the first to hear when Season 3 launches this year.

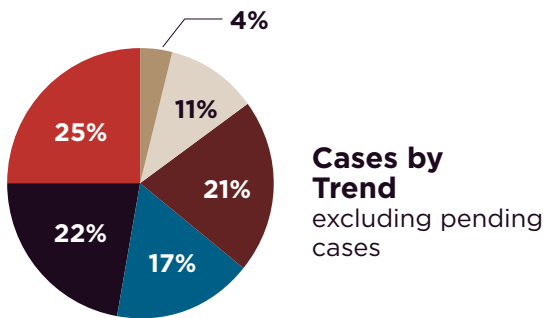
National Advertising Division (NAD) 2022 Case Trends



Cases by the Numbers excluding pending cases

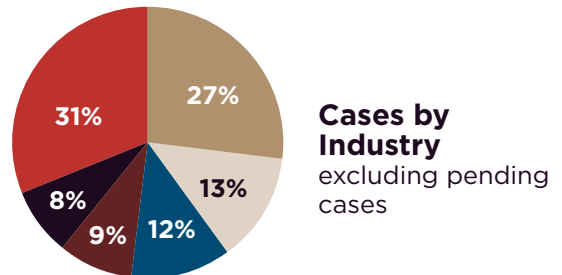
- Fast-Track SWIFT
- Standard Track
- Complex Track
- Reopened Cases
- Public Interest Cases*

*includes monitoring and fee waiver cases



Cases by Trend excluding pending cases

- Data Protection and Privacy
- Health-Related
- Social Justice and Sustainability
- Superiority
- Pricing
- Other



Cases by Industry excluding pending cases

- Telecommunications
- Dietary Supplements
- Food & Beverage
- Household Products
- Drugs/Health/Health Aids
- Other

NAD 2022 Case Trends (Cont.)

National Advertising Division case decisions reflect trends in American society as well as technological innovations.

In 2022, with much of the workforce continuing to work remotely, reliant on home internet services, competitive marketing for such services was on the rise and led to an increase in competitor challenges to NAD for that advertising. Other trends driving advertising reviewed by NAD in 2022 include increasing consumer concerns about social justice, sustainable products and business practices, and data privacy.

No matter the trend or innovation, whether conventional or emerging, NAD decisions apply traditional truth-in-advertising principles to advertising challenges in the marketplace.

Challenges to Data Protection and Privacy Claims

With consumers' growing concerns about protecting their personal data from theft or surveillance, it is not a surprise that advertisers are focusing on how their products may be able to help protect consumer data. NAD treats statements such as "we protect your privacy" as an advertising claim similar to any other claim about a company's products or services: The advertiser must be able to substantiate all material express and implied claims made in their advertising. Several NAD cases this year resulted in recommendations for advertisers to narrowly tailor their privacy-related claims to accurately describe the privacy protection provided to consumers.

Social Justice and Sustainability Claims

Many consumers make their purchasing decisions based on a brand's advertising touting a commitment to sustainability or social justice issues that align with the consumer's personal beliefs. In 2022, NAD monitored advertising on these issues, including determining whether claims brands were making in their consumer-directed communications about their commitment to the social justice issue were substantiated. In two such cases, NAD concluded that both companies provided appropriate support showing they had followed through on their commitments.

Sustainability claims continue to be a focus of both competitor challenges and NAD's monitoring efforts.

Shift in Telecommunications Advertising

The combination of a continued hybrid workforce and the emergence of wireless providers competing with ISPs in the home internet market led to a significant number of NAD challenges in 2022. In addition, other challenges involving claims of reliability, speed, and other performance-related issues were the focus of many cases. Of the 17 challenges involving telecommunications and ISP companies in 2022, nine involved home internet services, a significant increase from the three challenges involving home internet services in 2021.

Substantiating Health-Related Claims

It is well settled that health-related claims require a high level of substantiation. NAD considered the appropriate level of substantiation in several cases that required the review of emerging evidence as substantiation for health-related claims. In each case, NAD recommended that the advertising be modified to include critical disclosures to limit the claims to the state of the science supporting the claims. In other matters NAD relied on well-established principles associated with testing protocols and found in one case that the lack of controls rendered the testing insufficiently reliable to support unqualified health claims.

In December, the FTC staff issued new Health Products Compliance Guidance that updates the FTC's 1998 Dietary Supplements: An Advertising Guide for Industry. One significant change is highlighted in the title itself, which clarifies that the guidance has been expanded to apply to all health-related claims, not just dietary supplements.

Since 1998, the FTC has brought more than 200 enforcement actions challenging false or deceptive health claims, and the lessons learned from these actions are incorporated into the guidance. For example, the guidance explains that under the "competent and reliable scientific evidence" standard, the FTC generally expects companies to support health-related claims with high quality, randomized, controlled human clinical trials. In addition, the guidance provides additional examples regarding testing methodologies.

The new guidance is largely consistent with the approach NAD has been taking, and NAD will consider it going forward when reviewing health-related challenges.

Superiority Claims

Superiority claims take many forms, such as touting a product as "#1" or "doctor recommended" or "most popular," and can grab a consumer's attention, often carrying great weight as that consumer makes a purchase decision. Over one third of NAD's 2022 decisions

involved such claims across a variety of industries including telecommunications, food, dietary supplements, baby products, and other consumer goods. Superiority claims can be monadic or comparative, but to be substantiated such claims must clearly identify the object of comparison and disclose any material differences between the products or services being compared.

Third-party websites often compare and rank products, touting some products as superior to others. When the third-party website has a material connection to the products or services it ranks, that website can be advertising and should be disclosed as such. When the site appears independent but is not, it can harm consumers and fair competition, as well as build distrust in online commerce. These ranking and review websites were the subject of several NAD challenges and monitoring cases in 2022.

Emerging Product Categories

Advertising competition comes from many different directions – new entrants, new technologies, and new promotions. When new competition emerges, NAD challenges – with varying types of claims – often follow. In 2022 we saw health trends driving competition, such as the trend to consume apple cider vinegar for purported health benefits, which drove a challenge to advertising claims that an apple cider vinegar gummy vitamin provides the same benefits.

Savings Claims

As Americans feel the pinch of inflation, it is no surprise that savings claims are trending in NAD challenges. Two recent challenges to the same advertising provide some guidance on substantiating such claims. When making a savings claim, make sure the price comparison is based on prices consumers are actually paying so that the savings represent true savings for consumers. A savings claim qualified with the language “up to” will still need to be supported by savings that more than a small proportion of consumers can achieve.

