

National Advertising Division 2020

# Annual Report

# Year in Review

In this unprecedented year of COVID-19, BBB National Programs' National Advertising Division (NAD) rose to the challenge of supporting the needs of our stakeholders while dealing with the virtual environment amid a new wave of health and safety advertising claims.

At the onset of the pandemic, NAD and BBB National Programs' National Advertising Review Board (NARB) quickly pivoted from in-person meetings and hearings to hold them virtually. At the end of March NAD began to hold all meetings with the parties virtually and held 126 virtual meetings, while the NARB held 14 virtual appeals in 2020.

In response to stakeholders who wanted a faster way to resolve single-issue cases, NAD's Fast-Track SWIFT (Single Well-defined Issue Fast Track) challenge process launched in April 2020. The process, which was developed in partnership with BBB National Programs stakeholders, has been proven over the last year to be fast, but fair. Decisions are made public monthly, and to date every case has been resolved within the promised 20-business day timeline, with an average time to close of twelve business days.

While well-suited for digital advertising, SWIFT challenges run the gamut of advertising media and product categories. The NAD team has seen SWIFT cases for telecom television commercials, infant formula labels, Google Ads search results for energy bars, the provenance of custom kitchen designs, disclosures for dietary supplements, security system claims, online Wi-Fi coverage maps, and more.

A few months later, NAD Complex Track, a new customized filing option to support complex cases with greater transparency and more predictable scheduling also launched. Complex challenges to truth and transparency issues that arise in advertising often require more time and resources to resolve. Between the SWIFT, Complex, and Standard case tracks, NAD case filers now have more choice over their path to quick, efficient resolution of truth-in-advertising claims.

In July, the Council for Responsible Nutrition Foundation (CRNF) and NAD announced the conclusion of the CRN/NAD program. Launched in 2006, the CRN/NAD program served as a key self-regulatory initiative to monitor and promote truthful and accurate advertising for the dietary supplement industry, closing more than 370 cases.

Federal Trade Commissioners and FTC staff have supported the program as "an excellent example of self-regulation" that has helped to serve consumers for 15 years. The unique and effective ad-monitoring and peer-to-peer program has seen a range of dietary supplement claims, from more traditional claims for the industry, such as claims about weight loss, sports performance, heart disease, and cold and flu prevention, to less common, but still important health benefit claims, such as those about sun protection, breast feeding, sexual dysfunction, tinnitus, computer eye strain, and those seeking the courage to speak publicly.

Under the program, company-to-company competitor challenges also have dramatically risen – putting other watchdogs on the case, not just CRN and NAD. Together, CRN and NAD achieved their goal of engaging the supplement industry in claim substantiation and leveling the playing field so that all companies played by the same rules.

Late in the year, NAD took an important step to advance the effectiveness of its quick and efficient self-regulatory programs by establishing a new partnership with Facebook. This partnership, which was announced in December 2020, enables NAD to share case outcomes addressing Facebook advertising directly with Facebook, allowing Facebook enforcement teams to then act on those

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ads that violate their policies. This partnership leverages Facebook’s commitment to quickly act when ads violate their truth-in-advertising rules to reinforce NAD’s role as the centerpiece of the advertising industry’s efforts to increase public trust in advertising.

The result will be to encourage ethical practices among advertisers and a stronger, more robust system of self-regulation.

Facebook head of business integrity product management Rob Leathern said in a statement, “Facebook’s Advertising Policies, which incorporate and go further than our Community Standards, include prohibiting misleading, exaggerated, or false claims. This partnership with BBB National Programs’ National Advertising Division will add a new layer of proactive detection to help us identify ads that violate those policies and take action quickly.”

Though the self-regulation process is voluntary, more than 90% of companies participate and elect to make changes to their advertising based on NAD guidance. Companies recognize that the industry self-regulatory process provides them with a means of demonstrating their own accountability and commitment to corporate social responsibility.

Throughout this year of shift and change, advancement and growth, BBB National Programs had an increased focus on certain health and wellness claims. NAD, with BBB National Programs’ Direct Selling Self-Regulatory Council (DSSRC), led monitoring efforts to identify false and misleading claims about a product’s ability to treat or prevent COVID-19. This targeted effort came as both the FDA and FTC issued dozens of warning letters to companies making such claims.

In a continued commitment to ensure consumers are not deceived during this pandemic, primarily across social media, NAD and DSSRC’s monitoring efforts have included well over 100 cases to date.

**Beyond that effort, here is a high-level look at the cases that crossed NAD desks in 2020:**

**50%**

increase in case filings in Cosmetics, Drugs & Dietary Supplements driven in part by 75% case increase in Dietary Supplement cases alone, many of which reviewed COVID-19 claims.

**100%**

case increase for natural, sustainable or environment benefit claims.

**33%**

Telecom Case increase, largely driven by 5G claims.

**25%**

increase in cases brought by or against market disruptors.

## 2020 Case Trends

### Aspirational Advertising

NAD explored how brands can advertise lofty goals for their business without misleading consumers. In case #6422, T-Mobile’s advertising highlighted future benefits of the Sprint-T-Mobile merger. The resulting case decision provides guidance, and NAD’s recommendations, on how to handle advertising aspirational statements. The following guidance can be applied in any industry when considering how to advertise new initiatives with uncertain future benefits.

- ◆ Ensure consumers understand future-facing claims may not mean current benefits.
- ◆ Even aspirations must have a reasonable basis, so make sure yours do.
- ◆ Hopes or ambitions that cannot be accomplished imminently should not convey the message that they will be.

### Future-Facing Claims

NAD explored a claim for a product not yet available for sale called Vazalore, a product that contains the same active pharmaceutical ingredient as aspirin delivered in a novel form. In evaluating whether NAD had jurisdiction to review claims about a product not yet available for sale as advertising, we reviewed the website for PLx Pharma’s Vazalore and the claims, which were clearly directed to consumers, and concluded that “[t]he clear purpose of the website is to generate interest in the product with both consumers and health care [sic] professionals.” Companies seem increasingly focused on using the system of advertising industry self-regulation to prevent future-facing advertising, even before a product launch, as a timely way to promote fair competition and ultimately protect consumers from potentially misleading advertising.

### Natural and Sustainable

Showcasing the “natural” ingredients or sustainable qualities of products can be tricky. Consumer preference for “natural” or sustainable products or ingredients persists but the benefits can be unclear or any benefits are difficult to support. In several NAD cases, certain advertising claims communicated the natural or sustainable aspects of products without being misleading.

- ◆ In two cases (Kind and BodyArmor) the advertising successfully compared products by highlighting ingredients consumers might want to avoid without stating or implying those ingredients were harmful. The advertising served as an invitation for consumers to compare the featured ingredients.
- ◆ In two other cases (Blueland and DoTerra) some advertising claims simply landed the right phrasing, using words like “comforting,” “refreshing,” to describe aromas or “forever” to describe a bottle that can be reused. Both cases provide good examples of claims that fell on the right side of the puffery principle and were not misleading, in contrast with those claims that NAD recommended be discontinued because the claimed benefits were not supported.

## 2020 Summary of Case Work

Unit	Total Cases	
NAD	149	(includes 34 pending cases)
CARU	2	(includes 0 pending cases)
DSSRC	145	(includes 10 pending cases)
NARB/NC	23	(includes 4 pending cases)

### Dispositions

#### National Advertising Division

Case Type	SUB	MOD/DISC	S/M/D	AC	COM	COM/AC	COM/RTG	RTG	Total
Competitor	2	27	30	2	17	0	0	4	82
CRN	0	3	0	1	1	0	0	2	6
Consumer	0	0	0	0	0	0	0	0	0
Monitoring	0	17	6	1	1	0	0	4	29
<b>Total</b>	<b>2</b>	<b>47</b>	<b>36</b>	<b>4</b>	<b>19</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>118</b>

#### Children's Advertising Review Unit

Case Type	SUB	MOD/DISC	SUB/MOD	AC	Expedited §2.13	RTG/Review Ent.	COM
All	1	1	0	0	0	0	0

#### 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	10	0	120	0	4	134
<b>Total</b>	<b>0</b>	<b>11</b>	<b>0</b>	<b>120</b>	<b>0</b>	<b>4</b>	<b>135</b>

#### National Advertising Review Board

Case Type	Requested	Granted	Withdrawn	Denied	Upheld	Upheld In Part	Overtaken	Compliance	Pending
Appeals	18	17	1	1	13	2	1	2	4

### Pending (as of January 1st 2020)

Program	Competitor	CRN	Compliance	Monitoring	Totals
NAD	24	4	3	3	34
CARU	0	0	0	0	0
DSSRC	0	0	0	0	0
NARB	4	0	0	0	4

