



**National
Programs**
National Advertising
Division®

National Advertising Division 2024

Annual Report

Executive Summary

The marketing world is changing, and U.S. advertising self-regulation is adapting along with it. While persistent issues associated with endorsements, influencers and disclosures continue to appear in truth-in-advertising challenges brought to BBB National Programs' National Advertising Division, new rules and guidance from the Federal Trade Commission (FTC) and emerging issues such as artificial intelligence (AI) create a dynamic environment.

The National Advertising Division closed more truth-in-advertising cases in 2024 than in 2023, a trend that continues both in competitor and National Advertising Division monitoring cases. We also continue to see year-over-year growth in the use of Fast-Track SWIFT track with 40% more challenges resolved this year than last.

The National Advertising Division's case decisions reflect advertising trends in 2024 and highlight how emerging industry issues can be addressed by the industry self-regulation process with speed and efficiency.

When the FTC released its "Click-to-Cancel" rule, requiring businesses to provide a way for consumers to cancel their subscriptions as easily as they can sign up for them, every stage of the subscription relationship for businesses and marketers was affected. Laura Brett, Vice President, National Advertising Division, BBB National Programs, commented to a variety of national news outlets that with this new rule, clear and conspicuous disclosures just became more important than ever.

After the FTC released its rule against Fake Reviews, the National Advertising Division, in an article in Happi magazine, warned advertisers to expect enforcement, ensure compliance, verify authenticity of endorsements and reviews, and monitor insiders while, once again, reminding advertisers of the importance of clear and conspicuous disclosure of material connections.

For the first time, in 2024 the National Advertising Division opened inquiries involving AI. The case decisions and resulting actions taken by the advertisers to follow the National Advertising Division's recommendations demonstrate the trust advertisers have in our expertise, even when operating on the leading edge of ad law.

40%

Year-over-year increase in closed Fast-Track SWIFT cases from 2022 to 2023

20%

Faster average case open-to-close

When a party to a challenge — either the advertiser or the challenger — does not agree with the case decision, an appeal may be made to BBB National Programs' National Advertising Review Board, the appellate body for the U.S. system of advertising industry self-regulation. Five-member panels comprised of distinguished advertisers, advertising agencies, and academic leaders selected for their stature and experience, hear appeals and provide independent industry peer review. 2024 was a relatively light year for appeals, with only 8% of cases appealed this year as compared to 13% last year.

Support for independent advertising self-regulation remains strong, and the FTC's support, as well as the support of platforms and networks, continue to reinforce its effectiveness. The FTC's then-Director of the Bureau of Consumer Protection, Sam Levine, said at the 2024 NAD Conference:

"I'd like to think the NAD has a strong enforcement partner in the FTC. We have a really good collaborative working relationship. I really consider NAD a model self-regulatory organization and I would certainly take their determinations quite seriously if I were a marketer."



Sam Levine

Former Director, Bureau of Consumer Protection,
Federal Trade Commission

Each year NAD proudly reinforces truth-in-advertising standards set by the FTC and continues to be a resource for businesses to build a trusted relationship with consumers.

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Case Trends & Statistics

The National Advertising Division (NAD) case decisions reflect trends in marketing overall and often reveal the types of marketing and advertising that draw consumers' attention and purchasing dollars. The case decisions can also foreshadow areas of regulatory action. Additionally, once regulatory guidance is adopted, NAD decisions interpret and apply the guidance to ads that consumers are seeing every day on screens large and small.

NAD's 2024 decisions thus both reflect advertising trends in 2024 and provide a glimpse into what can be expected in 2025.

Influencer marketing continued to be a focus of both competitor challenges and NAD's monitoring cases. Both well-known and so-called "micro" influencers drew attention in this year's decisions that included, among others, a hair influencer, a candle influencer, as well as teen and new mom influencers.

The FTC's Guides Concerning the Use of Endorsements and Testimonials in Advertising make clear that where there exists a connection between the endorser or influencer and the brand, that material connection must be clearly and conspicuously disclosed. NAD decisions applied FTC guidance and explained that (1) both paid influencers and influencers who receive free product must disclose their connection to a brand, and (2) material connection disclosures should be unavoidable meaning that, for example, an influencer demonstrating a product's benefits in a video should disclose their material connection in the video.

Health and beauty claims were also a popular focus in NAD cases in 2024, including beauty products that make "clinically proven" or other health and safety claims. NAD decisions apply traditional truth-in-advertising principles to challenges to those health and safety claims.

For example, when advertising makes a "clinically tested" or "clinically proven" claim, the testing should be on a product that includes the same dosage, formulation, and route of administration, and the demographics of the tested population should be the same as the target audience. Claims that a product is "safe" for teens and tweens should be based on evidence that the product complies with safety standards and evaluates whether the product impacts adults, teens, and children differently. Additionally, the claim that a product is "safe" can be supported by evidence that the product is not harmful when used as directed, in contrast to an unqualified "non-toxic" claim, which requires broader evidence.

NAD also reviewed advertising involving AI. In one matter, the company modified advertising to avoid confusion about the source of the AI product. In another matter a company unlisted a video demonstrating the capabilities of an AI product that did not accurately reflect the ease and speed of its AI tool.

Product demonstrations were the subject of several NAD decisions, including demonstrations of makeup seemingly melting away, diapers absorbing cups of water, anti-perspirants preventing sweat marks, grease clinging to dishware, dishwashers combatting baked-on soils,

and the ability of home siding to protect against fires. The decisions in these cases reinforce the well-settled truth-in-advertising principles that product demonstrations must not only be consumer relevant but must also fairly and accurately reflect the results that consumers will typically experience. These principles extend to influencers posting product demonstrations on social media sites, such as Instagram and TikTok.

Another popular trend in online marketing is the use of rankings and reviews. When a brand's website displays a #1 or "best" provider ranking, the ranking is misleading if it appears to be, but is not, based on unbiased reviews. This misleading message is repeated if the #1 or "best" claim can be viewed in search results or shared across social media.

Every year a significant proportion of NAD decisions deal with comparative performance claims and 2024 was no exception. Pricing or savings claims were the subject of several challenges. The case decisions reinforce the well-settled principle that advertising should be clear as to how to achieve the touted savings. Another issue in comparative advertising is how to tout the benefits of your own product yet not convey a misleading message about competing products. In cases this year, some companies got it right by correctly claiming that a touted benefit is not provided by the competing product, or by using humor to highlight that not all services are the same while avoiding conveying the message that the product is superior to all others on the market.