2022 Summary of Case Work

Unit	Total Cases	
NAD	141	(includes 48 pending cases)
CARU	11	(includes 2 pending cases)
DSSRC	89	(includes 11 pending cases)
NARB/NC	20	(includes 6 pending cases)

Dispositions

National Advertising Division

Case Type	SUB	MOD/DISC	S/M/D	AC	COM	COM/AC	COM/RTG	RTG	Total
Competitor	1	34	22	3	18	0	0	2	80
CRN	0	0	0	1	0	0	0	0	1
Consumer	0	0	0	0	0	0	0	0	0
Monitoring	4	4	4	0	0	0	0	0	12
Total	5	38	26	4	18	0	0	2	93

Children's Advertising Review Unit

Case Type	SUB	MOD/DISC	SUB/MOD	AC	Expedited \$2.13	RTG/Review Ent.	COM	Total
Cases	0	9	0	0	0	0	0	9

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	9	0	58	4	6	77
Total	0	10	0	58	4	6	78

National Advertising Review Board

Case Type	Requested	Granted	Withdrawn	Denied	Upheld	Upheld In Part	Overturned	Compliance	Pending
Appeals	11	11	0	0	5	1	0	3	5

Pending (as of January 1st 2022)

Program	Competitor	CRN	Compliance	Monitoring	Totals
NAD		24	0	4	20
CARU		0	0	0	2

Pending (as of January 1st 2022)

Program	Competitor	CRN	Compliance	Monitoring	Totals
DSSRC	2	0	2	9	11
NARB	5	0	0	1	6

Children's Advertising Review Unit 2022 Case Summary

	Decision	Page	Month	Vol.
Toys				
Jazwares, LLC	MOD	88	March	52
Moose Toys	MOD	97	March	52
Web Services				
Firefly Games Mobile Inc.	MOD	53	July	52
Gameloft S.A.	MOD	84	October	52
Outright Games Ltd.	MOD	66	June	52
TickTalk Tech, LLC	MOD	104	March	52
Tilting Point Media LLC	MOD	52	August	52
Other				
Primark US Corp.	MOD	2	July	52

Recurring Issues During 2022 (Cases Classified by Issue/Type of Claim)

Inappropriate Content

Primark US Corp. (Children's Clothing Products); #6441, NAD/CARU Case Reports, (July 2022), Product Type: Clothing

Moose Toys (Fail Fix Total Makeover Doll); #6443, NAD/CARU Case Reports, (August 2022), Product Type: Toys

Online Advertising

Outright Games Ltd. (Bratz Total Fashion Makeover App); #6440, NAD/CARU Case Reports, (June 2022), Product Type: Website/Web Services

Primark US Corp. (Children's Clothing Products); #6441, NAD/CARU Case Reports, (July 2022), Product Type: Clothing

Firefly Games Mobile Inc. (Lo! Surprise! Room Makeover App); #6442, NAD/CARU Case Reports, (July 2022), Product Type: Website/Web Services

Moose Toys (Fail Fix Total Makeover Doll); #6443, NAD/CARU Case Reports, (August 2022), Product Type: Toys

Tilting Point Media LLC (SpongeBob - Krusty Cook-Off App); #6444, NAD/CARU Case Reports, (August 2022), Product Type: Website/ Web Services

Gameloft S.A. (Disney Getaway Blast App); #6445, NAD/CARU Case Reports, (October 2022), Product Type: Website/Web Services

Recurring Issues During 2022

(Cases Classified by Issue/Type of Claim)

Online Privacy

TickTalk Tech, LLC (TickTalk 4 Smart Watch phone, Website and App); #6438, NAD/CARU Case Reports, (March 2022), Product Type: Website/Web Services

Outright Games Ltd. (Bratz Total Fashion Makeover App); #6440, NAD/CARU Case Reports, (June 2022), Product Type: Website/Web Services

Firefly Games Mobile Inc. (Lo! Surprise! Room Makeover App); #6442, NAD/CARU Case Reports, (July 2022), Product Type: Website/Web Services

Tilting Point Media LLC (SpongeBob – Krusty Cook-Off App); #6444, NAD/CARU Case Reports, (August 2022), Product Type: Website/ Web Services

Gameloft S.A. (Disney Getaway Blast App); #6445, NAD/CARU Case Reports, (October 2022), Product Type: Website/Web Services

Product Presentation

Jazwares, LLC (Micro Machines Corvette Playset and World of Micro Machines Playset); #6439, NAD/CARU Case Reports, (March 2022), Product Type: Toys

Moose Toys (Fail Fix Total Makeover Doll); #6443, NAD/CARU Case Reports, (August 2022), Product Type: Toys

Safety

Moose Toys (Little Live Pets Gotta Go Turdle); #6437, NAD/CARU Case Reports, (March 2022), Product Type: Toys

National Advertising Division 2022 Case Summary

	Decision	Page	Month	Vol.
Computers / Software / Peripherals				
DuckDuckGo (#7022 AMU)	S/M/D	7	June	52
Niantic, Inc. (#7037 AMU)	SUB	2	February	52
Zscaler, Inc. (#7134 ZW)	RTG	2	November	52
Consumer Electronics				
SharkNinja Operating, LLC (#7081 JS)	MOD/DISC	11	June	52
Cosmetics / Beauty Products / Toiletries				
L'Oréal USA, Inc. (6921RO ELU)	SUB	2	October	52
PerSé Beauty, Inc. d/b/a/ Prose (#7054RO/6992 AMU)	SUB	2	March	52
The Procter & Gamble Company (#7013 JS)	MOD/DISC	7	March	52
The Procter & Gamble Company (#7113 MCB)	MOD/DISC	8	October	52
Dietary Supplements				
Arthur Andrew Medical, LLC (#7101 AMU)	AC	16	March	52
Dakota Nutrition, Inc. (#7067 JS)	MOD/DISC	22	June	52
Dakota Nutrition, Inc. (#7067C AMU)	COM	6	November	52
Goli Nutrition, Inc. (#7042 HH)	MOD/DISC	2	January	52
Goli Nutrition, Inc. (#7059 LCS)	S/M/D	2	May	52
Innovix Pharma, Inc. (#6974 AMU)	MOD/DISC	7	April	52