## National Advertising Division 2020 Case Summary

	Decision	Page	Month	Vol.
<b>Automobile / Accessories / Rentals</b>				
FCA USA, LLC (#63445 ELU)	MOD/DISC	133	February	50
<b>B to B Products / Services</b>				
France Media, Inc. (#6419 MSZ)	S/M/D	633	October	50
Geerpres, Inc. (#6340 MSZ)	RTG	95	January	50
<b>Construction / Home Improvements</b>				
Mahindra USA, Inc. (#6191CII AMU)	COM	164	February	50
<b>Consumer Services</b>				
Honey Science, LLC (#6386 RL)	MOD/DISC	425	July	50
<b>Cosmetics / Beauty Products / Toiletries</b>				
Advantice Health, LLC (#6421 ADG)	S/M/D	599	October	50
L'Oréal USA, Inc. (#6370 AMU)	MOD/DISC	316	May	50
Mask, LLC (#6408 AMU)	RTG	715	September	50
The Procter & Gamble Company (#6350 HH)	MOD/DISC	152	February	50
The Procter & Gamble Company (#6378 ELU)	MOD/DISC	370	June	50
Qf Systems, LLC (#6373 AMU)	MOD/DISC	373	June	50
Talyoni Professional, Inc. (#6359 LCS)	MOD/DISC	250	April	50
Zero Gravity (#6325 LCS)	S/M/D	463	July	50
<b>Dietary Supplements</b>				
Celsius, Inc. (#5217C AMU)	COM	89	January	50
Church & Dwight Co., Inc. (#6355 RL)	MOD/DISC	185	March	50
Church & Dwight Co., Inc. (#6355C AMU)	COM	544	August	50
Cover Three (#6409 AMU)	MOD/DISC	583	September	50
Creekside Natural Therapeutics, LLC (#6334R KAD)	MOD/DISC	239	April	50
Doggie Dailies (#6346 LCS)	MOD/DISC	133	February	50
Elysium Health, Inc. (#6339 HH)	S/M/D	62	January	50
Factor Nutrition Labs, LLC (#6363 MSZ)	MOD/DISC	247	April	50
GlaxoSmithKline Consumer Healthcare, LLC (#6361 HH)	SUB	228	April	50
GlaxoSmithKline Consumer Healthcare, LLC (#6366 RL)	MOD/DISC	306	May	50
Goop, Inc. (#6406 AMU)	S/M/SD	641	September	50
Great Health Works, Inc. (#5870C AMU)	COM	817	December	50
Hypernaturals, LLC (#6411 AMU)	RTG	713	September	50
Infinity Superfoods (#6398 AMU)	MOD/DISC	499	August	50
INID Research Lab, LLC (#6381 AMU)	MOD/DISC	356	June	50
Leptitox Nutrition (#6412 MSZ)	RTG	714	September	50
Maty's Health Products, LLC (#6394 KAD)	S/M/D	429	July	50
Nature's Boost, LLC (#6375 AMU)	MOD/DISC	356	June	50
Nomolotus, LLC d/b/a Truvani (#6391 HH)	MOD/DISC	427	July	50
Optivida Health (#6372 AMU)	MOD/DISC	365	June	50
Provezza Health, LLC (#6380 AMU)	DISC	372	June	50
RB Health (#6383 LCS)	AC	398	June	50
UQORA, Inc. (#6393 KAD)	AC	470	July	50

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	Decision	Page	Month	Vol.
Vital Proteins, LLC (#6337 AMU)	DISC	39	January	50
Vitamin Bounty/Matherson Organics, LLC (#6397 AMU)	RTG	539	August	50
Vitamin Bounty/Matherson Organics, LLC (#6397R AMU)	MOD/DISC	597	September	50
Your Superfoods, Inc. (#6371 AMU)	DISC	326	May	50
Zarbee's, Inc. (#6927 LCS)	MOD/DISC	789	December	50
<b>Drugs / Health / Health Aids</b>				
AARP & AARP Services, Inc. (#6922 HH)	S/M/D	795	December	50
Alcon Vision, LLC (#6913 HH)	S/M/D	804	December	50
Align Technology, Inc. (#6365 LCS)	S/M/D	327	May	50
Align Technology, Inc. (#6365C AMU)	COM	541	August	50
Arcadia Consumer Care (formerly Kramer Laboratories, Inc.) (#6141CII AMU)	COM	202	March	50
Arcadia Consumer Healthcare (#6400 RL)	MOD/DISC	493	August	50
Ava Science, Inc. (#6348 HH)	RTG	160	February	50
Avadim Health (#6418 MSZ)	MOD/DISC	563	October	50
Church & Dwight Co., Inc. (#6362 MSZ)	MOD/DISC	235	April	50
Halotherapy Solutions, LLC (#6399 AMU)	DISC	498	August	50
HAPPYneuron, Inc. (#6356 RL)	MOD/DISC	192	March	50
IONaer International, LLC d/b/a CleanAir EXP (#6402 AMU)	MOD/DISC	500	August	50
IV Drips, Customized IV Hydration & Wellness (#6389 AMU)	RTG	471	July	50
IV Drips, Customized IV Hydration & Wellness (#6389R AMU)	MOD/DISC	595	October	50
Johnson & Johnson Surgical Vision, Inc. (#6343 AG)	MOD/DISC	30	January	50
Molekule, Inc. (#6314C AMU)	COM	164	February	50
Molekule, Inc. (#6314CII AMU)	COM	400	June	50
Ontel Products Corporation (#6426 AMU)	MOD/DISC	773	December	50
OrganiCare, LLC (#6347 MSZ)	MOD/DISC	141	February	50
OrganiCare, LLC (#6347C AMU)	COM	727	September	50
PLx Pharma, Inc. (#6912 LCS)	MOD/DISC	776	December	50
SmileDirectClub, LLC (#6360 LCS)	S/M/D	274	April	50
SmileDirectClub, LLC (#6360C AMU)	COM	728	September	50
SmileDirectClub, LLC (#6382 LCS)	S/M/D	387	June	50
SmileDirectClub, LLC (#6387 MSZ)	S/M/D	444	July	50
VGH Solutions, LLC (#6404 RL)	S/M/D	693	September	50
Young Living Essentials (#6385 MSZ)	S/M/D	447	July	50
<b>Financial Services</b>				
Capital One Financial Corporation (#6342 ADG)	MOD/DISC	27	January	50
ConsumerTrack, Inc. (#6344 ADG)	RTG	167	February	50
<b>Food / Beverage</b>				
Abbott Nutrition Products (#6896 LCS)	AC	756	November	50
BA Sports Nutrition, LLC (#6352 LCS)	MOD/DISC	183	March	50
BodyArmor Nutrition, LLC (#6410 ELU)	S/M/D	609	September	50
Chobani, LLC (#6424 RL)	S/M/D	750	November	50
Kind, LLC (#6407 LCS)	S/M/D	654	September	50

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	Decision	Page	Month	Vol.
<b>Home Furnishings</b>				
Whitestone Home Furnishings, LLC d/b/a The Saatva Company (#6367 RL)	S/M/D	334	May	50
<b>Household Products</b>				
doTERRA International, LLC (#6420 HH)	S/M/D	620	October	50
One Home Brands, Inc. d/b/a Blueland (#6416 LCS)	S/M/D	659	September	50
The Procter & Gamble Company (#6392 MSZ)	MOD/DISC	437	July	50
The Procter & Gamble Company (#6403 AMU)	MOD/DISC	501	August	50
Reckitt Benckiser, Inc. (#6374 ELU)	S/M/D	382	June	50
S.C. Johnson & Son, Inc. (#6349 LCS)	MOD/DISC	155	February	50
S.C. Johnson & Son, Inc. (#6353 HH)	MOD/DISC	197	March	50
S.C. Johnson & Son, Inc. (#6354 LCS)	MOD/DISC	193	March	50
S.C. Johnson & Son, Inc. (#6415 LCS)	S/M/D	670	September	50
<b>Infant Products</b>				
Daatrics, Ltd. (#6425 AMU)	S/M/D	813	December	50
Little Spoon, Inc. (#6368 MSZ)	RTG	337	May	50
<b>Leisure / Entertainment</b>				
Traeger Pellet Grills, LLC (#6329C AMU)	COM	204	March	50
<b>Miscellaneous</b>				
Choice Home Warranty (#6341 HH)	S/M/D	51	January	50
NanoTouch Material, LLC (#6390 HH)	S/M/D	434	July	50
SimpliSafe, Inc. (#6358 ELU)	S/M/D	262	April	50
SimpliSafe, Inc. (#6358C AMU)	COM	403	June	50
Sunrun Installation Services, Inc. (#6338 ELU)	S/M/D	67	January	50
<b>Pet Products</b>				
Petco Animal Supplies, Inc. (#6357 MSZ/ADG)	S/M/D	253	April	50
<b>Sports / Sport Equipment</b>				
Ceres Turf, Inc. (#6377 HH)	RTG	406	June	50
Trek Bicycle Corporation (#6351 ADG/KAD)	MOD/DISC	156	February	50
<b>Telecommunications Products / Service</b>				
AT&T Services, Inc. (#6401 ELU)	S/M/D	518	August	50
AT&T Services, Inc. (#6423 HH)	SUM	746	November	50
Charter Communications, Inc. (#6301C AMU)	COM	280	April	50
Charter Communications, Inc. (#6405 ADG)	S/M/D	616	September	50
Charter Communications, Inc. d/b/a Spectrum (#6301CII AMU)	COM	721	October	50
Comcast Cable Communications, LLC (#6417 HH)	MOD/DISC	578	September	50
Cox Communications, Inc. (#6304C AMU)	COM	91	January	50
DISH Network, LLC (#6915 ADG)	MOD/DISC	767	December	50
T-Mobile USA, Inc. (#6336 ADG)	S/M/D	81	January	50
T-Mobile USA, Inc. (#6379 ADG)	S/M/D	391	June	50
T-Mobile USA, Inc. (#6396 ADG)	S/M/D	527	August	50
T-Mobile USA, Inc. (#6396C AMU)	COM	818	December	50
T-Mobile USA, Inc. (#6422 MSZ)	S/M/D	676	October	50
Verizon Communications, Inc. (#6329C AMU)	COM	282	April	50