Advertising is a fast-paced industry. That pace has resulted in the number of NAD Fast-Track SWIFT challenges nearly tripling in the past three years. This uptick suggests that speed is a motivating factor for challengers choosing a case track. Standard challenges have also been resolved more quickly, with the time for NAD to render its decision continuing its improved pace.

While the telecom industry continues to generate a significant number of challenges, including for the first time claims related to satellite calling and texting, telecom cases were a lower percentage of case volume in 2024 compared to prior years. Instead,, the number of challenges involving household goods as well as food and beverages appears to be on the rise. While challenges involving oral care products have been around for years, in 2024 several new entrants offering alternative products to compete with large brands brought challenges and defended their advertising claims in NAD cases.

Also not new, but worth noting, is that in 2024 there were several matters challenging advertising from small companies new to NAD as well as several smaller advertisers initiating their own challenges, demonstrating that self-regulation creates a level playing field and is a resource for both large and small brands.

National Advertising Division Monitoring

As part of its public interest mission to ensure consumers receive truthful and accurate advertising messages, the National Advertising Division initiates approximately 15-20% of its cases each year based on its own monitoring of advertising. This work serves to expand the universe of advertising reviewed for truth and transparency and provide guidance for future advertising.

In determining whether to open a monitoring case, NAD considers whether the advertising targets a vulnerable population, capitalizes on consumer fears or misunderstanding, fills a gap in regulatory efforts of the FTC or state attorneys general, addresses novel or emerging issues of interest for the advertising industry, or addresses claims that consumers cannot evaluate for themselves.

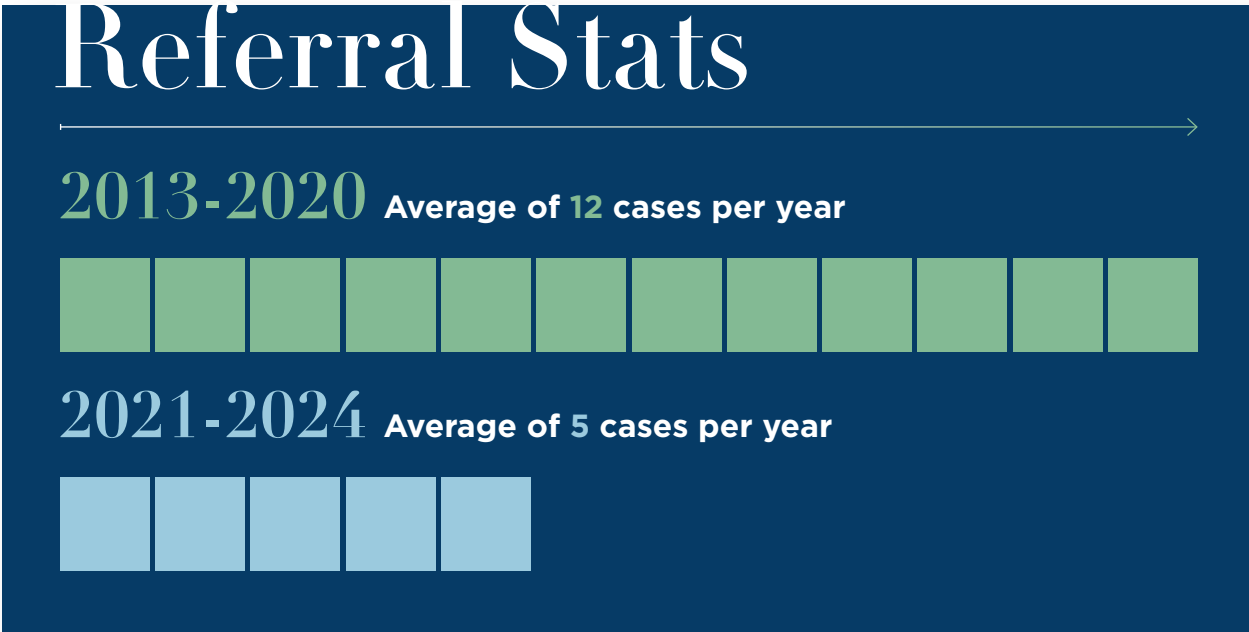
In 2024, NAD issued 22 monitoring decisions. Most of those decisions involved cosmetics or beauty products, including several beauty products marketed to teens, followed by an equal number involving food and beverage products and dietary supplements. A significant number of companies responded to the monitoring inquiry by discontinuing the challenged claims without trying to defend them. In a few inquiries NAD concluded that the challenged claims were at least partially substantiated, while in a few other decisions, NAD recommended that the challenged claim be modified or discontinued.

15-20%
of cases each year are monitoring

Relationship with the FTC & Media Platforms

The FTC’s strong enforcement and its efforts to lay out the rules of the road for honest advertising provide incentives for companies to look to NAD as a resource for building trust in advertising. NAD case decisions reinforce standards set by Section 5 of the FTC Act, which prohibits unfair or deceptive acts or practices, and apply truth-in-advertising principles established by the FTC. The FTC’s long history of support for advertising self-regulation is a recognition of the key role NAD plays in building a more trusted marketplace.

Although a high percentage of advertisers participate in the NAD process and comply with NAD’s recommendations, a handful of advertisers each year choose not to participate or decline to follow NAD’s recommendations at the end of a proceeding. When that happens, NAD refers the case for review and possible enforcement action to relevant law enforcement agencies, including the FTC, the FDA, and the FCC, and when appropriate state attorneys general. Although the FTC’s investigations are not public and it does not always issue closing letters when an investigation is completed, the FTC posts its resolution letters with respect to NAD referrals on the FTC website. Since 2006, the FTC has publicly tracked, and posted resolution letters for, more than 100 responses to NAD referrals.



When an advertiser refuses to participate or comply with NAD's recommendations, the advertising in question will also be reported to platforms and sometimes other media channels. NAD has a direct reporting relationship with several platforms. Advertising reported to platforms or other media will be reviewed for whether the advertising in question complies with truth-in-advertising policies on those platforms or media channels.

The FTC's resolution letters and the reporting relationships with platforms demonstrate the respect that advertising self-regulation holds with regulators and the advertising industry. Although the outcomes of advertising referred to the FTC or reported to platforms will vary, the seeming certainty of careful review provides a strong incentive for advertisers to engage with NAD.

The NAD process is efficient and effective, with fewer advertisers facing the potential risks associated with a referral to the FTC, other law enforcement agencies, and being reported to platforms.

In 2024, nine matters were referred to the FTC; in two of those matters, the advertisers decided to re-engage with NAD after referral.

Since 2021, cases referred to the FTC have remained low, which is a positive sign. In 2023, five matters were referred to the FTC. Historically, advertisers who are unfamiliar with NAD were more likely to refuse to participate, which is why after being contacted by the FTC an advertiser will often re-engage with NAD.