	Decision	Page	Month	Vol.
Natrol, LLC (#7172 ELU)	AC	XX	AINI	53
Verified Nutrition, LLC (#6949 AMU)	AC	20	May	52
Drugs / Health / Health Aids				
Cryo-Cell International, Inc. (#7004C AMU)	COM	6	August	52
Genexa, Inc. (#7108 HJS)	MOD/DISC	8	November	52
Global Medical Response, Inc. (#7052 JS)	MOD/DISC	21	May	52
i-Health, Inc.(DSM North America) (#7080 LCS)	MOD/DISC	30	May	52
Novartis Pharmaceutical Corporation (#7137 MCB)	MOD/DISC	XX	AINI	53
The Procter & Gamble Company (#7102 ELU)	AC	16	April	52
RhinoSystems, Inc. (#7130 JS)	S/M/D	XX	AINI	53
Sanofi Consumer Healthcare (#7088 MCB)	MOD/DISC	15	July	52
SmileDirectClub, LLC (#7048 ZW)	MOD/DISC	25	July	52
SmileDirectClub, LLC (#7091 JS)	MOD/DISC	30	July	52
Financial Services				
Cash App (#7100 AMU)	MOD/DISC	22	November	52
CreditAssociates, LLC (#7024 AMU)	MOD/DISC	2	September	52
S3 Marketing, LLC and Beyond Finance, LLC d/b/a Accredited Debt Relief (#7025 AMU)	MOD/DISC	37	October	52
Food / Beverage				
4Patriots, LLC (#7033 ZW)	S/M/D	27	February	52
4Patriots, LLC (#7033C AMU)	COM	31	June	52
American Beverage Association (#7011 AMU)	S/M/D	29	November	52
Blue Apron, LLC (#7099 AMU)	SUB	26	November	52
Brightland, Inc. (#7061C AMU)	COM	17	April	52
Chipotle Mexican Grill, Inc. (#7020 ZW)	S/M/D	39	March	52
Clif Bar & Company (#7069 JS)	DISC	48	March	52
Danone US, LLC (#7012 HH)	S/M/D	53	March	52
DoorDash, Inc. (#7036 AMU)	SUB	38	February	52
Mazee, LLC (#7077 ZW)	S/M/D	42	May	52
Once Upon A Farm (#7133 JS)	MOD/DISC	44	October	52
Safe Catch, Inc. (#6911C AMU)	COM	19	April	52
Simply Gum, Inc. (#7079 ZW)	RTG	41	February	52
Household Products				
Glad Products Company (#6996 JS)	MOD/DISC	11	January	52
The Procter & Gamble Company (#6977 ZW)	MOD/DISC	35	June	52
PurposeBuilt Brands (#6982 HH)	S/M/D	19	January	52
RGF Environmental Group, Inc. (#7028 ELU)	S/M/D	53	May	52
SharkNinja Operating, LLC (#6939C AMU)	COM	43	February	52
SharkNinja Operating, LLC (#7094 ZW/DR)	S/M/D	9	August	52
SharkNinja Operating, LLC (#7094C AMU)	COM	13	December	52
SharkNinja Operating, LLC (#7096 ZW)	S/M/D	41	November	52
Infant Products				
Perrigo Company PLC (#7098 JS)	S/M/D	51	November	52
WaterWipes (USA), Inc. (#7064 HJS)	DISC	46	February	52

	Decision	Page	Month	Vol.
WaterWipes (USA), Inc. (#7086 HJS)	S/M/D	36	July	52
Jewelry				
Brilliant Earth Group, Inc. (#7095 MCB)	MOD/DISC	22	April	52
Miscellaneous				
Skyline USA, Inc. (#6316C AMU)	COM	22	August	52
TPR Education, LLC (#7159 ELU)	MOD/DISC	15	December	52
Twilio, Inc. (#7089 HJS)	S/M/D	48	July	52
Pet Products				
Merck Animal Health (#7029 HJS)	DISC	40	January	52
Telecommunications Products / Services				
Charter Communications, Inc. (#6940CII AMU)	COM	52	January	52
Charter Communications, Inc. (#7063 MCB)	MOD/DISC	75	March	52
Charter Communications, Inc. (#7093 ELU)	MOD/DISC	69	March	52
Charter Communications, Inc. (#7093C AMU)	COM	65	May	52
Charter Communications, Inc. (#7046 ZW)	S/M/D	27	April	52
Charter Communications, Inc. (#7115 ELU)	MOD/DISC	52	June	52
Charter Communications, Inc. (#7117 DR)	MOD/DISC	15	September	52
Charter Communications, Inc., d/b/a Spectrum (#7155 MCB)	MOD/DISC	20	December	52
Comcast Cable Communications Management, LLC (#6920C AMU)	COM	54	June	52
Comcast Cable Communications, LLC (#7114 JS)	S/M/D	22	September	52
Comcast Cable Communications, LLC (#7116 ZW)	MOD/DISC	30	September	52
Comcast Cable Communications, LLC (#7118 DR)	MOD/DISC	68	October	52
Comcast Cable Communications, LLC (#7157 ELU)	MOD/DISC	17	December	52
Cox Communications, Inc. (#7122 JS)	S/M/D	50	October	52
Frontier Communications (#7109C & #7110C AMU)	COM	35	April	52
Google Fiber, Inc. (#7050 ZW)	MOD/DISC	67	May	52
Liberty Mobile Puerto Rico, Inc. (#7119 ELU)	MOD/DISC	57	June	52
Liberty Mobile Puerto Rico, Inc. (#7119C AMU)	COM	72	November	52
T-Mobile USA, Inc. (#6989C AMU)	COM	65	February	52
T-Mobile USA, Inc. (#7066 ZW)	S/M/D	82	March	52
T-Mobile USA, Inc. (#7066C AMU)	COM	23	August	52
T-Mobile USA, Inc. (#7066CII AMU)	COM	36	September	52
T-Mobile US, Inc. (#7103 ELU)	S/M/D	26	August	52
T-Mobile US, Inc. (#7105 ELU)	MOD/DISC	31	August	52
T-Mobile US, Inc. (#7127 JS)	S/M/D	63	November	52
Verizon Communications, Inc. (#6329CV AMU)	COM	84	May	52
Verizon Communications, Inc. (#7106 ZW)	MOD/DISC	36	August	52
Visible Service, LLC (#7138 ELU)	MOD/DISC	41	August	52
WhatsApp, LLC (#7107 MCB)	S/M/D	57	October	52

	Decision	Page	Month	Vol.
Website / Web Services				
BestCompany.com, LLC (#6999 ELU)	S/M/D	56	January	52
Brave, Inc. (#7021 AMU)	S/M/D	61	June	52
CoStar Group, Inc. (#7045 KA)	S/M/D	38	April	52
Smile Prep, LLC (#7131 DR)	S/M/D	22	December	52
Vision Direct BV (#7085 ELU)	MOD/DISC	111	March	52

Recurring Issues During 2022

(Cases Classified by Issue/Type of Claim)

Administrative/Jurisdictional

Goli Nutrition, Inc. (Goli Ashwagandha Gummies); #7059, NAD/CARU Case Reports (May 2022)

Smile Prep, LLC (Smileprep.com); #7131, NAD/CARU Case Reports (December 2022)

Zscaler, Inc. (Zero Trust Exchange Platform); #7134, NAD/CARU Case Reports (November 2022)

Consumer Surveys

SharkNinja Operating, LLC (Ninja Foodi NeverStick); #6939C, NAD/CARU Case Reports (February 2022)

Comparative Performance Claims

Charter Communications, Inc. (Spectrum Internet); #7046, NAD/CARU Case Reports (April 2022)