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	Decision	Page	Month	Vol.
Verizon Communications, Inc. (#6329CII AMU)	COM	821	December	50
Verizon Communications, Inc. (#6364 ADG)	MOD/DISC	317	May	50
Verizon Communications, Inc. (#6376 HH)	AC	398	June	50
Verizon Communications, Inc. (#6384 RL)	MOD/DISC	376	June	50
Verizon Communications, Inc. (#6395 ADG)	MOD/DISC	503	August	50
Verizon Communications, Inc. (#6414 ADG)	S/M/D	684	September	50
Verizon Wireless, Inc. (#6272CII AMU)	COM	92	January	50
<b>Website / Web Services</b>				
Amerisleep, LLC (#6369 HH)	MOD/DISC	302	May	50

### Recurring Issues During 2020

*(Cases Classified by Issue/Type of Claim)*

#### Administrative/Jurisdictional

Choice Home Warranty (Home Warranty Service Plans); #6341, NAD/CARU Case Reports (January 2020)

Honey Science, LLC (Online Coupon Code Aggregation Service); #6386, NAD/CARU Case Reports (July 2020)

Sunrun Installation Services, Inc. (Residential Rooftop Solar Energy); #6338, NAD/CARU Case Reports (January 2020)

Whitestone Home Furnishings, LLC d/b/a The Saatva Company (Saatva Mattress Products); #6367, NAD/CARU Case Reports (May 2020)

#### Communication Surveys

DISH Network, LLC (Hopper 3 DVR); #6915, NAD/CARU Case Reports (December 2020)

#### Comparative Performance Claims

AT&T Services, Inc. (AT&T's Wireless Network ("Best Network")); #6401, NAD/CARU Case Reports (August 2020)

Avadim Health, Inc. (Theraworx Relief Products); #6418, NAD/CARU Case Reports (October 2020)

BodyArmor Nutrition, LLC (BodyArmor SuperDrink and BodyArmor Lyte Sports Drink); #6410, NAD/CARU Case Reports (September 2020)

Ceres Turf, Inc. (Turf Aeration Tines); #6377, NAD/CARU Case Reports (June 2020)

Charter Communications, Inc. (Spectrum 400 Mbps Internet & Television Services); #6405, NAD/CARU Case Reports (September 2020)

Chobani, LLC (Chobani Less Sugar Greek Yogurt); #6424, NAD/CARU Case Reports (November 2020)

Church & Dwight Co., Inc. (Arm & Hammer Spinbrush); #6362, NAD/CARU Case Reports (April 2020)

Cox Communications, Inc. (1 Gbps & 300 Mbps Internet Service); #6304C, NAD/CARU Case Reports (January 2020)

DISH Network, LLC (Hopper 3 DVR); #6915, NAD/CARU Case Reports (December 2020)

France Media, Inc. (Commercial Real Estate Publishing Platform); #6419, NAD/CARU Case Reports (October 2020)

Johnson & Johnson Surgical Vision, Inc. (TECNIS Intraocular Lenses); #6343, NAD/CARU Case Reports (January 2020)

Mahindra USA, Inc. (Mahindra Tractors, Utility Vehicles, Implements & Engine Oil); #6191CII, NAD/CARU Case Reports (February 2020)

Molekule, Inc. (Molekule MH1 Air Purifier); #6314C, NAD/CARU Case Reports (February 2020)

Molekule, Inc. (Molekule MH1 Air Purifier); #6314CII, NAD/CARU Case Reports (June 2020)

**Recurring Issues During 2020**  
*(Cases Classified by Issue/Type of Claim)*

OrganiCare, LLC (FemiClear Vaginal Yeast Infection Treatment); #6347, NAD/CARU Case Reports (February 2020)
Organicare, LLC (FemiClear Vaginal Yeast Infection Treatment); #6347C, NAD/CARU Case Reports (September 2020)
PLx Pharma, Inc. (Vazalore); #6912, NAD/CARU Case Reports (December 2020)
The Procter & Gamble Company (Oral-B Precision Clean Interdental Picks); #6378, NAD/CARU Case Reports (June 2020)
The Procter & Gamble Company (Tide purclean Laundry Detergent); #6392, NAD/CARU Case Reports (July 2020)
Reckitt Benckiser, Inc. (Air Wick Home Fragrance Products); #6374, NAD/CARU Case Reports (June 2020)
SimpliSafe, Inc. (SimpliSafe Home Security); #6358, NAD/CARU Case Reports (April 2020)
SimpliSafe, Inc. (SimpliSafe Home Security); #6358C, NAD/CARU Case Reports (June 2020)
SmileDirectClub, LLC (SmileDirectClub Clear Aligners); #6360, NAD/CARU Case Reports (April 2020)
SmileDirectClub, LLC (SmileDirectClub Clear Aligners); #6360C, NAD/CARU Case Reports (September 2020)
SmileDirectClub, LLC (Bright On Tooth Whitening Kit); #6387, NAD/CARU Case Reports (July 2020)
T-Mobile USA, Inc. (T-Mobile's 5G Network (Bill Nye)); #6396, NAD/CARU Case Reports (August 2020)2020)
T-Mobile USA, Inc. (T-Mobile's 5G Network (Bill Nye)); #6396C, NAD/CARU Case Reports (December 2020)
Verizon Communications, Inc. (Verizon 5G Wireless Service); #6376, NAD/CARU Case Reports (June 2020)
Verizon Communications, Inc. (Verizon Fios Internet Service ("Fiber is Better")); #6395, NAD/CARU Case Reports (August 22020)

**Disclosure**

Amerisleep, LLC (SleepJunkie.org and SavvySleeper.org); #6369, NAD/CARU Case Reports (May 2020)
AT&T Services, Inc. (AT&T's Wireless Network ("Best Network")); #6401, NAD/CARU Case Reports (August 2020)
Ava Science, Inc. (Ava Ovulation Bracelet); #6348, NAD/CARU Case Reports (February 2020)
Charter Communications, Inc. d/b/a Spectrum (Spectrum Mobile); #6301C, NAD/CARU Case Reports (April 2020)
Charter Communications, Inc. d/b/a Spectrum (Spectrum Mobile); #6301CII, NAD/CARU Case Reports (October 2020)
L'Oreal USA, Inc. (Makeup.com, Skincare.com and Haircare.com Websites); #6370, NAD/CARU Case Reports (May 2020)
The Procter & Gamble Company (Bounty Paper Towels); #6403, NAD/CARU Case Reports (August 2020)
T-Mobile USA, Inc. (T-Mobile's Mobile Phone Service Plan); #6379, NAD/CARU Case Reports (June 2020)
Verizon Communication, Inc. (Verizon 5G Availability); #6384, NAD/CARU Case Reports (June 2020)

**Disparagement Claims**

AT&T Services, Inc. (AT&T's Wireless Network ("Best Network")); #6401, NAD/CARU Case Reports (August 2020)
Cox Communications, Inc. (1 Gbps & 300 Mbps Internet Service); #6304C, NAD/CARU Case Reports (January 2020)
Kind, LLC (KIND Snack Bars); #6407, NAD/CARU Case Reports (September 2020)
Little Spoon, Inc. (Little Spoon Baby Food); #6368, NAD/CARU Case Reports (May 2020)
Molekule, Inc. (Molekule MH1 Air Purifier); #6314C, NAD/CARU Case Reports (February 2020)
Molekule, Inc. (Molekule MH1 Air Purifier); #6314CII, NAD/CARU Case Reports (June 2020)
T-Mobile USA, Inc. (TVision Television Service); #6336, NAD/CARU Case Reports (January 2020)
Traeger Pellet Grills, LLC (Traeger Grills); #6327C, NAD/CARU Case Reports (March 2020)