National Advertising Division Highlights

At the Conference

The BBB National Programs' National Advertising Division annual conference, NAD 2024: Charting the Global Future of Ad Law, took place in September over two days in New York, NY. This annual event brings together advertising, legal, research, and development professionals, academic and industry experts, government officials, and businesses of all sizes to examine and explore the challenges of navigating the dynamic advertising landscape, best practices and trends, and perspectives on what's coming next.

The speakers, leaders, and experts from across the United States and around the world who joined us in New York came from law firms, major brands, ad agencies, educational institutions, nonprofits, and product testing labs. Our speakers included three FTC regulators, including one sitting commissioner, and our audience included a high percentage of brand counsel, brand marketers, and members of their research and development teams.

The NAD 2024 agenda covered trending topics like AI as well as pervasive continuing issues such as claim substantiation, aspirational green claims, influencers, and dark patterns. In addition, this year's conference was planned in coordination with the annual meeting of the International Council for Advertising Self-Regulation, which included an announcement of the launch of a new Global Think Tank dedicated to fostering self-regulatory engagement, critical thinking, and research to advance responsible advertising worldwide.

Post-event media coverage heavily focused on the keynote remarks by FTC Commissioner Melissa Holyoak but also highlighted the value of the conference in guiding brands in ad law, including guiding the industry on emerging issues like the use of influencers, consumer reviews, and the ever-evolving issues on platforms.



Join us for this year's conference.

National Advertising Division 2025:
Leading the Way in Ad Law

September 16-17
Washington, DC



In the News

When news is breaking, new regulatory guidance has been published, or new industry trends emerge, BBB National Programs is a resource for members of the press and provides insights on ad law through those publications.

This year, members of the BBB National Programs National Advertising Division team spoke with the Wall Street Journal, Law360, MediaPost, Good Morning America, AdExchanger, Business Insider, Bloomberg, and more. The team provided valuable guidance on issues including beauty and health-related claims, influencer disclosures, greenwashing, and dark patterns.

Featured Quotes



“The rule makes it clear that it has to be as easy to cancel a subscription as it is to sign up. That means it’s got to be easy to find where to cancel and how to cancel, and that you never have to interact with a live person in order to cancel the subscription.”

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

CNN



“The reason these rules are important is because everyone relies on reviews. You need them to be valuable and legitimate. But because everyone relies on reviews, there’s a huge incentive to fake them or bloat them in some way. I think the FTC is trying to counteract the incentives so that it happens less frequently.”

Mary K. Engle, Executive Vice President, Policy, BBB National Programs

DIGIDAY



“The FTC’s new rule on deceptive reviews ‘builds on existing truth-in-advertising principles’ and will require cosmetics brands to ensure that all reviews and testimonials are ‘genuine and reflect real consumer experiences’ to avoid significant penalties.”

Katherine Armstrong, Deputy Director, National Advertising Division, BBB National Programs

COSMETIC DESIGN

Featured Articles

Around the World

In 2024, U.S. advertising self-regulation and the National Advertising Division’s (NAD) experience that flows from 50+ years of truth-in-advertising case work, the single largest body interpreting advertising law in the nation, was featured on stages around the globe.



At conferences and events, NAD team members lend their voices to critical conversations on cutting-edge advertising law issues. In addition to sharing its expertise at industry and regulatory events, NAD also identifies emerging advertising law issues and trends and invites counsel, advertisers, academics, and regulators to topical virtual events addressing advertising law’s hot topics.

In the spring, with new guidance from the FTC and states across the country passing new legislation about the privacy of personal health data, businesses across the health industry landscape in the U.S. sought guidance and best practices to apply to their marketing campaigns. NAD joined forces with BBB National Programs’ Privacy Initiatives team to address the challenging world of health-related advertising claims and health data privacy.

In the virtual event, NAD focused on how businesses can promote and advertise the health and wellness benefits of their products as long as they ensure all messages reasonably conveyed are supported by a reasonable basis, which for health-related claims requires competent and reliable scientific evidence.

On the Air

The Ad Watchers podcast provides listeners with behind-the-scenes access to the nitty-gritty of advertising law. Why? As the co-hosts tell you, it's "because advertising law is simple, it's the execution that's hard."



This year, Season 4, across six episodes our hosts and special guests tackled thorny questions addressed in National Advertising Division cases to simplify the often-complex process for keeping advertising truthful and accurate. In the 2024 season, Ad Watchers saw a 330% increase in listens over the 2023 season.

Catch up on Season 4's Episodes

Ep. 1: Ad Watchers: Endorsements & Testimonials - So What's New?

Ep. 2: Ad Watchers: Revisiting Consumer Reviews: Incentivized, Inflated, or Authentic?

Ep. 3: The Best Subject in Advertising Law: Is It Puffery?

Ep. 4: Clear and Conspicuous Disclosures: Can You Read the Fine Print?

Ep. 5: AI Is Everywhere - What About Advertising?

Ep. 6: A Chat with ICAS - What Are Ad Law's Global Hot Topics?

Get ahead of the game and subscribe now to be the first to hear when Season 5 launches this year.

The Hosts



Annie M. Ugurlayan
Deputy Director,
NAD & NARB
BBB National Programs

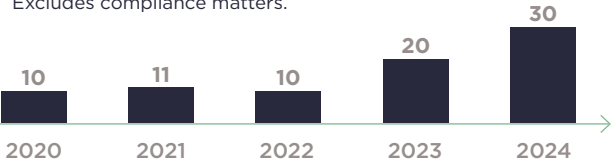


Eric Unis
Senior Attorney,
NAD
BBB National Programs

National Advertising Division 2024 Case Trends

5 Years of Fast-Track SWIFT

Excludes compliance matters.



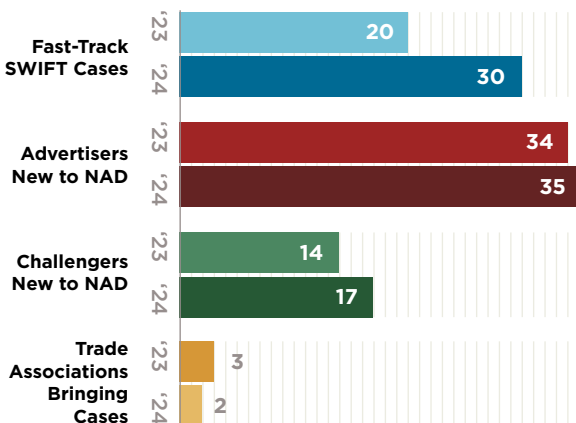
FDA Regulated Cases

48% of all NAD cases



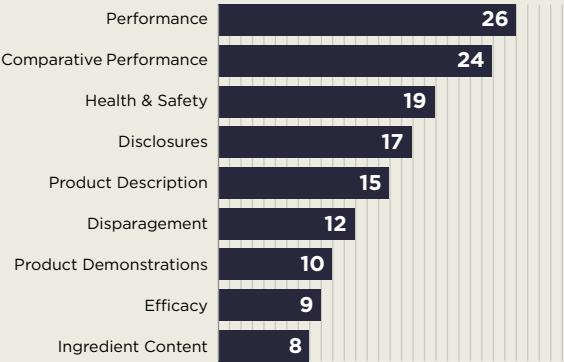
Year-Over-Year Trends

Numbers reflect closed cases each year.