Charter Communications, Inc. (Spectrum Internet); #7117, NAD/CARU Case Reports (September 2022)

Comcast Communications, LLC (Xfinity Internet Service); #7114, NAD/CARU Case Reports (September 2022)

Frontier Communications (Frontier's DSL & FiOS Internet Services; Frontier Communications FiOS Internet Service); #7109C & #7110C, NAD/CARU Case Reports (April 2022)

Google Fiber, Inc. (Google Fiber Internet Service); #7050, NAD/CARU Case Reports (May 2022)

The Procter & Gamble Company (Febreze Air Fresheners); #6977, NAD/CARU Case Reports (June 2022)

Novartis Pharmaceutical Corporation (Kisqali); #7137, NAD/CARU Case Reports (January 2023)

SharkNinja Operating, LLC (Shark HyperAir Hair Dryer); #7081, NAD/CARU Case Reports (June 2022)

SharkNinja Operating, LLC (Vertex and Navigator Pet Pro Vacuums); #7094, NAD/CARU Case Reports (August 2022)

SharkNinja Operating, LLC (Vertex and Navigator Pet Pro Vacuums); #7094C, NAD/CARU Case Reports (December 2022)

SharkNinja Operating, LLC (Shark Air Purifiers); #7096, NAD/CARU Case Reports (November 2022)

Skyline USA, Inc. (Guard Dog Pepper Spray); #6316C, NAD/CARU Case Reports (August 2022)

SmileDirectClub, LLC (Fast-Dissolving Whitening Strips); #7091, NAD/CARU Case Reports (July 2022)

T-Mobile USA, Inc. (T-Mobile 5G Network); #6989C, NAD/CARU Case Reports (February 2022)

Defamatory/False Claims

RGF Environmental Group, Inc. (RGF Air Purification Devices); #7028, NAD/CARU Case Reports (May 2022)

Recurring Issues During 2022

(Cases Classified by Issue/Type of Claim)

Demonstrations

SharkNinja Operating, LLC (Shark HyperAir Hair Dryer); #7081, NAD/CARU Case Reports (June 2022)

Disclosure

4Patriots, LLC (Long-Term Survival Food Kits); #7033, NAD/CARU Case Reports (February 2022)

4Patriots, LLC (Long-Term Survival Food Kits); #7033C, NAD/CARU Case Reports (June 2022)

Brilliant Earth Group, Inc. (Free Diamond Earrings); #7095, NAD/CARU Case Reports (April 2022)

Charter Communications, Inc. (Spectrum Mobile); #7063, NAD/CARU Case Reports (March 2022)

Charter Communications, Inc. (Spectrum Internet); #7046, NAD/CARU Case Reports (April 2022)

Charter Communications, Inc. (Spectrum Internet); #7117, NAD/CARU Case Reports (September 2022)

Charter Communications, Inc., d/b/a Spectrum (Spectrum Mobile); #7155, NAD/CARU Case Reports (December 2022)

Comcast Cable Communications, LLC (Xfinity Mobile Wireless); #7118, NAD/CARU Case Reports (October 2022)

Cox Communications, Inc. (Gigablast Internet Service); #7122, NAD/CARU Case Reports (October 2022)

Liberty Mobile Puerto Rico, Inc. (Wireless Service); #7119, NAD/CARU Case Reports (June 2022)

Liberty Mobile Puerto Rico, Inc. (Wireless Service); #7119C, NAD/CARU Case Reports (November 2022)

The Procter & Gamble Company (Secret Deodorant); #7102, NAD/CARU Case Reports (April 2022)

SharkNinja Operating, LLC (Ninja Foodi NeverStick); #6939C, NAD/CARU Case Reports (February 2022)

Smile Prep, LLC (Smileprep.com); #7131, NAD/CARU Case Reports (December 2022)

T-Mobile US, Inc. (T-Mobile 5G Home Internet Service); #7103, NAD/CARU Case Reports (August 2022)

T-Mobile US, Inc. (T-Mobile 5G Home Internet Service); #7105, NAD/CARU Case Reports (August 2022)

TPR Education, LLC (The Princeton Review Test Prep Services); #7159, NAD/CARU Case Reports (December 2022)

Twilio, Inc. (Customer Data Platform); #7089, NAD/CARU Case Reports (July 2022)

Verizon Communications, Inc. (5G Ultra Wideband); #7106, NAD/CARU Case Reports (August 2022)

Disparagement Claims

Brightland, Inc. (Olive Oil); #7061C, NAD/CARU Case Reports (April 2022)

Charter Communications, Inc. (Spectrum Mobile); #7063, NAD/CARU Case Reports (March 2022)

Charter Communications, Inc. (Spectrum Internet); #7046, NAD/CARU Case Reports (April 2022)

Charter Communications, Inc. (Spectrum Internet); #7115, NAD/CARU Case Reports (June 2022)

Genexa, Inc. (OTC Kids Pain & Fever Medicine); #7108, NAD/CARU Case Reports (November 2022)

Global Medical Response, Inc. (Air Ambulance Transport); #7052, NAD/CARU Case Reports (May 2022)

Google Fiber, Inc. (Google Fiber Internet Service); #7050, NAD/CARU Case Reports (May 2022)

Mazee, LLC (Glee Gum Chewing Gum); #7077, NAD/CARU Case Reports (May 2022)

The Procter & Gamble Company (Puffs Ultra Soft Tissue); #7113, NAD/CARU Case Reports (October 2022)

Simply Gum, Inc. (Simply Gum Chewing Gum); #7079, NAD/CARU Case Reports (February 2022)

WhatsApp, LLC (WhatsApp Messaging App); #7107, NAD/CARU Case Reports (October 2022)

Zscaler, Inc. (Zero Trust Exchange Platform); #7134, NAD/CARU Case Reports (November 2022)

Recurring Issues During 2022

(Cases Classified by Issue/Type of Claim)

Efficacy Claims

The Procter & Gamble Company (Febreze Air Fresheners); #6977, NAD/CARU Case Reports (June 2022)
SharkNinja Operating, LLC (Shark Air Purifiers); #7096, NAD/CARU Case Reports (November 2022)

Endorsements

4Patriots, LLC (Long-Term Survival Food Kits); #7033, NAD/CARU Case Reports (February 2022)
4Patriots, LLC (Long-Term Survival Food Kits); #7033C, NAD/CARU Case Reports (June 2022)
Safe Catch, Inc. (Pouched and Canned Tuna); #6911C, NAD/CARU Case Reports (April 2022)