**Recurring Issues During 2020**  
*(Cases Classified by Issue/Type of Claim)*

**Endorsements**

Avadim Health, Inc. (Theraworx Relief Products); #6418, NAD/CARU Case Reports (October 2020)

The Procter & Gamble Company (Bounty Paper Towels); #6403, NAD/CARU Case Reports (August 2020)

SimpliSafe, Inc. (SimpliSafe Home Security); #6358, NAD/CARU Case Reports (April 2020)

SimpliSafe, Inc. (SimpliSafe Home Security); #6358C, NAD/CARU Case Reports (June 2020)

**Efficacy Claims**

Arcadia Consumer Care (formerly Kramer Laboratories, Inc.) (The Original Fungi-Nail Toe & Foot Brand); #6141C II, NAD/CARU Case Reports (March 2020)

Avadim Health, Inc. (Theraworx Relief Products); #6418, NAD/CARU Case Reports (October 2020)

Lepitox Nutrition (Lepitox); #6412, NAD/CARU Case Reports (September 2020)

OrganiCare, LLC (FemiClear Vaginal Yeast Infection Treatment); #6347, NAD/CARU Case Reports (February 2020)

Organicare, LLC (FemiClear Vaginal Yeast Infection Treatment); #6347C, NAD/CARU Case Reports (September 2020)

SmileDirectClub, LLC (SmileDirectClub Clear Aligners); #6360, NAD/CARU Case Reports (April 2020)

SmileDirectClub, LLC (SmileDirectClub Clear Aligners); #6360C, NAD/CARU Case Reports (September 2020)

Trek Bicycle Corporation (Bontrager WaveCel Helmets); #6351, NAD/CARU Case Reports (February 2020)

**Environmental Claims**

One Home Brands, Inc. d/b/a Blueland (Blueland Cleaning Products); #6416, NAD/CARU Case Reports (September 2020)

S.C. Johnson & Son, Inc. (Ecover Dish Soap); #6349, NAD/CARU Case Reports (February 2020)

**Establishment Claims**

Abbott Nutrition Products (PediaSure); #6896, NAD/CARU Case Reports (November 2020)

Avadim Health, Inc. (Theraworx Relief Products); #6418, NAD/CARU Case Reports (October 2020)

Church & Dwight Co., Inc. (Vitafusion Gummy Vitamins); #6355, NAD/CARU Case Reports (March 2020)

Church & Dwight Co., Inc. (Vitafusion Gummy Vitamins); #6355C, NAD/CARU Case Reports (August 2020)

Creekside Natural Therapeutics, LLC (Focused Mind Jr. Dietary Supplement); #6334R, NAD/CARU Case Reports (April 2020)

Elysium Health, Inc. (Basis Dietary Supplement); #6339, NAD/CARU Case Reports (January 2020)

Factor Nutrition Labs, LLC (Focus Factor); #6363, NAD/CARU Case Reports (April 2020)

GlaxoSmithKline Consumer Healthcare, LLC (Benefiber Original & Benefiber Healthy Shape); #6366, NAD/CARU Case Reports (May 2020)

Great Health Works, Inc. (Omega XL Dietary Supplements); #5870C, NAD/CARU Case Reports (December 2020)

Hypernaturals, LLC (Optimmuner Plus) #6411, NAD/CARU Case Reports (September 2020)

OrganiCare, LLC (FemiClear Vaginal Yeast Infection Treatment); #6347, NAD/CARU Case Reports (February 2020)

Organicare, LLC (FemiClear Vaginal Yeast Infection Treatment); #6347C, NAD/CARU Case Reports (September 2020)

RB Health (Neuriva Dietary Supplement); #6383, NAD/CARU Case Reports (June 2020)

**Recurring Issues During 2020**  
*(Cases Classified by Issue/Type of Claim)*

Verizon Wireless, Inc. (Verizon Wireless (“Best Network”)); #6272CII, NAD/CARU Case Reports (January 2020)  
VGH Solutions, Inc. (Dr. Ho’s Circulation Promoter); #6404, NAD/CARU Case Reports (September 2020)

**Express Claims**

Abbott Nutrition Products (PediaSure); #6896, NAD/CARU Case Reports (November 2020)  
Align Technology, Inc. (Invisalign Clear Aligner System); #6365, NAD/CARU Case Reports (May 2020)  
Align Technology, Inc. (Invisalign Clear Aligner System); #6365C, NAD/CARU Case Reports (August 2020)  
Arcadia Consumer Healthcare (Fungi-Nail Products); #6400, NAD/CARU Case Reports (August 2020)  
BA Sports Nutrition, LLC (BodyArmor & BodyArmor Lyte Sports Drink); #6352, NAD/CARU Case Reports (March 2020)  
Capital One Financial Corporation (Capital One Spark Cash Card); #6342, NAD/CARU Case Reports (January 2020)  
Choice Home Warranty (Home Warranty Service Plans); #6341, NAD/CARU Case Reports (January 2020)  
Chobani, LLC (Chobani Less Sugar Greek Yogurt); #6424, NAD/CARU Case Reports (November 2020)  
Church & Dwight Co., Inc. (Vitafusion Gummy Vitamins); #6355, NAD/CARU Case Reports (March 2020)  
Church & Dwight Co., Inc. (Vitafusion Gummy Vitamins); #6355C, NAD/CARU Case Reports (August 2020)  
Cover Three (Brain Defense); #6409, NAD/CARU Case Reports (September 2020)  
Daatrics, Ltd. (Neebo Baby Monitor); #6425, NAD/CARU Case Reports (December 2020)  
Doggie Dailies (Doggie Dailies Dietary Supplement); #6346, NAD/CARU Case Reports (February 2020)  
doTERRA International, LLC (doTERRA Essential Oils); #6420, NAD/CARU Case Reports (October 2020)  
Geerpres, Inc. (ADVANTEX® Single-Use Disposable Microfiber Mop Pad); #6340, NAD/CARU Case Reports (January 2020)  
GlaxoSmithKline Consumer Healthcare, LLC (Benefiber Original & Benefiber Healthy Shape); #6366, NAD/CARU Case Reports (May 2020)  
Goop, Inc. (Madame Ovary Dietary Supplement); #6406, NAD/CARU Case Reports (September 2020)  
Halotherapy Solutions, LLC (Halotherapy Solutions Infrared Sauna); #6399, NAD/CARU Case Reports (August 2020)  
HAPPYneuron, Inc. (HAPPYneuron Brain-Training Method); #6356, NAD/CARU Case Reports (March 2020)  
Honey Science, LLC (Online Coupon Code Aggregation Service); #6386, NAD/CARU Case Reports (July 2020)  
Hypernaturals, LLC (Optimmuner Plus) #6411, NAD/CARU Case Reports (September 2020)  
IONaer International, LLC d/b/a CleanAir EXP (CleanAir EXP Air Purification System); #6402, NAD/CARU Case Reports (August 2020)  
Mahindra USA, Inc. (Mahindra Tractors, Utility Vehicles, Implements & Engine Oil); #6191CII, NAD/CARU Case Reports (February 2020)  
Mask, LLC (Mask Spotless Acne & Psoriasis Sheet & Spotless Blemishes & Oily Skin Soothing CBD Sheet Mask); #6408, NAD/CARU Case Reports (September 2020)  
Nature’s Boost, LLC (Blood Boost Formula); #6375, NAD/CARU Case Reports (June 2020)  
Ontel Products Corporation (Safe & Healthy™ UV-C Disinfecting Light); #6426, NAD/CARU Case Reports (December 2020)  
Optivida Health (Optivida Silver Liquid Solution); #6372, NAD/CARU Case Reports (June 2020)  
RB Health (Neuriva Dietary Supplement); #6383, NAD/CARU Case Reports (June 2020)  
S.C. Johnson & Son, Inc. (Ecover Dish Soap); #6349, NAD/CARU Case Reports (February 2020)  
S.C. Johnson & Son, Inc. (Windex Vinegar Glass Cleaner); #6353, NAD/CARU Case Reports (March 2020)  
S.C. Johnson & Son, Inc. (Method Cleaning Products); #6354, NAD/CARU Case Reports (March 2020)  
S.C. Johnson & Son, Inc. (Glade Products); #6415, NAD/CARU Case Reports (September 2020)

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### Recurring Issues During 2020

*(Cases Classified by Issue/Type of Claim)*

Talyoni Professional, LLC (Cannabis Sativa Cosmetic & Wellness Products); #6359, NAD/CARU Case Reports (April 2020)