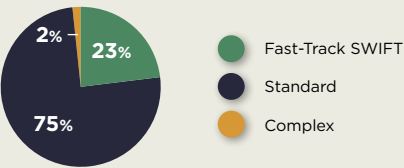


Closed Competitor Challenges

Cases Involving...

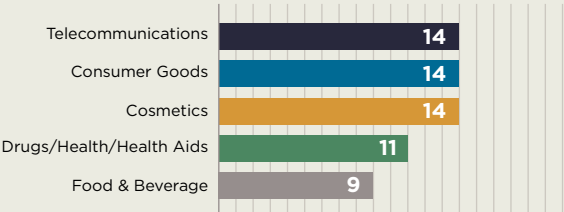


Cases by Track



Cases by Industry

Excludes compliance matters, administratively closed matters, and matters referred to the government.



Summary of Case Work

Program	Total Cases*
CARU	6
DSSRC	100
NAD	177
NARB	12

*Including Pending Cases

Dispositions**									
Children’s Advertising Review Unit									
Case Type	SUB	MOD/ DISC	SUB/MOD	AC	Expedited 2.13	RTG/ Review Ent.	COM	Total	
All	0	3	0	3	0	0	0	6	
Direct Selling Self-Regulatory Council									
Case Type	SUB	MOD/ DISC	S/M/D	AC	COM	RTG	Total		
Competitor	0	0	0	0	0	0	0		
Consumer	0	0	0	0	0	0	0		
Monitoring	0	9	0	56	2	1	56		
Total	0	16	0	56	2	1	75		
National Advertising Division									
Case Type	SUB	MOD/ DISC	S/M/D	AC	COM	COM/ AC	COM/RTG	RTG	Total
Competitor	2	46	22	6	19	0	1	5	101
Consumer	0	0	0	0	0	0	0	0	0
Monitoring	0	14	4	2	2	0	0	2	24
Public Interest	0	0	0	0	2	0	0	1	3
Total	2	60	26	8	23	0	1	8	128
National Advertising Review Board									
Case Type	Filed	Heard	Withdrawn	Denied	Upheld	Upheld in Part	Overturned	Compliance	Pending
Appeals	10	5	2	1	3	1	1	8	4

**Not including Pending Cases

Pending (as of January 1st, 2025)					
Program	Competitor	Not-For-Profit	Compliance	Monitoring	Totals
CARU	0	0	0	0	0
DSSRC	0	0	0	25	25
NAD	23	2	3	21	49
NARB	4	0	0	0	4

Children’s Advertising Review Unit 2024 Case Summary

	Decision	Page	Month	Vol.
Toys				
Just Play, LLC furReal Daisy The Yoga Goat Toy (#6452)	MOD/DISC	74	December	54
Web Services				
Take Two Interactive Office Fever App (#6447)	AC	73	May	54
Content Media Group FZC, LLC Vlad & Niki YouTube Channel (#6448)	MOD/DISC	75	May	54
Uplift Games LLC Adopt Me (#6449)	AC	71	May	54
KidGeni (#6450)	MOD/DISC	40	July	54
Jazwares, LLC Royale High TV spot and PlayRoyaleHigh.com (#6451)	AC	47	November	54

Recurring Issues During 2024
(Cases Classified by Issue)

Online Advertising

Take Two Interactive Office Fever App (#6447)
Content Media Group FZC, LLC Vlad & Niki YouTube Channel (#6448)
Uplift Games LLC Adopt Me (#6449)
Jazwares, LLC Royale High TV spot and PlayRoyaleHigh.com (#6451)
Just Play, LLC furReal Daisy The Yoga Goat Toy (#6452)

Online Privacy

KidGeni (#6450)

National Advertising Division 2024 Case Summary

	Decision	Page	Month	Vol.
Appliances				
Antadi LLC d/b/a Aroeve Direct (#7299 SRM)	MOD/DISC	2	May	54
Antadi LLC d/b/a Aroeve Direct (#7299C AMU)	COM	2	August	54
Homintell Inc. (d/b/a Afloia Direct) (#7300 SRM)	RTG	2	April	54
Homintell Inc. (d/b/a Afloia Direct) (#7300R SRM)	MOD/DISC	2	June	54
Yalla Ventures, Inc. d/b/a PuroAir (#7352 SRM)	S/M/D	2	October	54
B to B Products / Services				
Deel, Inc. (#7304 ZW)	S/M/D	4	August	54
Construction / Home Improvement				
James Hardie Building Products, Inc. (#7338 ZW)	S/M/D	8	October	54
Stihl Incorporated USA (#7267 ZW)	S/M/D	2	February	54
Stihl Incorporated USA (#7267C AMU)	COM	2	May	54
Stihl Incorporated USA (#7267CII AMU)	COM	21	October	54
Consumer Services				
LegalZoom, Inc. (#7303 JS)	S/M/D	15	August	54
ZenBusiness, Inc. (#7243C AMU)	COM	7	May	54
Computer / Software / Peripherals				
Google, LLC (#7295 ZW)	MOD/DISC	2	September	54
Telecom Business Solutions, Inc. d/b/a AI-Pro.org (#7314 AMU/TR)	MOD/DISC	4	June	54
Cosmetics / Beauty Products / Toiletries				
Amyris Clean Beauty, Inc. (#7132 AMU)	S/M/D	6	March	54
Amyris Clean Beauty, Inc. (#7170 AMU)	AC	4	April	54
Amyris Clean Beauty, Inc. (#7169 AMU)	MOD/DISC	12	May	54
The Bare Beauty Babes (#7162 AMU)	MOD/DISC	2	March	54
Drunk Elephant, LLC (#7328 JS)	S/M/D	24	October	54
Fenty Skin LLC (#7224 JS)	S/M/D	6	April	54
GuruNanda, LLC (#7377 ZW)	MOD/DISC	2	November	54
HiSmile PTY (#7276 HJS)	MOD/DISC	14	April	54
HiSmile PTY (#7260 HJS)	MOD/DISC	36	August	54
HiSmile PTY (S#7358 ELU)	RTG	29	August	54
Kreyol Essence, LLC (S#7397 TR)	MOD/DISC	2	December	54
Lume Deodorant, LLC (#7259 JS)	AC	3	January	54
NourishMax (#7296 AMU)	MOD/DISC	14	March	54
NuOrganic Cosmetics (#7329 AMU)	MOD/DISC	14	January	55
Oral Essentials, Inc. (S#7401 ZW)	MOD/DISC	4	December	54
The Procter & Gamble Company (#7277 JS)	S/M/D	16	June	54
Solawave, Inc. d/b/a SolaWave (#7206 AMU)	MOD/DISC	9	December	54
TWiiSH (#7326 AMU)	RTG	20	May	54
Dietary Supplements				
Almased USA, Inc. (#6968C AMU)	COM	2	July	54