Environmental Claims

American Beverage Association (Every Bottle Back Initiative); #7011, NAD/CARU Case Reports (November 2022)
Chipotle Mexican Grill, Inc. (Advertising by Chipotle Mexican Grill); #7020, NAD/CARU Case Reports (March 2022)
Mazee, LLC (Glee Gum Chewing Gum); #7077, NAD/CARU Case Reports (May 2022)
The Procter & Gamble Company (Febreze Air Fresheners); #6977, NAD/CARU Case Reports (June 2022)
PurposeBuilt Brands (Green Gobbler Drain Clog Dissolver); #6982, NAD/CARU Case Reports (January 2022)
Simply Gum, Inc. (Simply Gum Chewing Gum); #7079, NAD/CARU Case Reports (February 2022)

Establishment Claims

Arthur Andrew Medical, LLC (Neprinol Dietary Supplement); #7101, NAD/CARU Case Reports (March 2022)
Goli Nutrition, Inc. (Goli Ashwagandha Gummies); #7059, NAD/CARU Case Reports (May 2022)
Novartis Pharmaceutical Corporation (Kisqali); #7137, NAD/CARU Case Reports (January 2023)
Perrigo Company PLC (Store Brand Hypoallergenic Infant Formula); #7098, NAD/CARU Case Reports (November 2022)
RGF Environmental Group, Inc. (RGF Air Purification Devices); #7028, NAD/CARU Case Reports (May 2022)
RhinoSystems, Inc. (Naväge Nasal Irrigation Products); #7130, NAD/CARU Case Reports (January 2023)
WaterWipes (USA), Inc. (WaterWipes Baby Wipes); #7064, NAD/CARU Case Reports (February 2022)
WaterWipes (USA), Inc. (WaterWipes Line of Baby Wipe Products); #7086, NAD/CARU Case Reports (July 2022)

Exclusivity Claims

Cox Communications, Inc. (Gigablast Internet Service); #7122, NAD/CARU Case Reports (October 2022)
Cryo-Cell International, Inc. (Cord Blood Banking); #7004C, NAD/CARU Case Reports (August 2022)

Express Claims

BestCompany.com, LLC (BestCompany.com); #6999, NAD/CARU Case Reports (January 2022)
Blue Apron, LLC (Advertising for Blue Apron); #7099, NAD/CARU Case Reports (November 2022)
Brilliant Earth Group, Inc. (Free Diamond Earrings); #7095, NAD/CARU Case Reports (April 2022)
Cash App (Advertising by Cash App); #7100, NAD/CARU Case Reports (November 2022)

Recurring Issues During 2022*(Cases Classified by Issue/Type of Claim)*

Charter Communications, Inc. (Spectrum Mobile); #7063, NAD/CARU Case Reports (March 2022)
Charter Communications, Inc. (Spectrum TV); #7093, NAD/CARU Case Reports (March 2022)
Charter Communications, Inc. (Spectrum TV); #7093C, NAD/CARU Case Reports (May 2022)
Charter Communications, Inc. (Spectrum Internet); #7046, NAD/CARU Case Reports (April 2022)
Charter Communications, Inc., d/b/a Spectrum (Spectrum Mobile); #7155, NAD/CARU Case Reports (December 2022)
Comcast Cable Communications, LLC (Comcast Xfinity Internet Service); #7157, NAD/CARU Case Reports (December 2022)
CreditAssociates, LLC (Advertisign by CreditAssociates); #7024, NAD/CARU Case Reports (September 2022)
Cryo-Cell International, Inc. (Cord Blood Banking); #7004C, NAD/CARU Case Reports (August 2022)
Dakota Nutrition, Inc. (Elderberry Products); #7067, NAD/CARU Case Reports (June 2022)
Dakota Nutrition, Inc. (Elderberry Products); #7067C, NAD/CARU Case Reports (November 2022)
DoorDash, Inc. (Advertising by DoorDash, Inc.); #7036, NAD/CARU Case Reports (February 2022)
Frontier Communications (Frontier's DSL & FiOS Internet Services; Frontier Communications FiOS Internet Service); #7109C & #7110C, NAD/CARU Case Reports (April 2022)
Goli Nutrition, Inc. (Apple Cider Vinegar Gummies); #7042, NAD/CARU Case Reports (January 2022)
Niantic, Inc. (Advertising by Niantic Labs); #7037, NAD/CARU Case Reports (February 2022)
L'Oréal USA, Inc. (CeraVe Skincare Products); #6921RO, NAD/CARU Case Reports (October 2022)
Natrol, LLC (Natrol Kids' Melatonin Gummies); #7172, NAD/CARU Case Reports (January 2023)
Novartis Pharmaceutical Corporation (Kisqali); #7137, NAD/CARU Case Reports (January 2023)
PerSé Beauty, In. d/b/a Prose (Prose Haircare Product Reviews); #7054RO/6992, NAD/CARU Case Reports (March 2022)
The Procter & Gamble Company (Puffs Ultra Soft Tissue); #7113, NAD/CARU Case Reports (October 2022)
RGF Environmental Group, Inc. (RGF Air Purification Devices); #7028, NAD/CARU Case Reports (May 2022)
S3 Marketing, LLC and Beyond Finance, LLC d/b/a Accredited Debt Relief (Accredited Debt Relief); #7025, NAD/CARU Case Reports (October 2022)
Sanofi Consumer Healthcare (Zantac 360); #7088, NAD/CARU Case Reports (July 2022)
SharkNinja Operating, LLC (Ninja Foodi NeverStick); #6939C, NAD/CARU Case Reports (February 2022)
Smile Prep, LLC (Smileprep.com); #7131, NAD/CARU Case Reports (December 2022)
T-Mobile US, Inc. (T-Mobile 5G Home Internet Service); #7103, NAD/CARU Case Reports (August 2022)
T-Mobile US, Inc. (T-Mobile 5G Home Internet Service); #7105, NAD/CARU Case Reports (August 2022)
Verified Nutrition, LLC (ProstaGenix); #6949, NAD/CARU Case Reports (May 2022)
Verizon Communications, Inc. (Verizon Wireless (Reopened "First to 5G")); #6329CV, NAD/CARU Case Reports (May 2022)
Vision Direct BV (Vision Direct Website); #7085, NAD/CARU Case Reports (March 2022)
WhatsApp, LLC (WhatsApp Messaging App); #7107, NAD/CARU Case Reports (October 2022)

Health & Safety Claims

4Patriots, LLC (Long-Term Survival Food Kits); #7033, NAD/CARU Case Reports (February 2022)
4Patriots, LLC (Long-Term Survival Food Kits); #7033C, NAD/CARU Case Reports (June 2022)
Cryo-Cell International, Inc. (Cord Blood Banking); #7004C, NAD/CARU Case Reports (August 2022)
Glad Products Company (ForceFlex Plus with Clorox Tall Kitchen Drawstring Bags); #6996, NAD/CARU Case Reports (January 2022)