Verizon Communications, Inc. (Verizon Wireless (Reopened "First to 5G")); #6329C, NAD/CARU Case Reports (April 2020)

Verizon Communications, Inc. (Verizon Wireless (Reopened "First to 5G")); #6329CII, NAD/CARU Case Reports (December 2020)

Verizon Communication, Inc. (Verizon 5G Availability); #6384, NAD/CARU Case Reports (June 2020)

VGH Solutions, Inc. (Dr. Ho's Circulation Promoter); #6404, NAD/CARU Case Reports (September 2020)

Vital Proteins, LLC (Vital Proteins Collagen Peptide Products); #6337, NAD/CARU Case Reports (January 2020)

Whitestone Home Furnishings, LLC d/b/a The Saatva Company (Saatva Mattress Products); #6367, NAD/CARU Case Reports (May 2020)

Zero Gravity (Perfectio™); #6325R, NAD/CARU Case Reports (June 2020)

**Health & Safety Claims**

AARP and AARP Services, Inc. (AARP Staying Sharp); #6922, NAD/CARU Case Reports (December 2020)

Align Technology, Inc. (Invisalign Clear Aligner System); #6365, NAD/CARU Case Reports (May 2020)

Align Technology, Inc. (Invisalign Clear Aligner System); #6365C, NAD/CARU Case Reports (August 2020)

Arcadia Consumer Care (formerly Kramer Laboratories, Inc.) (The Original Fungi-Nail Toe & Foot Brand); #6141C II, NAD/CARU Case Reports (March 2020)

Avadim Health, Inc. (Theraworx Relief Products); #6418, NAD/CARU Case Reports (October 2020)

Celsius, Inc. (Celsius®); #5217C, NAD/CARU Case Reports (January 2020)

Church & Dwight Co., Inc. (Vitafusion Gummy Vitamins); #6355, NAD/CARU Case Reports (March 2020)

Church & Dwight Co., Inc. (Vitafusion Gummy Vitamins); #6355C, NAD/CARU Case Reports (August 2020)

Cover Three (Brain Defense); #6409, NAD/CARU Case Reports (September 2020)

doTERRA International, LLC (doTERRA Essential Oils); #6420, NAD/CARU Case Reports (October 2020)

GlaxoSmithKline Consumer Healthcare (Benefiber Healthy Balance); #6361, NAD/CARU Case Reports (April 2020)

GlaxoSmithKline Consumer Healthcare, LLC (Benefiber Original & Benefiber Healthy Shape); #6366, NAD/CARU Case Reports (May 2020)

Halotherapy Solutions, LLC (Halotherapy Solutions Infrared Sauna); #6399, NAD/CARU Case Reports (August 2020)

HAPPYneuron, Inc. (HAPPYneuron Brain-Training Method); #6356, NAD/CARU Case Reports (March 2020)

Hypernaturals, LLC (Optimmuner Plus) #6411, NAD/CARU Case Reports (September 2020)

Infinity Superfoods (Infinity-C Dietary Supplements); #6398, NAD/CARU Case Reports (August 2020)

INID Research Lab, LLC (Continual-G Glutathione Enhancer); #6381, NAD/CARU Case Reports (June 2020)

IONaer International, LLC d/b/a CleanAir EXP (CleanAir EXP Air Purification System); #6402, NAD/CARU Case Reports (August 2020)

IV Drips, Customized IV Hydration & Wellness (IV Hydration Therapy); #6389, NAD/CARU Case Reports (July 2020)

IV Drips, Customized IV Hydration & Wellness (IV Hydration Therapy); #6389R, NAD/CARU Case Reports (October 2020)

Johnson & Johnson Surgical Vision, Inc. (TECNIS Intraocular Lenses); #6343, NAD/CARU Case Reports (January 2020)

Lepitox Nutrition (Lepitox); #6412, NAD/CARU Case Reports (September 2020)

Mahindra USA, Inc. (Mahindra Tractors, Utility Vehicles, Implements & Engine Oil); #6191CII, NAD/CARU Case Reports (February 2020)

Maty's Healthy Products, LLC (Maty's Cough Products); #6394, NAD/CARU Case Reports (July 2020)

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### Recurring Issues During 2020 (Cases Classified by Issue/Type of Claim)

NanoTouch Material, LLC (NanoSeptic Surfaces); #6390, NAD/CARU Case Reports (July 2020)
Nature's Boost, LLC (Blood Boost Formula); #6375, NAD/CARU Case Reports (June 2020)
Nomolotus, LLC d/b/a Truvani (Immune Support); #6391, NAD/CARU Case Reports (July 2020)
Ontel Products Corporation (Safe & Healthy™ UV-C Disinfecting Light); #6426, NAD/CARU Case Reports (December 2020)
Optivida Health (Optivida Silver Liquid Solution); #6372, NAD/CARU Case Reports (June 2020)
OrganiCare, LLC (FemiClear Vaginal Yeast Infection Treatment); #6347, NAD/CARU Case Reports (February 2020)
Organicare, LLC (FemiClear Vaginal Yeast Infection Treatment); #6347C, NAD/CARU Case Reports (September 2020)
Petco Animal Supplies, Inc. (Petco "No Artificial Ingredients" Campaign); #6357, NAD/CARU Case Reports (April 2020)
PLx Pharma, Inc. (Vazalore); #6912, NAD/CARU Case Reports (December 2020)
Provezza Health, LLC (Provezza Elderberry Syrup); #6380, NAD/CARU Case Reports (June 2020)
RB Health (Neuriva Dietary Supplement); #6383, NAD/CARU Case Reports (June 2020)
S.C. Johnson & Son, Inc. (Windex Vinegar Glass Cleaner); #6353, NAD/CARU Case Reports (March 2020)
S.C. Johnson & Son, Inc. (Method Cleaning Products); #6354, NAD/CARU Case Reports (March 2020)
SimpliSafe, Inc. (SimpliSafe Home Security); #6358, NAD/CARU Case Reports (April 2020)
SimpliSafe, Inc. (SimpliSafe Home Security); #6358C, NAD/CARU Case Reports (June 2020)
Trek Bicycle Corporation (Bontrager WaveCel Helmets); #6351, NAD/CARU Case Reports (February 2020)
VGH Solutions, Inc. (Dr. Ho's Circulation Promoter); #6404, NAD/CARU Case Reports (September 2020)
Vitamin Bounty/Matherson Organics, LLC (Vitamin Bounty Elderberry Immune Support); #6397, NAD/CARU Case Reports (August 2020)
Vitamin Bounty/Matherson Organics, LLC (Vitamin Bounty Elderberry Immune Support); #6397R, NAD/CARU Case Reports (September 2020)
Young Living Essential Oils, LC (Young Living Essential Oils); #6385, NAD/CARU Case Reports (July 2020)
Zero Gravity (Perfectio™); #6325R, NAD/CARU Case Reports (July 2020)

### Implied Claims/Consumer Perception

AARP and AARP Services, Inc. (AARP Staying Sharp); #6922, NAD/CARU Case Reports (December 2020)
Arcadia Consumer Healthcare (Fungi-Nail Products); #6400, NAD/CARU Case Reports (August 2020)
AT&T Services, Inc. (AT&T's Wireless Network ("Best Network")); #6401, NAD/CARU Case Reports (August 2020)
Avadim Health, Inc. (Theraworx Relief Products); #6418, NAD/CARU Case Reports (October 2020)
BodyArmor Nutrition, LLC (BodyArmor SuperDrink and BodyArmor Lyte Sports Drink); #6410, NAD/CARU Case Reports (September 2020)
Chobani, LLC (Chobani Less Sugar Greek Yogurt); #6424, NAD/CARU Case Reports (November 2020)
Church & Dwight Co., Inc. (Vitafusion Gummy Vitamins); #6355, NAD/CARU Case Reports (March 2020)
Church & Dwight Co., Inc. (Vitafusion Gummy Vitamins); #6355C, NAD/CARU Case Reports (August 2020)
Comcast Cable Communications, LLC (Xfinity Internet Service and WiFi); #6417, NAD/CARU Case Reports (September 2020)
Daatrics, Ltd. (Neebo Baby Monitor); #6425, NAD/CARU Case Reports (December 2020)
DISH Network, LLC (Hopper 3 DVR); #6915, NAD/CARU Case Reports (December 2020)
doTERRA International, LLC (doTERRA Essential Oils); #6420, NAD/CARU Case Reports (October 2020)
Geerpres, Inc. (ADVANTEX® Single-Use Disposable Microfiber Mop Pad); #6340, NAD/CARU Case Reports (January 2020)