	Decision	Page	Month	Vol.
Dakota Nutrition, Inc. (#7067RO JS)	MOD/DISC	8	February	54
Double Wood Supplements, LLC (#7319 ELU)	AC	16	December	54
Focus Consumer Healthcare (#7247 JS)	S/M/D	4	January	54
Happy Mammoth (#7236 SRM)	MOD/DISC	45	August	54
MacuHealth, LP (#7202C AMU)	COM	19	March	54
Memory Health, LP (#7203C AMU)	COM	16	March	54
Oilly PBC (#7350 SRM & WF)	MOD/DISC	25	January	55
Vision Elements, Inc. (#7301 JS)	S/M/D	24	June	54
Drugs / Health / Health Aids				
Agendia, Inc. (#7293 JS)	MOD/DISC	38	June	54
ASO, LLC (#7325 SRM)	MOD/DISC	78	August	54
Beyond Air, Inc. (S#7391 TR)	MOD/DISC	9	November	54
Drip Hydration (#7349 AMU)	MOD/DISC	13	November	54
Dr. Luke Healthcare (#7318 TR)	MOD/DISC	3	July	54
Ginger Health Company (#7283 ZW)	S/M/D	24	March	54
GuruNanda, LLC (S#7343 MCB)	MOD/DISC	12	July	54
GuruNanda, LLC (S#7343C AMU)	COM	39	October	54
IntelliBrands, LLC (#7221C AMU)	COM	24	May	54
NutriDrip/JMB Medical Group, PLLC (#7330 SRM)	MOD/DISC	28	May	54
Oral Essentials, Inc. (S#7386 ELU)	S/M/D	28	December	54
Problem Pregnancy (#7307 WF)	RTG	21	May	54
Summus Medical Laser (#7266 SRM)	MOD/DISC	30	May	54
Unilever United States, Inc. (#7273 JS)	MOD/DISC	25	April	54
Financial Services				
S3 Marketing, LLC and Beyond Finance, LLC d/b/a Accredited Debt Relief (#7025CII AMU)	COM	51	June	54
Food / Beverage				
BA Sports Nutrition, LLC (#7263 ELU)	MOD/DISC	40	January	54
Bitsy's, LLC (#7280 AMU)	AC	39	January	54
Brightland, Inc. (S#7061CII AMU)	COM	22	November	54
Campbell Soup Company (#7312 ZW)	AC	29	March	54
Cargill Meat Solutions Corporation (#7320 ELU)	AC	13	July	54
Eagle Family Foods Group (S#7394 ELU)	MOD/DISC	30	December	54
General Mills, Inc. (#7337 TR)	S/M/D	15	November	54
Gruma Corporation (#7333 JS)	S/M/D	4	September	54
Ingenuity Foods, Inc. d/b/a Ingenuity Brands and Brainiac Foods (#7187 MCB)	S/M/D	52	January	55
MOSH, PBC (#7180 AMU)	MOD/DISC	13	February	54
Planting Hope Brands, LLC (S#7308 WF)	MOD/DISC	30	March	54
Planting Hope Brands, LLC (S#7308C AMU)	COM	32	May	54
Promotion In Motion, Inc. (S#7370 ELU)	MOD/DISC	11	September	54
Relish Labs, LLC d/b/a Home Chef (#6332CII AMU)	COM	37	April	54
Lily of the Desert Nutraceuticals, Inc. (#7265 WF)	MOD/DISC	40	April	54

	Decision	Page	Month	Vol.
Games				
Mobile Fox Limited (#7290 AMU)	MOD/DISC	34	March	54
Performance Designed Products (S#7287 ZW)	MOD/DISC	15	February	54
Performance Designed Products (S#7287C AMU)	COM	32	March	54
Play Perfect Ltd. (#7323 AMU)	MOD/DISC	53	June	54
Shizhan Sun (#7291 AMU)	RTG	69	April	54
Health / Medical Device				
Exergen Corporation (#7306 ZW)	AC	46	April	54
Household Products				
Behr Process, LLC (S#7400 ELU)	MOD/DISC	34	December	54
Calico Brands, Inc. (#7297 WF)	MOD/DISC	17	February	54
The Glad Products Company (S#7309 SRM)	MOD/DISC	36	March	54
Goose Creek Candles, LLC (#7237C AMU)	COM	52	April	54
HoldOn Bags, Inc. (#7286 SRM)	MOD/DISC	53	May	54
The Procter & Gamble Company (#7294 WF)	S/M/D	62	June	54
The Procter & Gamble Company (#7374 ZW)	MOD/DISC	72	January	55
Reckitt Benckiser, LLC (#7305 SRM)	MOD/DISC	39	May	54
Reckitt Benckiser, LLC (S#7382 TR)	MOD/DISC	41	October	54
Royal Oak Enterprises, LLC (#7241C AMU)	COM	56	April	54
SharkNinja Operating Company, LLC (#7240C AMU)	COM	35	December	54
SharkNinja Operating Company, LLC (#7313 SRM)	S/M/D	15	July	54
SharkNinja Operating Company, LLC (S#7362 ELU)	MOD/DISC	87	August	54
SharkNinja Operating Company, LLC (#7355 JS)	MOD/DISC	25	November	54
Infant Products				
Kendal Nutricare (S#7347 ELU)	S/M/D	26	July	54
Kimberly Clark, Inc. (#7248 ZW)	S/M/D	19	February	54
Prolacta Bioscience, Inc. (#7342 SRM)	RTG	24	July	54
Willow Innovations, Inc. (#7399 WF)	AC	31	November	54
Zuru Edge Limited (#7346 MCB)	MOD/DISC	41	December	54
Miscellaneous				
Blueprint Test Preparation LLC (#7285 ZW)	S/M/D	58	April	54
Larose Industries, LLC d/b/a Roseart and Cra-Z-Art (S#7409 TR)	RTG	89	January	55
Magic Tavern (#7185C AMU)	COM	43	March	54
TPR Education, LLC d/b/a The Princeton Review (S#7316 ZW)	MOD/DISC	66	April	54
Pet Products				
Ikigai Marketing Works, LLC and POOPH, Inc. (#7360 ZW)	S/M/D	32	November	54
PetIQ, LLC (#7378 WF)	MOD/DISC	43	October	54
Telecommunications Products / Services				
AT&T Services, Inc. (S#7335 TR)	MOD/DISC	29	July	54
Charter Communications, Inc. (S#7292 ELU)	MOD/DISC	32	February	54
Charter Communications, Inc. (S#7292C AMU)	COM	75	April	54
Charter Communications, Inc. (#6940CIV AMU)	COM	60	March	54