Recurring Issues During 2022*(Cases Classified by Issue/Type of Claim)*

Goli Nutrition, Inc. (Apple Cider Vinegar Gummies); #7042, NAD/CARU Case Reports (January 2022)
Goli Nutrition, Inc. (Goli Ashwagandha Gummies); #7059, NAD/CARU Case Reports (May 2022)
i-Health, Inc.(DSM North America) (Culturelle IBS Complete Support); #7080, NAD/CARU Case Reports (May 2022)
Novartis Pharmaceutical Corporation (Kisqali); #7137, NAD/CARU Case Reports (January 2023)
The Procter & Gamble Company (Febreze Air Fresheners); #6977, NAD/CARU Case Reports (June 2022)
PurposeBuilt Brands (Green Gobbler Drain Clog Dissolver); #6982, NAD/CARU Case Reports (January 2022)
RGF Environmental Group, Inc. (RGF Air Purification Devices); #7028, NAD/CARU Case Reports (May 2022)
RhinoSystems, Inc. (Naväge Nasal Irrigation Products); #7130, NAD/CARU Case Reports (January 2023)
Safe Catch, Inc. (Pouched and Canned Tuna); #6911C, NAD/CARU Case Reports (April 2022)
SharkNinja Operating, LLC (Shark Air Purifiers); #7096, NAD/CARU Case Reports (November 2022)
Simply Gum, Inc. (Simply Gum Chewing Gum); #7079, NAD/CARU Case Reports (February 2022)
Skyline USA, Inc. (Guard Dog Pepper Spray); #6316C, NAD/CARU Case Reports (August 2022)
Verified Nutrition, LLC (ProstaGenix); #6949, NAD/CARU Case Reports (May 2022)

Implied Claims/Consumer Perception

4Patriots, LLC (Long-Term Survival Food Kits); #7033, NAD/CARU Case Reports (February 2022)
4Patriots, LLC (Long-Term Survival Food Kits); #7033C, NAD/CARU Case Reports (June 2022)
BestCompany.com, LLC (BestCompany.com); #6999, NAD/CARU Case Reports (January 2022)
Blue Apron, LLC (Advertising for Blue Apron); #7099, NAD/CARU Case Reports (November 2022)
Brilliant Earth Group, Inc. (Free Diamond Earrings); #7095, NAD/CARU Case Reports (April 2022)
Cash App (Advertising by Cash App); #7100, NAD/CARU Case Reports (November 2022)
Charter Communications, Inc. (Spectrum Mobile); #7063, NAD/CARU Case Reports (March 2022)
Charter Communications, Inc. (Spectrum Internet); #7046, NAD/CARU Case Reports (April 2022)
Charter Communications, Inc. (Spectrum Internet); #7117, NAD/CARU Case Reports (September 2022)
Charter Communications, Inc., d/b/a Spectrum (Spectrum Mobile); #7155, NAD/CARU Case Reports (December 2022)
Comcast Cable Communications Management, LLC (Xfinity Mobile Wireless Service); #6920C, NAD/CARU Case Reports (June 2022)
Cox Communications, Inc. (Gigablast Internet Service); #7122, NAD/CARU Case Reports (October 2022)
CreditAssociates, LLC (Advertisign by CreditAssociates); #7024, NAD/CARU Case Reports (September 2022)
Cryo-Cell International, Inc. (Cord Blood Banking); #7004C, NAD/CARU Case Reports (August 2022)
Frontier Communications (Frontier's DSL & FiOS Internet Services; Frontier Communications FiOS Internet Service); #7109C & #7110C, NAD/CARU Case Reports (April 2022)
Glad Products Company (ForceFlex Plus with Clorox Tall Kitchen Drawstring Bags); #6996, NAD/CARU Case Reports (January 2022)
Global Medical Response, Inc. (Air Ambulance Transport); #7052, NAD/CARU Case Reports (May 2022)
Goli Nutrition, Inc. (Apple Cider Vinegar Gummies); #7042, NAD/CARU Case Reports (January 2022)
Novartis Pharmaceutical Corporation (Kisqali); #7137, NAD/CARU Case Reports (January 2023)
The Procter & Gamble Company (Febreze Air Fresheners); #6977, NAD/CARU Case Reports (June 2022)
The Procter & Gamble Company (Puffs Ultra Soft Tissue); #7113, NAD/CARU Case Reports (October 2022)
PurposeBuilt Brands (Green Gobbler Drain Clog Dissolver); #6982, NAD/CARU Case Reports (January 2022)

Recurring Issues During 2022*(Cases Classified by Issue/Type of Claim)*

RGF Environmental Group, Inc. (RGF Air Purification Devices); #7028, NAD/CARU Case Reports (May 2022)

RhinoSystems, Inc. (Naväge Nasal Irrigation Products); #7130, NAD/CARU Case Reports (January 2023)

SharkNinja Operating, LLC (Ninja Foodi NeverStick); #6939C, NAD/CARU Case Reports (February 2022)

SharkNinja Operating, LLC (Shark HyperAir Hair Dryer); #7081, NAD/CARU Case Reports (June 2022)

SharkNinja Operating, LLC (Vertex and Navigator Pet Pro Vacuums); #7094, NAD/CARU Case Reports (August 2022)

SharkNinja Operating, LLC (Vertex and Navigator Pet Pro Vacuums); #7094C, NAD/CARU Case Reports (December 2022)

Smile Prep, LLC (Smileprep.com); #7131, NAD/CARU Case Reports (December 2022)

T-Mobile US, Inc. (T-Mobile 5G Home Internet Service); #7103, NAD/CARU Case Reports (August 2022)

T-Mobile US, Inc. (T-Mobile 5G Home Internet Service); #7105, NAD/CARU Case Reports (August 2022)

Verizon Communications, Inc. (Verizon Wireless (Reopened "First to 5G")); #6329CV, NAD/CARU Case Reports (May 2022)

Verizon Communications, Inc. (5G Ultra Wideband); #7106, NAD/CARU Case Reports (August 2022)

WhatsApp, LLC (WhatsApp Messaging App); #7107, NAD/CARU Case Reports (October 2022)

Ingredient/Content/Nutrition

4Patriots, LLC (Long-Term Survival Food Kits); #7033, NAD/CARU Case Reports (February 2022)

4Patriots, LLC (Long-Term Survival Food Kits); #7033C, NAD/CARU Case Reports (June 2022)

Dakota Nutrition, Inc. (Elderberry Products); #7067, NAD/CARU Case Reports (June 2022)

Dakota Nutrition, Inc. (Elderberry Products); #7067C, NAD/CARU Case Reports (November 2022)

Danone US, LLC (Light & Fit, Light & Fit Greek and Two Good Yogurt Brands); #7012, NAD/CARU Case Reports (March 2022)

Goli Nutrition, Inc. (Apple Cider Vinegar Gummies); #7042, NAD/CARU Case Reports (January 2022)

Mazee, LLC (Glee Gum Chewing Gum); #7077, NAD/CARU Case Reports (May 2022)