**Recurring Issues During 2020**  
*(Cases Classified by Issue/Type of Claim)*

HAPPYneuron, Inc. (HAPPYneuron Brain-Training Method); #6356, NAD/CARU Case Reports (March 2020)
Honey Science, LLC (Online Coupon Code Aggregation Service); #6386, NAD/CARU Case Reports (July 2020)
Infinity Superfoods (Infinity-C Dietary Supplements); #6398, NAD/CARU Case Reports (August 2020)
INID Research Lab, LLC (Continual-G Glutathione Enhancer); #6381, NAD/CARU Case Reports (June 2020)
IONaer International, LLC d/b/a CleanAir EXP (CleanAir EXP Air Purification System); #6402, NAD/CARU Case Reports (August 2020)
IV Drips, Customized IV Hydration & Wellness (IV Hydration Therapy); #6389, NAD/CARU Case Reports (July 2020)
IV Drips, Customized IV Hydration & Wellness (IV Hydration Therapy); #6389R, NAD/CARU Case Reports (October 2020)
Kind, LLC (KIND Snack Bars); #6407, NAD/CARU Case Reports (September 2020)
Little Spoon, Inc. (Little Spoon Baby Food); #6368, NAD/CARU Case Reports (May 2020)
Mahindra USA, Inc. (Mahindra Tractors, Utility Vehicles, Implements & Engine Oil); #6191CII, NAD/CARU Case Reports (February 2020)
Molekule, Inc. (Molekule MH1 Air Purifier); #6314C, NAD/CARU Case Reports (February 2020)
Molekule, Inc. (Molekule MH1 Air Purifier); #6314CII, NAD/CARU Case Reports (June 2020)
One Home Brands, Inc. d/b/a Blueland (Blueland Cleaning Products); #6416, NAD/CARU Case Reports (September 2020)
Ontel Products Corporation (Safe & Healthy™ UV-C Disinfecting Light); #6426, NAD/CARU Case Reports (December 2020)
OrganiCare, LLC (FemiClear Vaginal Yeast Infection Treatment); #6347, NAD/CARU Case Reports (February 2020)
Organicare, LLC (FemiClear Vaginal Yeast Infection Treatment); #6347C, NAD/CARU Case Reports (September 2020)
Petco Animal Supplies, Inc. (Petco “No Artificial Ingredients” Campaign); #6357, NAD/CARU Case Reports (April 2020)
The Procter & Gamble Company (Always Discreet Incontinence Pads); #6350, NAD/CARU Case Reports (February 2020)
Provezza Health, LLC (Provezza Elderberry Syrup); #6380, NAD/CARU Case Reports (June 2020)
Qf Systems, LLC (Fillerina Dermo-Cosmetic Replenishing Gel); #6373, NAD/CARU Case Reports (June 2020)
Reckitt Benckiser, Inc. (Air Wick Home Fragrance Products); #6374, NAD/CARU Case Reports (June 2020)
SimpliSafe, Inc. (SimpliSafe Home Security); #6358, NAD/CARU Case Reports (April 2020)
SimpliSafe, Inc. (SimpliSafe Home Security); #6358C, NAD/CARU Case Reports (June 2020)
T-Mobile USA, Inc. (Post-Merger 5G Service); #6422, NAD/CARU Case Reports (October 2020)
Traeger Pellet Grills, LLC (Traeger Grills); #6327C, NAD/CARU Case Reports (March 2020)
Trek Bicycle Corporation (Bontrager WaveCel Helmets); #6351, NAD/CARU Case Reports (February 2020)
Verizon Communications, Inc. (Verizon Wireless (Reopened “First to 5G”)); #6329C, NAD/CARU Case Reports (April 2020)
Verizon Communications, Inc. (Verizon Wireless (Reopened “First to 5G”)); #6329CII, NAD/CARU Case Reports (December 2020)
Verizon Communications, Inc. (Verizon 5G Stadium Access); #6364, NAD/CARU Case Reports (May 2020)
Verizon Communications, Inc. (Verizon 5G Wireless Service); #6376, NAD/CARU Case Reports (June 2020)
Verizon Communication, Inc. (Verizon 5G Availability); #6384, NAD/CARU Case Reports (June 2020)
VGH Solutions, Inc. (Dr. Ho’s Circulation Promoter); #6404, NAD/CARU Case Reports (September 2020)
Vital Proteins, LLC (Vital Proteins Collagen Peptide Products); #6337, NAD/CARU Case Reports (January 2020)
Vitamin Bounty/Matherson Organics, LLC (Vitamin Bounty Elderberry Immune Support); #6397, NAD/CARU Case Reports (August 2020)

**Recurring Issues During 2020**  
*(Cases Classified by Issue/Type of Claim)*

Vitamin Bounty/Matherson Organics, LLC (Vitamin Bounty Elderberry Immune Support); #6397R, NAD/CARU Case Reports (September 2020)

Whitestone Home Furnishings, LLC d/b/a The Saatva Company (Saatva Mattress Products); #6367, NAD/CARU Case Reports (May 2020)

Young Living Essential Oils, LC (Young Living Essential Oils); #6385, NAD/CARU Case Reports (July 2020)

Your Superfoods, Inc. (Your Superfoods Immunity Bundle); #6371, NAD/CARU Case Reports (May 2020)

Zarbee's, Inc. (Zarbee's Naturals Remedies & Supplements); #6927, NAD/CARU Case Reports (December 2020)

**Ingredient/Content/Nutrition**

Church & Dwight Co., Inc. (Vitafusion Gummy Vitamins); #6355, NAD/CARU Case Reports (March 2020)

Church & Dwight Co., Inc. (Vitafusion Gummy Vitamins); #6355C, NAD/CARU Case Reports (August 2020)

GlaxoSmithKline Consumer Healthcare, LLC (Benefiber Original & Benefiber Healthy Shape); #6366, NAD/CARU Case Reports (May 2020)

Lepitox Nutrition (Lepitox); #6412, NAD/CARU Case Reports (September 2020)

Little Spoon, Inc. (Little Spoon Baby Food); #6368, NAD/CARU Case Reports (May 2020)

Petco Animal Supplies, Inc. (Petco "No Artificial Ingredients" Campaign); #6357, NAD/CARU Case Reports (April 2020)

**Labeling/Product Packaging Claims**

Arcadia Consumer Care (formerly Kramer Laboratories, Inc.) (The Original Fungi-Nail Toe & Foot Brand); #6141C II, NAD/CARU Case Reports (March 2020)

Arcadia Consumer Healthcare (Fungi-Nail Products); #6400, NAD/CARU Case Reports (August 2020)

Church & Dwight Co., Inc. (Vitafusion Gummy Vitamins); #6355, NAD/CARU Case Reports (March 2020)

Zarbee's, Inc. (Zarbee's Naturals Remedies & Supplements); #6927, NAD/CARU Case Reports (December 2020)

**Online Advertising**

Amerisleep, LLC (SleepJunkie.org and SavvySleeper.org); #6369, NAD/CARU Case Reports (May 2020)

Honey Science, LLC (Online Coupon Code Aggregation Service); #6386, NAD/CARU Case Reports (July 2020)

L'Oreal USA, Inc. (Makeup.com, Skincare.com and Haircare.com Websites); #6370, NAD/CARU Case Reports (May 2020)

The Procter & Gamble Company (Bounty Paper Towels); #6403, NAD/CARU Case Reports (August 2020)

**Parity Claims**

Church & Dwight Co., Inc. (Arm & Hammer Spinbrush); #6362, NAD/CARU Case Reports (April 2020)

SmileDirectClub, LLC (Bright On Tooth Whitening Kit); #6387, NAD/CARU Case Reports (July 2020)

**Performance Claims**

Abbott Nutrition Products (PediaSure); #6896, NAD/CARU Case Reports (November 2020)

Alcon Vision, LLC (PRECISION 1 Daily Contact Lenses); #6913, NAD/CARU Case Reports (December 2020)

Align Technology, Inc. (Invisalign Clear Aligner System); #6365, NAD/CARU Case Reports (May 2020)

Align Technology, Inc. (Invisalign Clear Aligner System); #6365C, NAD/CARU Case Reports (August 2020)



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### Recurring Issues During 2020