	Decision	Page	Month	Vol.
Charter Communications, Inc. (#7284 ELU)	S/M/D	54	March	54
Charter Communications, Inc. (S#7310 ELU)	RTG	57	March	54
Charter Communications, Inc. (#7311 ELU)	RTG	58	March	54
Charter Communications, Inc. (#7344 WF)	MOD/DISC	54	October	54
Charter Communications, Inc. (#7315 WF)	S/M/D	57	December	54
Comcast Cable Communications Management, LLC (#7322 ELU)	SUB	32	July	54
Comcast Cable Communications, LLC (#7348 SRM)	MOD/DISC	45	October	54
Consumer Cellular, Inc. (#7184CII AMU)	COM	70	April	54
Cox Communications, Inc. (#7244C AMU)	COM	45	March	54
Cox Communications, Inc. (#7270 WF/ELU)	SUB	49	March	54
Frontier Communications Parent, Inc. (#7143CII AMU)	COM	36	July	54
T-Mobile US, Inc. (S#7332 ELU)	MOD/DISC	73	June	54
T-Mobile US, Inc. (S#7389 WF)	MOD/DISC	43	November	54
T-Mobile US, Inc. (S#7402 WF)	MOD/DISC	43	December	54
Verizon Communications Inc. (S#7288 ELU)	MOD/DISC	53	January	54
Verizon Communications Inc. (#7298 ZW)	S/M/D	92	August	54
Verizon Communications Inc. (S#7387 WF)	MOD/DISC	60	October	54
Website / Web Services				
CoStar Group (S#7336 ELU)	MOD/DISC	76	June	54
CoStar Group (S#7339 ELU)	MOD/DISC	79	June	54
Move, Inc. (#7345 ELU)	S/M/D	63	October	54
Datarails, Inc. (S#7359 TR)	MOD/DISC	107	August	54
Smarter Reviews (#7205R AMU)	MOD/DISC	50	February	54

Recurring Issues During 2024

(Cases Classified by Issue)

Administrative / Jurisdictional

NAD / Amyris Clean Beauty, Inc. (Biossance Squalane & Marine Algae Eye Cream) (#7170)

Reckitt Benckiser LLC / Ikigai Marketing Works, LLC and POOPH, Inc. (POOPH Pet Odor & Stain Eliminator) (#7360)

Before & After

Charter Communications, Inc. / Frontier Communications Parent, Inc. (Frontier Fiber Internet) (#7143CII)

NAD / Solawave Inc. (SolaWave Advanced Skincare Wand) (#7206)

Blurring

NAD / Amyris Clean Beauty, Inc (Biossance Squalane & Marine Algae Eye Cream) (#7169)

NAD / Amyris Clean Beauty, Inc. (Biossance Squalane & Marine Algae Eye Cream) (#7170)

NAD / The Bare Beauty Babes (Advertising by The Bare Beauty Babes) (#7162)

NAD / NourishMax (NourishMax Diamond Infused Eye Cream) (#7296)

NAD / Smarter Reviews (Advertising by Smarter Reviews) (#7205R)

Recurring Issues During 2024 (Cases Classified by Issue)

Brand Recognition

Henkel Corporation / The Procter & Gamble Company (Procter & Gamble) (#7374)

Consumer Surveys

Henkel Corporation / The Procter & Gamble Company (Procter & Gamble) (#7374)

NAD / Fenty Skin LLC (Melt AWF Jelly Oil Makeup-Melting Cleanser) (#7224)

ZenBusiness Inc. / LegalZoom, Inc. (Online Corporate Formation Services) (#7303)

Comparative Performance Claims

AT&T Services, Inc. / Charter Communications, Inc. (Spectrum Internet) (#7344)

AT&T Services, Inc. / Comcast Cable Communications, LLC (Comcast Business Internet) (#7348)

AT&T Services, Inc. / Cox Communications, Inc. (Cox Mobile Services) (#7270)

Bath & Body Works, LLC / Goose Creek Candles, LLC (Candles) (#7237C)

Baxter International, Inc. / Exergen Corporation (TAT-5000 Temporal Artery Thermometer) (#7306)

Benjamin Moore & Co. / Behr Process, LLC (Behr Paints) (#7400)

BISSELL Homecare, Inc. / SharkNinja Operating LLC (CarpetXpert Deep Carpet Cleaners) (#7355)

Charter Communications, Inc. / Frontier Communications Parent, Inc. (Frontier Fiber Internet) (#7143CII)

Charter Communications, Inc. / Verizon Communications Inc. (Verizon Home Internet) (#7298)

Colgate-Palmolive Company / The Procter & Gamble Company (Dawn Platinum Dishwashing Liquid) (#7294)

Dyson, Inc. / SharkNinja Operating LLC (Shark Cordless Detect Pro Auto-Empty System) (#7313)

Dyson, Inc. / SharkNinja Operating LLC (Wandvac Self-Empty System) (#7240C)

Elanco Animal Health Incorporated / PetIQ, LLC (NextStar Flea & Tick Topical) (#7378)

Grocery Delivery E-Services, USA d/b/a HelloFresh / Relish Labs, LLC (Home Chef Meal Kit Delivery Service) (#6332CII)

Johnson & Johnson Consumer Inc. / ASO LLC (Hydrocolloid Gel Bandages) (#7325)

Kimberly-Clark Corporation / Zuru Edge Limited (Rascal + Friends & Millie Moon Diapers) (#7346)

Kingsford Products Company / Royal Oak Enterprises, LLC (Royal Oak Super Size Briquets) (#7241C)

LegalZoom Inc. / ZenBusiness Inc. (Online Corporate Formation Services) (#7243C)