Once Upon A Farm (Advanced Nutrition Baby Fruit & Veggies Blend); #7133, NAD/CARU Case Reports (October 2022)

Sanofi Consumer Healthcare (Zantac 360); #7088, NAD/CARU Case Reports (July 2022)

Labeling/Product Packaging Claims

SharkNinja Operating, LLC (Ninja Foodi NeverStick); #6939C, NAD/CARU Case Reports (February 2022)

Online Advertising

4Patriots, LLC (Long-Term Survival Food Kits); #7033, NAD/CARU Case Reports (February 2022)

4Patriots, LLC (Long-Term Survival Food Kits); #7033C, NAD/CARU Case Reports (June 2022)

BestCompany.com, LLC (BestCompany.com); #6999, NAD/CARU Case Reports (January 2022)

Blue Apron, LLC (Advertising for Blue Apron); #7099, NAD/CARU Case Reports (November 2022)

DoorDash, Inc. (Advertising by DoorDash, Inc.); #7036, NAD/CARU Case Reports (February 2022)

Niantic, Inc. (Advertising by Niantic Labs); #7037, NAD/CARU Case Reports (February 2022)

S3 Marketing, LLC and Beyond Finance, LLC d/b/a Accredited Debt Relief (Accredited Debt Relief); #7025, NAD/CARU Case Reports (October 2022)

Smile Prep, LLC (Smileprep.com); #7131, NAD/CARU Case Reports (December 2022)

Recurring Issues During 2022

(Cases Classified by Issue/Type of Claim)

Parity

Comcast Communications, LLC (Xfinity Internet Service); #7114, NAD/CARU Case Reports (September 2022)

The Procter & Gamble Company (Febreze Air Fresheners); #6977, NAD/CARU Case Reports (June 2022)

Performance Claims

Brave, Inc. (Advertising for Brave Web Browser); #7021, NAD/CARU Case Reports (June 2022)

Comcast Cable Communications Management, LLC (Xfinity Mobile Wireless Service); #6920C, NAD/CARU Case Reports (June 2022)

CoStar Group, Inc. (Apartments.com); 7045, NAD/CARU Case Reports (April 2022)

i-Health, Inc.(DSM North America) (Culturelle IBS Complete Support); #7080, NAD/CARU Case Reports (May 2022)

Innovix Pharma, Inc. (OmegaVia Fish Oil & OmegaVia EPA 500); #6974, NAD/CARU Case Reports (April 2022)

Once Upon A Farm (Advanced Nutrition Baby Fruit & Veggies Blend); #7133, NAD/CARU Case Reports (October 2022)

The Procter & Gamble Company (Febreze Air Fresheners); #6977, NAD/CARU Case Reports (June 2022)

PurposeBuilt Brands (Green Gobbler Drain Clog Dissolver); #6982, NAD/CARU Case Reports (January 2022)

RGF Environmental Group, Inc. (RGF Air Purification Devices); #7028, NAD/CARU Case Reports (May 2022)

RhinoSystems, Inc. (Naväge Nasal Irrigation Products); #7130, NAD/CARU Case Reports (January 2023)

SharkNinja Operating, LLC (Shark HyperAir Hair Dryer); #7081, NAD/CARU Case Reports (June 2022)

SharkNinja Operating, LLC (Shark Air Purifiers); #7096, NAD/CARU Case Reports (November 2022)

Skyline USA, Inc. (Guard Dog Pepper Spray); #6316C, NAD/CARU Case Reports (August 2022)

SmileDirectClub, LLC (Fast-Dissolving Whitening Strips); #7091, NAD/CARU Case Reports (July 2022)

T-Mobile USA, Inc. (Home Internet Service); #7066, NAD/CARU Case Reports (March 2022)

T-Mobile USA, Inc. (Home Internet Service); #7066C, NAD/CARU Case Reports (August 2022)

T-Mobile USA, Inc. (Home Internet Service); #7066CII, NAD/CARU Case Reports (September 2022)

Pricing/Discounts/Sales Claims

4Patriots, LLC (Long-Term Survival Food Kits); #7033, NAD/CARU Case Reports (February 2022)

4Patriots, LLC (Long-Term Survival Food Kits); #7033C, NAD/CARU Case Reports (June 2022)

Charter Communications, Inc. (Spectrum Mobile); #7063, NAD/CARU Case Reports (March 2022)

Charter Communications, Inc. (Spectrum Internet); #7046, NAD/CARU Case Reports (April 2022)

Comcast Communications, LLC (Xfinity Mobile); #7116, NAD/CARU Case Reports (September 2022)

Comcast Cable Communications, LLC (Xfinity Mobile Wireless); #7118, NAD/CARU Case Reports (October 2022)

Global Medical Response, Inc. (Air Ambulance Transport); #7052, NAD/CARU Case Reports (May 2022)

Perrigo Company PLC (Store Brand Hypoallergenic Infant Formula); #7098, NAD/CARU Case Reports (November 2022)

SmileDirectClub, LLC (SmileDirectClub Clear Aligners); #7048, NAD/CARU Case Reports (July 2022)

T-Mobile USA, Inc. (T-Mobile 5G Network); #6989C, NAD/CARU Case Reports (February 2022)

T-Mobile US, Inc. (T-Mobile 5G Home Internet Service); #7103, NAD/CARU Case Reports (August 2022)

T-Mobile US, Inc. (Mobile Wireless Service (Magenta Max)); #7127, NAD/CARU Case Reports (November 2022)

Visible Service, LLC (Visible Wireless); #7138, NAD/CARU Case Reports (August 2022)

Recurring Issues During 2022

(Cases Classified by Issue/Type of Claim)

Product Demonstration/Testing

SharkNinja Operating, LLC (Ninja Foodi NeverStick); #6939C, NAD/CARU Case Reports (February 2022)

SharkNinja Operating, LLC (Shark HyperAir Hair Dryer); #7081, NAD/CARU Case Reports (June 2022)

Product Description

Blue Apron, LLC (Advertising for Blue Apron); #7099, NAD/CARU Case Reports (November 2022)

Dakota Nutrition, Inc. (Elderberry Products); #7067, NAD/CARU Case Reports (June 2022)

Dakota Nutrition, Inc. (Elderberry Products); #7067C, NAD/CARU Case Reports (November 2022)

Goli Nutrition, Inc. (Apple Cider Vinegar Gummies); #7042, NAD/CARU Case Reports (January 2022)

Mazee, LLC (Glee Gum Chewing Gum); #7077, NAD/CARU Case Reports (May 2022)

The Procter & Gamble Company (Febreze Air Fresheners); #6977, NAD/CARU Case Reports (June 2022)

Product Performance

Arthur Andrew Medical, LLC (Neprinol Dietary Supplement); #7101, NAD/CARU Case Reports (March 2022)