*(Cases Classified by Issue/Type of Claim)*

Arcadia Consumer Care (formerly Kramer Laboratories, Inc.) (The Original Fungi-Nail Toe & Foot Brand); #6141C II, NAD/CARU Case Reports (March 2020)
Avadim Health, Inc. (Theraworx Relief Products); #6418, NAD/CARU Case Reports (October 2020)
AT&T Services, Inc. (AT&T's Wireless Network ("Best Network")); #6401, NAD/CARU Case Reports (August 2020)
BodyArmor Nutrition, LLC (BodyArmor SuperDrink and BodyArmor Lyte Sports Drink); #6410, NAD/CARU Case Reports (September 2020)
Celsius, Inc. (Celsius®); #5217C, NAD/CARU Case Reports (January 2020)
Church & Dwight Co., Inc. (Vitafusion Gummy Vitamins); #6355, NAD/CARU Case Reports (March 2020)
Church & Dwight Co., Inc. (Vitafusion Gummy Vitamins); #6355C, NAD/CARU Case Reports (August 2020)
Comcast Cable Communications, LLC (Xfinity Internet Service and WiFi); #6417, NAD/CARU Case Reports (September 2020)
Cover Three (Brain Defense); #6409, NAD/CARU Case Reports (September 2020)
Creekside Natural Therapeutics, LLC (Focused Mind Jr. Dietary Supplement); #6334R, NAD/CARU Case Reports (April 2020)
Daatrics, Ltd. (Neebo Baby Monitor); #6425, NAD/CARU Case Reports (December 2020)
Doggie Dailies (Doggie Dailies Dietary Supplement); #6346, NAD/CARU Case Reports (February 2020)
Elysium Health, Inc. (Basis Dietary Supplement); #6339, NAD/CARU Case Reports (January 2020)
GlaxoSmithKline Consumer Healthcare (Benefiber Healthy Balance); #6361, NAD/CARU Case Reports (April 2020)
GlaxoSmithKline Consumer Healthcare, LLC (Benefiber Original & Benefiber Healthy Shape); #6366, NAD/CARU Case Reports (May 2020)
Goop, Inc. (Madame Ovary Dietary Supplement); #6406, NAD/CARU Case Reports (September 2020)
Great Health Works, Inc. (Omega XL Dietary Supplements); #5870C, NAD/CARU Case Reports (December 2020)
HAPPYneuron, Inc. (HAPPYneuron Brain-Training Method); #6356, NAD/CARU Case Reports (March 2020)
Honey Science, LLC (Online Coupon Code Aggregation Service); #6386, NAD/CARU Case Reports (July 2020)
Lepitox Nutrition (Lepitox); #6412, NAD/CARU Case Reports (September 2020)
Mask, LLC (Mask Spotless Acne & Psoriasis Sheet & Spotless Blemishes & Oily Skin Soothing CBD Sheet Mask); #6408, NAD/CARU Case Reports (September 2020)
Maty's Healthy Products, LLC (Maty's Cough Products); #6394, NAD/CARU Case Reports (July 2020)
Molekule, Inc. (Molekule MH1 Air Purifier); #6314C, NAD/CARU Case Reports (February 2020)
Molekule, Inc. (Molekule MH1 Air Purifier); #6314CII, NAD/CARU Case Reports (June 2020)
NanoTouch Material, LLC (NanoSeptic Surfaces); #6390, NAD/CARU Case Reports (July 2020)
Nature's Boost, LLC (Blood Boost Formula); #6375, NAD/CARU Case Reports (June 2020)
One Home Brands, Inc. d/b/a Blueland (Blueland Cleaning Products); #6416, NAD/CARU Case Reports (September 2020)
Qf Systems, LLC (Fillerina Dermo-Cosmetic Replenishing Gel); #6373, NAD/CARU Case Reports (June 2020)
Reckitt Benckiser, Inc. (Air Wick Home Fragrance Products); #6374, NAD/CARU Case Reports (June 2020)
S.C. Johnson & Son, Inc. (Glade Products); #6415, NAD/CARU Case Reports (September 2020)
SimpliSafe, Inc. (SimpliSafe Home Security); #6358, NAD/CARU Case Reports (April 2020)
SimpliSafe, Inc. (SimpliSafe Home Security); #6358C, NAD/CARU Case Reports (June 2020)
SmileDirectClub, LLC (SmileDirectClub Clear Aligners); #6382, NAD/CARU Case Reports (June 2020)
T-Mobile USA, Inc. (TVision Television Service); #6336, NAD/CARU Case Reports (January 2020)
T-Mobile USA, Inc. (T-Mobile's 5G Network ("Bill Nye")); #6396, NAD/CARU Case Reports (August 2020)
T-Mobile USA, Inc. (T-Mobile's 5G Network (Bill Nye)); #6396C, NAD/CARU Case Reports (December 2020)
T-Mobile USA, Inc. (Post-Merger 5G Service); #6422, NAD/CARU Case Reports (October 2020)

**Recurring Issues During 2020**  
*(Cases Classified by Issue/Type of Claim)*

UQORA, Inc. (Uqora Prevention System); #6393, NAD/CARU Case Reports (July 2020)
Verizon Communications, Inc. (Verizon 5G Stadium Access); #6364, NAD/CARU Case Reports (May 2020)
Verizon Communication, Inc. (Verizon 5G Availability); #6384, NAD/CARU Case Reports (June 2020)
Verizon Communications, Inc. (Verizon Fios Internet Service (“Fiber is Better”)); #6395, NAD/CARU Case Reports (August 2020)
Verizon Communications, Inc. (Verizon’s 4G & 5G Networks (Jenny Slate)); #6414, NAD/CARU Case Reports (September 2020)
Verizon Wireless, Inc. (Verizon Wireless (“Best Network”)); #6272CII, NAD/CARU Case Reports (January 2020)
VGH Solutions, Inc. (Dr. Ho’s Circulation Promoter); #6404, NAD/CARU Case Reports (September 2020)
Vital Proteins, LLC (Vital Proteins Collagen Peptide Products); #6337, NAD/CARU Case Reports (January 2020)

**Preference Claims**

Alcon Vision, LLC (PRECISION 1 Daily Contact Lenses); #6913, NAD/CARU Case Reports (December 2020)
The Procter & Gamble Company (Oral-B Precision Clean Interdental Picks); #6378, NAD/CARU Case Reports (June 2020)

**Pricing/Discounts/Sales Claims**

Charter Communications, Inc. d/b/a Spectrum (Spectrum Mobile); #6301C, NAD/CARU Case Reports (April 2020)
Charter Communications, Inc. d/b/a Spectrum (Spectrum Mobile); #6301CII, NAD/CARU Case Reports (October 2020)
Choice Home Warranty (Home Warranty Service Plans); #6341, NAD/CARU Case Reports (January 2020)
Church & Dwight Co., Inc. (Arm & Hammer Spinbrush); #6362, NAD/CARU Case Reports (April 2020)
ConsumerTrack, Inc. (GoFreeCredit.com); #6344, NAD/CARU Case Reports (February 2020)
Cox Communications, Inc. (1 Gbps & 300 Mbps Internet Service); #6304C, NAD/CARU Case Reports (January 2020)
SmileDirectClub, LLC (SmileDirectClub Clear Aligners); #6360, NAD/CARU Case Reports (April 2020)
SmileDirectClub, LLC (SmileDirectClub Clear Aligners); #6360C, NAD/CARU Case Reports (September 2020)
SmileDirectClub, LLC (SmileDirectClub Clear Aligners); #6382, NAD/CARU Case Reports (June 2020)
Sunrun Installation Services, Inc. (Residential Rooftop Solar Energy); #6338, NAD/CARU Case Reports (January 2020)
T-Mobile USA, Inc. (TVision Television Service); #6336, NAD/CARU Case Reports (January 2020)
T-Mobile USA, Inc. (T-Mobile’s Mobile Phone Service Plan); #6379, NAD/CARU Case Reports (June 2020)

**Product Demonstration/Testing**

Advantice Health, LLC (Kerasal Fungal Nail Renewal); #6421, NAD/CARU Case Reports (October 2020)
Arcadia Consumer Care (formerly Kramer Laboratories, Inc.) (The Original Fungi-Nail Toe & Foot Brand); #6141C II, NAD/CARU Case Reports (March 2020)
Ontel Products Corporation (Safe & Healthy™ UV-C Disinfecting Light); #6426, NAD/CARU Case Reports (December 2020)
T-Mobile USA, Inc. (T-Mobile’s 5G Network (“Bill Nye”)); #6396, NAD/CARU Case Reports (August 2020)
Verizon Wireless, Inc. (Verizon Wireless (“Best Network”)); #6272CII, NAD/CARU Case Reports (January 2020)
Verizon Communication, Inc. (Verizon 5G Availability); #6384, NAD/CARU Case Reports (June 2020)
Verizon Communications, Inc. (Verizon’s 4G & 5G Networks (Jenny Slate)); #6414, NAD/CARU Case Reports (September 2020)

**Recurring Issues During 2020**  
(Cases Classified by Issue/Type of Claim)

**Product Description**

Factor Nutrition Labs, LLC (Focus Factor); #6363, NAD/CARU Case Reports (April 2020)
France Media, Inc. (Commercial Real Estate Publishing Platform); #6419, NAD/CARU Case Reports (October 2020)
Geerpres, Inc. (ADVANTEX® Single-Use Disposable Microfiber Mop Pad); #6340, NAD/CARU Case Reports (January 2020)
Johnson & Johnson Surgical Vision, Inc. (TECNIS Intraocular Lenses); #6343, NAD/CARU Case Reports (January 2020)
Little Spoon, Inc. (Little Spoon Baby Food); #6368, NAD/CARU Case Reports (May 2020)
The Procter & Gamble Company (Tide purclean Laundry Detergent); #6392, NAD/CARU Case Reports (July 2020)
SmileDirectClub, LLC (Bright On Tooth Whitening Kit); #6387, NAD/CARU Case Reports (July 2020)