Louisiana-Pacific Corporation / James Hardie Building Products, Inc. (Lap Siding Products) (#7338)

Mead Johnson & Company, LLC / Prolacta Bioscience, Inc. (Human Milk Fortifier) (#7342)

Move, Inc. / CoStar Group, Inc. (Homes.com (Comparative Advertising)) (#7339)

Stokely-Van Camp, Inc. / BA Sports Nutrition, LLC (BodyArmor Flash I.V. Sports Drink) (#7263)

T-Mobile US, Inc. / Consumer Cellular, Inc. (Consumer Cellular Wireless Service Plans) (#7184CII)

The Procter & Gamble Company / GuruNanda, LLC (GuruNanda Oral Care Products) (#7377)

The Procter & Gamble Company / HiSmile PTY (HiSmile Electric Toothbrushes) (#7358)

The Procter & Gamble Company / Reckitt Benckiser LLC (Finish Powerball Ultimate Dishwasher Tablets) (#7305)

The Procter & Gamble Company / Unilever United States, Inc. (Degree Advanced Antiperspirant) (#7273)

Unilever United States, Inc. / Lume Deodorant (Lume Deodorant) (#7259)

Verizon Communications Inc. / Charter Communications, Inc (Unlimited Spectrum Mobile Data Plans) (#7315)

Vero Biotech, Inc. / Beyond Air, Inc. (Beyond Air Products) (#7391)

Recurring Issues During 2024 (Cases Classified by Issue)

Vision Elements / MacuHealth, LP (MacuHealth, MacuHealth Plus+, Vitreous Health, Vision Edge Pro, TG Omega-3) (#7202c)

Vision Elements / Memory Health, LP (Advertising by Memory Health) (#7203c)

ZenBusiness Inc. / LegalZoom, Inc. (Online Corporate Formation Services) (#7303)

Defamatory / False Claims

Advantice Health / Dr. Luke Healthcare (Dr. Luke's Fungal Nail Renewal) (#7318)

Cedar Alliance, Ltd. / Larose Industries LLC (Roseart Pencils) (#7409)

Ceres Chill Co. / Willow Innovations, Inc. (Willow Portable Breastmilk Cooler) (#7399)

NAD / Bitsy's LLC (Bitsy's Swish Electrolyte & Immunity Drink Mix) (#7280)

T-Mobile US, Inc. / Consumer Cellular, Inc. (Consumer Cellular Wireless Service Plans) (#7184CII)

Vesync Corporation / Homintell Inc. d/b/a Afloia Direct (HEPA Air Purifiers) (#7300)

Vesync Corporation / Homintell Inc. d/b/a Afloia Direct (HEPA Air Purifiers) (#7300R)

Demonstrations

Dyson, Inc. / SharkNinja Operating LLC (Wandvac Self-Empty System) (#7240C)

Kimberly-Clark Corporation / Zuru Edge Limited (Rascal + Friends & Millie Moon Diapers) (#7346)

NAD / Solawave Inc. (SolaWave Advanced Skincare Wand) (#7206)

Oral Essentials, Inc. / HiSmile PTY (V34 Colour Corrector Serum; Glostik; PAP+ Whitening Strips; PAP+ Whitening Pen; PAP+ Whitening Toothpaste; VIO405 Refills; Stain Removal Bundle) (#7260)

The Procter & Gamble Company / Reckitt Benckiser LLC (Finish Powerball Ultimate Dishwasher Tablets) (#7305)

Disclosure

ACCO Brands USA, LLC / Performance Designed Products, LLC (Nintendo Switch Controllers) (#7287)

ACCO Brands USA, LLC / Performance Designed Products LLC (Nintendo Switch Controllers) (#7287c)

AT&T Services, Inc. / Charter Communications, Inc. (Spectrum Business Internet) (#7284)

AT&T Services, Inc. / Comcast Cable Communications, LLC (Comcast Business Internet) (#7348)

Charter Communications, Inc. / Frontier Communications Parent, Inc. (Frontier Fiber Internet) (#7143CII)

Cube Planning, Inc. / Datarails, Inc. (Datarails Software) (#7359)

Dyson, Inc. / SharkNinja Operating, LLC (Shark Clean & Empty Cordless Stick Vacuum) (#7362)

Grocery Delivery E-Services, USA d/b/a HelloFresh / Relish Labs, LLC (Home Chef Meal Kit Delivery Service) (#6332CII)

Haleon plc / Ginger Health Company (Wonderbelly Antacids) (#7283)

Kimberly-Clark Corporation / Zuru Edge Limited (Rascal + Friends & Millie Moon Diapers) (#7346)

Louisiana-Pacific Corporation / James Hardie Building Products, Inc. (Lap Siding Products) (#7338)

Mielle Organics / Kreyol Essence LLC (Advertising by Kreyol Essence) (#7397)

Milwaukee Electric Tool Corporation / Stihl Incorporated USA (Outdoor Power Equipment) (#7267)

Milwaukee Electric Tool Corporation / Stihl Incorporated USA (Outdoor Power Equipment) (#7267C)

Milwaukee Electric Tool Corporation / Stihl Incorporated USA (Outdoor Power Equipment) (#7267CII)

NAD / NourishMax (NourishMax Diamond Infused Eye Cream) (#7296)

NAD / Smarter Reviews (Advertising by Smarter Reviews) (#7205R)

Recurring Issues During 2024 (Cases Classified by Issue)

NAD / The Bare Beauty Babes (Advertising by The Bare Beauty Babes) (#7162)
NAD / TWiiSH (Peachy Clean Gel Cleanser and Zit Ain't Cute Spot Treatment) (#7326)
The Procter & Gamble Company / Reckitt Benckiser LLC (Finish Dishwashing Detergent) (#7382)
TPR Education, LLC d/b/a The Princeton Review / Blueprint Test Preparation LLC (MCAT Test Preparation Services) (#7285)
Reynolds Consumer Products / Glad Products Company (Glad ForceFlex MaxStrength Drawstring Bags) (#7309)