Merck Animal Health (BRAVECTO); #7029, NAD/CARU Case Reports (January 2022)

SharkNinja Operating, LLC (Vertex and Navigator Pet Pro Vacuums); #7094, NAD/CARU Case Reports (August 2022)

SharkNinja Operating, LLC (Vertex and Navigator Pet Pro Vacuums); #7094C, NAD/CARU Case Reports (December 2022)

Puffery

Cash App (Advertising by Cash App); #7100, NAD/CARU Case Reports (November 2022)

Clif Bar & Company (Energy Bars); #7069, NAD/CARU Case Reports (March 2022)

Comcast Communications, LLC (Xfinity Mobile); #7116, NAD/CARU Case Reports (September 2022)

Genexa, Inc. (OTC Kids Pain & Fever Medicine); #7108, NAD/CARU Case Reports (November 2022)

Quantified Claims

CoStar Group, Inc. (Apartments.com); 7045, NAD/CARU Case Reports (April 2022)

The Procter & Gamble Company (Olay Body Wash); #7013, NAD/CARU Case Reports (March 2022)

SmileDirectClub, LLC (Fast-Dissolving Whitening Strips); #7091, NAD/CARU Case Reports (July 2022)

Superiority Claims

Charter Communications, Inc. (Spectrum Mobile Plans); #6940CII, NAD/CARU Case Reports (January 2022)

Charter Communications, Inc. (Spectrum Internet); #7046, NAD/CARU Case Reports (April 2022)

Clif Bar & Company (Energy Bars); #7069, NAD/CARU Case Reports (March 2022)

Comcast Communications, LLC (Xfinity Mobile); #7116, NAD/CARU Case Reports (September 2022)

CoStar Group, Inc. (Apartments.com); 7045, NAD/CARU Case Reports (April 2022)

DuckDuckGo (Privacy Essentials); #7022, NAD/CARU Case Reports (June 2022)

L'Oréal USA, Inc. (CeraVe Skincare Products); #6921RO, NAD/CARU Case Reports (October 2022)

Recurring Issues During 2022*(Cases Classified by Issue/Type of Claim)*

Novartis Pharmaceutical Corporation (Kisqali); #7137, NAD/CARU Case Reports (January 2023)
The Procter & Gamble Company (Olay Body Wash); #7013, NAD/CARU Case Reports (March 2022)
The Procter & Gamble Company (Febreze Air Fresheners); #6977, NAD/CARU Case Reports (June 2022)
SharkNinja Operating, LLC (Shark HyperAir Hair Dryer); #7081, NAD/CARU Case Reports (June 2022)
SharkNinja Operating, LLC (Shark Air Purifiers); #7096, NAD/CARU Case Reports (November 2022)
SmileDirectClub, LLC (SmileDirectClub Clear Aligners); #7048, NAD/CARU Case Reports (July 2022)
T-Mobile USA, Inc. (Home Internet Service); #7066, NAD/CARU Case Reports (March 2022)
T-Mobile USA, Inc. (Home Internet Service); #7066C, NAD/CARU Case Reports (August 2022)
T-Mobile USA, Inc. (Home Internet Service); #7066CII, NAD/CARU Case Reports (September 2022)
Verizon Communications, Inc. (5G Ultra Wideband); #7106, NAD/CARU Case Reports (August 2022)
WaterWipes (USA), Inc. (WaterWipes Baby Wipes); #7064, NAD/CARU Case Reports (February 2022)
WaterWipes (USA), Inc. (WaterWipes Line of Baby Wipe Products); #7086, NAD/CARU Case Reports (July 2022)

Testimonials

BestCompany.com, LLC (BestCompany.com); #6999, NAD/CARU Case Reports (January 2022)
CreditAssociates, LLC (Advertisign by CreditAssociates); #7024, NAD/CARU Case Reports (September 2022)
Innovix Pharma, Inc. (OmegaVia Fish Oil & OmegaVia EPA 500); #6974, NAD/CARU Case Reports (April 2022)
SharkNinja Operating, LLC (Shark HyperAir Hair Dryer); #7081, NAD/CARU Case Reports (June 2022)
SharkNinja Operating, LLC (Vertex and Navigator Pet Pro Vacuums); #7094, NAD/CARU Case Reports (August 2022)
SharkNinja Operating, LLC (Vertex and Navigator Pet Pro Vacuums); #7094C, NAD/CARU Case Reports (December 2022)
Smile Prep, LLC (Smileprep.com); #7131, NAD/CARU Case Reports (December 2022)
Verified Nutrition, LLC (ProstaGenix); #6949, NAD/CARU Case Reports (May 2022)

National Advertising Review Board 2022 Summary**Closed NARB Decisions**

Panel	Advertiser	Product	Decision
291	S.C. Johnson & Son, Inc.	Ziploc Storage Bags	<i>Overtured</i>
294	AT&T Services, Inc.	AT&T Internet Services	<i>Upheld</i>
295	T-Mobile USA, Inc.	T-Mobile's 5G Network (Reliability)	<i>Upheld</i>

Closed NARB Decisions

Panel	Advertiser	Product	Decision
296	T-Mobile USA, Inc.	T-Mobile's 5G Network (Reliability)	<i>Upheld</i>
298	Bausch Health US, LLC	INFUSE Contact Lenses	<i>Upheld In Part</i>
300	Goli Nutrition, Inc.	Apple Cider Vinegar Gummies	<i>Upheld</i>
301	Merck Animal Health USA	BRAVECTO	<i>Upheld</i>
302	CoStar Group, Inc.	Advertising by Apartments.com	<i>Upheld</i>
303	The Procter & Gamble Company	Febreze Air Fresheners	<i>Upheld</i>
304	Mazee, LLC	Glee Gum Chewing Gum	<i>Upheld In Part</i>
305	Sanofi Consumer Healthcare	Zantac 360	<i>Upheld</i>
306	WhatsApp, LLC	WhatsApp Messaging App	<i>Pending</i>
307	Genexa, Inc.	Genexa Kids Pain & Fever medicine	<i>Pending</i>
308	American Beverage Association	American Beverage Initiative	<i>Pending</i>
309	SharkNinja Operating, LLC	Shark Air Purifiers	<i>Pending</i>
310	Smile prep, LLC	Advertising by Smile Prep	<i>Pending</i>
311	T-Mobile USA, Inc.	T-Mobile Home Internet	<i>Pending</i>

NARB Compliance Decision

Panel	Advertiser	Product	Decision
285C	Boost Mobile	4G LTE Data Plans ("Go Unlimited")	<i>No Further Action Required</i>
292C	Air Methods Corporation	Air Ambulance Transport	<i>No Further Action Required</i>
290C	SlimFast Food Company	SlimFast Food Products & Weight Loss Plans	<i>No Further Action Required</i>