**Puffery**

BodyArmor Nutrition, LLC (BodyArmor SuperDrink and BodyArmor Lyte Sports Drink); #6410, NAD/CARU Case Reports (September 2020)
Mahindra USA, Inc. (Mahindra Tractors, Utility Vehicles, Implements & Engine Oil); #6191CII, NAD/CARU Case Reports (February 2020)
S.C. Johnson & Son, Inc. (Glade Products); #6415, NAD/CARU Case Reports (September 2020)
Traeger Pellet Grills, LLC (Traeger Grills); #6327C, NAD/CARU Case Reports (March 2020)

**Superiority Claims**

AT&T Services, Inc. (AT&T's Wireless Network ("Best Network")); #6401, NAD/CARU Case Reports (August 2020)
AT&T Services, Inc. (AT&T Blog Post Advertising); #6423, NAD/CARU Case Reports (November 2020)
Avadim Health, Inc. (Theraworx Relief Products); #6418, NAD/CARU Case Reports (October 2020)
BodyArmor Nutrition, LLC (BodyArmor SuperDrink and BodyArmor Lyte Sports Drink); #6410, NAD/CARU Case Reports (September 2020)
FCA US, LLC (Jeep Gladiator); #6345, NAD/CARU Case Reports (February 2020)
France Media, Inc. (Commercial Real Estate Publishing Platform); #6419, NAD/CARU Case Reports (October 2020)
Mahindra USA, Inc. (Mahindra Tractors, Utility Vehicles, Implements & Engine Oil); #6191CII, NAD/CARU Case Reports (February 2020)
Molekule, Inc. (Molekule MH1 Air Purifier); #6314C, NAD/CARU Case Reports (February 2020)
Molekule, Inc. (Molekule MH1 Air Purifier); #6314CII, NAD/CARU Case Reports (June 2020)
PLx Pharma, Inc. (Vazalore); #6912, NAD/CARU Case Reports (December 2020)
The Procter & Gamble Company (Oral-B Precision Clean Interdental Picks); #6378, NAD/CARU Case Reports (June 2020)
Reckitt Benckiser, Inc. (Air Wick Home Fragrance Products); #6374, NAD/CARU Case Reports (June 2020)
SimpliSafe, Inc. (SimpliSafe Home Security); #6358, NAD/CARU Case Reports (April 2020)
SimpliSafe, Inc. (SimpliSafe Home Security); #6358C, NAD/CARU Case Reports (June 2020)
Verizon Wireless, Inc. (Verizon Wireless ("Best Network")); #6272CII, NAD/CARU Case Reports (January 2020)

**Recurring Issues During 2020**  
*(Cases Classified by Issue/Type of Claim)*

**Testimonials**

- Capital One Financial Corporation (Capital One Spark Cash Card); #6342, NAD/CARU Case Reports (January 2020)
- Choice Home Warranty (Home Warranty Service Plans); #6341, NAD/CARU/NARB Case Reports (January 2020)
- Cover Three (Brain Defense); #6409, NAD/CARU Case Reports (September 2020)
- Daatrics, Ltd. (Neebo Baby Monitor); #6425, NAD/CARU Case Reports (December 2020)
- Great Health Works, Inc. (Omega XL Dietary Supplements); #5870C, NAD/CARU Case Reports (December 2020)
- IONaer International, LLC d/b/a CleanAir EXP (CleanAir EXP Air Purification System); #6402, NAD/CARU Case Reports (August 2020)
- Mahindra USA, Inc. (Mahindra Tractors, Utility Vehicles, Implements & Engine Oil); #6191CII, NAD/CARU/NARB Case Reports (February 2020)
- Molekule, Inc. (Molekule MH1 Air Purifier); #6314C, NAD/CARU/NARB Case Reports (February 2020)
- Molekule, Inc. (Molekule MH1 Air Purifier); #6314CII, NAD/CARU Case Reports (June 2020)
- Optivida Health (Optivida Silver Liquid Solution); #6372, NAD/CARU Case Reports (June 2020)
- SimpliSafe, Inc. (SimpliSafe Home Security); #6358, NAD/CARU/NARB Case Reports (April 2020)
- SimpliSafe, Inc. (SimpliSafe Home Security); #6358C, NAD/CARU Case Reports (June 2020)
- UQORA, Inc. (Uqora Prevention System); #6393, NAD/CARU Case Reports (July 2020)
- Verizon Communications, Inc. (Verizon 5G Wireless Service); #6376, NAD/CARU Case Reports (June 2020)
- Zero Gravity (Perfectio™); #6325R, NAD/CARU Case Reports (July 2020)

**Children’s Advertising Review Unit 2020 Case Summary**

	Decision	Page	Month	Vol.
<b>Food / Beverage</b>				
National Fluid Milk Processor Promotion Board (“MilkPEP”)	DISC	426	July	50
<b>Website / Web Services</b>				
Discord, Inc.	SUB	554	September	50

**Recurring Issues During 2020**  
*(Cases Classified by Issue/Type of Claim)*

**Online Privacy**

Discord, Inc. (Discord Applications); #6413, NAD/CARU Case Reports, (September 2020), Product Type: Website/Web Services

**Safety**

National Fluid Milk Processor Promotion Board (“MilkPEP”) (America’s Milk Companies); #6388, NAD/CARU Case Reports, (July 2020), Product Type: Food/Beverage

## National Advertising Review Board 2020 Summary

Closed NARB Decisions		
Panel #261	Charter Communications, Inc. / Spectrum Mobile	<i>Decision Upheld</i>
Panel #262	Bayer U.S. / Aleve Naproxen Sodium Tablets	<i>Decision Upheld</i>
Panel #263	Molekule, Inc. / Molekule Air Purifier	<i>Decision Upheld</i>
Panel #264	AT&T Services, Inc. / AT&T's Wireless Network "Best Wireless Network"	<i>Decision Upheld</i>
Panel #265	Choice Home Warranty / Home Warranty Service Plans	<i>Decision Upheld</i>
Panel #266	S.C. Johnson & Son, Inc. / Windex Vinegar Glass Cleaner	<i>Decision Upheld</i>
Panel #267	People Against Dirty, PBC, Div. of SCJ & Son, Inc./ Method Non-Toxic Cleaning Products	<i>Appeal Withdrawn</i>
Panel #268	Church & Dwight Co, Inc. / Vitafusion Gummy Vitamins	<i>Decision Upheld</i>
Panel #269	Verizon Communications, Inc. / Verizon 5G Stadium Access	<i>Decision Upheld In Part</i>
Panel #270	GlaxoSmithKline Consumer Healthcare / Benefiber Original & Health Shape	<i>Decision Upheld In Part</i>
Panel #271	The Procter & Gamble Company / Oral-B Precision Clean Interdental Picks	<i>Decision Overturned</i>
Panel #272	SmileDirectClub, LLC / SmileDirectClub Clear Aligners	<i>Decision Upheld</i>
Panel #273	Young Living Essential Oils, LC / Young Living Essential Oils	<i>Decision Upheld</i>
Panel #274	The Procter & Gamble Company / Tide purclean Laundry Detergent	<i>Decision Upheld</i>
Panel #275	Verizon Communications, Inc. / Verizon FiOS Internet Service ("Fiber Is Better")	<i>Decision Upheld</i>
Panel #276	T-Mobile USA, Inc. / T-Mobile's 5G Network ("Bill Nye")	<i>Decision Upheld</i>
Panel #277	AT&T Services, Inc. / AT&T's Building 5G on "Americas Best Network"	<i>Decision Pending</i>
Panel #278	Comcast Cable Communications, LLC / Xfinity Internet Service	<i>Decision Pending</i>
Panel #279	Avadim Health / Theraworx Relief Products	<i>Decision Upheld</i>
Panel #280	doTERRA Holdings, LLC / doTERRA Essential Oils	<i>Decision Pending</i>
Panel #281	Advantice Health, LLC / Kerasal Fungal Nail Renewal	<i>Decision Pending</i>
Panel #282	AT&T Services, Inc. / AT&T Blog Post Advertising	<i>Appeal Denied</i>

**NARB Compliance Decisions**

Panel #225C	Neurocore, LLC / Neurocore Brain Performance Centers	<i>Referred To Government</i>
Panel #261C	Charter Communications, Inc. d.b.a Spectrum / Spectrum Mobile	<i>No Further Action Required</i>