Disparagement Claims

Bath & Body Works, LLC / Goose Creek Candles, LLC (Candles) (#7237C)
Charter Communications, Inc. / Verizon Communications, Inc. (Verizon 5G Home Internet) (#7288)
Colgate-Palmolive Company / The Procter & Gamble Company (Dawn Platinum Dishwashing Liquid) (#7294)
Dyson, Inc. / SharkNinja Operating LLC (Wandvac Self-Empty System) (#7240C)
General Mills, Inc. / PIM Brands, Inc. (Welch's Fruit Snacks) (#7370)
Genomic Health, Inc. / Agendia, Inc. (MammaPrint and BluePrint Breast Cancer Tests) (#7293)
Grocery Delivery E-Services, USA d/b/a HelloFresh / Relish Labs, LLC (Home Chef Meal Kit Delivery Service) (#6332CII)
Haleon plc / Ginger Health Company (Wonderbelly Antacids) (#7283)
North American Olive Oil Association / Brightland, Inc. (Olive Oil) (#7061CII)
People Center, Inc. d/b/a Rippling / Deel, Inc. (Payroll and HRIS) (#7304)
Reckitt Benckiser LLC / Ikigai Marketing Works, LLC and POOPH, Inc. (POOPH Pet Odor & Stain Eliminator) (#7360)
The Procter & Gamble Company / HiSmile PTY (HiSmile Electric Toothbrushes) (#7358)
The Procter & Gamble Company / HiSmile PTY (PAP+ Strips, V34 Color Correcting Serum) (#7276)
The Procter & Gamble Company / Unilever United States, Inc. (Degree Advanced Antiperspirant) (#7273)
T-Mobile US, Inc. / Charter Communications, Inc. (Spectrum Home Internet Service) (#7311)
Unilever United States, Inc. / Lume Deodorant (Lume Deodorant) (#7259)

Efficacy Claims

Bayer Healthcare LLC / Olly PBC (OLLY's Kids Chillax and Kids Multivitamin + Probiotic Supplements) (#7350)
Elanco Animal Health Incorporated / PetIQ, LLC (NextStar Flea & Tick Topical) (#7378)
Multi Radiance Medical / Summus Medical Laser (Summus Medical Laser Device) (#7266)
NAD / Happy Mammoth (Hormone Harmony) (#7236)
NAD / Solawave Inc. (SolaWave Advanced Skincare Wand) (#7206)
The Procter & Gamble Company / HiSmile PTY (PAP+ Strips, V34 Color Correcting Serum) (#7276)
The Procter & Gamble Company / Reckitt Benckiser LLC (Finish Powerball Ultimate Dishwasher Tablets) (#7305)
Vesync Corporation / Antadi LLC d/b/a Aroee Direct (Air Purifiers and Replacement Filters) (#7299)
Vesync Corporation / Antadi LLC d/b/a Aroee Direct (Air Purifiers and Replacement Filters) (#7299C)
Vesync Corporation / Homintell Inc. d/b/a Afloia Direct (HEPA Air Purifiers) (#7300)
Vesync Corporation / Homintell Inc. d/b/a Afloia Direct (HEPA Air Purifiers) (#7300R)
Vision Elements / Memory Health, LP (Advertising by Memory Health) (#7203c)

Recurring Issues During 2024 (Cases Classified by Issue)

Endorsements

Bath & Body Works, LLC / Goose Creek Candles, LLC (Candles) (#7237C)
Haleon plc / Ginger Health Company (Wonderbelly Antacids) (#7283)
LegalZoom, Inc. / ZenBusiness Inc. (Online Corporate Formation Services) (#7243C)
NAD / Fenty Skin LLC (Melt AWF Jelly Oil Makeup-Melting Cleanser) (#7224)
NAD / NuOrganic Cosmetics (NuOrganic Eyelash Serum) (#7329)
NAD / The Bare Beauty Babes (Advertising by The Bare Beauty Babes) (#7162)
ZenBusiness Inc. / LegalZoom, Inc. (Online Corporate Formation Services) (#7303)

Environmental Claims

Butterball, LLC / Cargill Meat Solutions Corporation (Shady Brook Farms Ground Turkey Products) (#7320)
Glad Products Company / HoldOn Bags Inc. (HoldOn Trash Bags) (#7286)

Establishment Claims

Actegy Health, Inc. / IntelliBrands, LLC (LegXercise) (#7221C)
Bayer Consumer Health / Focus Consumer Healthcare (Pamprin Botanicals) (#7247)
Mead Johnson & Company, LLC / Prolacta Bioscience, Inc. (Human Milk Fortifier) (#7342)
Oral Essentials, Inc. / HiSmile PTY (V34 Colour Corrector Serum; Glostik; PAP+ Whitening Strips; PAP+ Whitening Pen; PAP+ Whitening Toothpaste; VIO405 Refills; Stain Removal Bundle) (#7260)
Unilever United States, Inc. / Lume Deodorant (Lume Deodorant) (#7259)
Vesync Corporation d/b/a Levoit / Yalla Ventures, Inc. d/b/a PuroAir (PuroAir 240 and PuroAir 400 Air Purifiers and Filters) (#7352)
Vision Elements / Memory Health, LP (Advertising by Memory Health) (#7203c)

Express Claims

Advantice Health / Dr. Luke Healthcare (Dr. Luke's Fungal Nail Renewal) (#7318)
AT&T Services, Inc. / Charter Communications, Inc. (Spectrum Internet) (#7344)
AT&T Services, Inc. / Charter Communications, Inc. (Spectrum Business Internet) (#7284)
AT&T Services, Inc. / Comcast Cable Communications, LLC (Comcast Business Internet) (#7348)
Bayer Healthcare LLC / Oily PBC (OLLY's Kids Chillax and Kids Multivitamin + Probiotic Supplements) (#7350)
Ceres Chill Co. / Willow Innovations, Inc. (Willow Portable Breastmilk Cooler) (#7399)
Colgate-Palmolive Company / The Procter & Gamble Company (Dawn® Platinum Dishwashing Liquid) (#7294)
CoStar Group, Inc. / Move, Inc. (Realtor.com) (#7345)
Dean & Carter, PLLC / Double Wood Supplements, LLC (NMN Supplements) (#7319)
Dyson, Inc. / SharkNinja Operating LLC (Shark Cordless Detect Pro Auto-Empty System) (#7313)
Glad Products Company / HoldOn Bags Inc. (HoldOn Trash Bags) (#7286)
GuruNanda, LLC / Oral Essentials, Inc. (GuruNanda Coconut Pulling Oil) (#7343)
Johnson & Johnson Consumer Inc. / ASO LLC (Hydrocolloid Gel Bandages) (#7325)
Kimberly-Clark Corporation / Zuru Edge Limited (Rascal + Friends & Millie Moon Diapers) (#7346)

Recurring Issues During 2024 (Cases Classified by Issue)

Mead Johnson & Company, LLC / Prolacta Bioscience, Inc. (Human Milk Fortifier) (#7342)
Move, Inc. / CoStar Group, Inc. (Homes.com) (#7336)
Move, Inc. / CoStar Group, Inc. (Homes.com (Comparative Advertising)) (#7339)
Multi Radiance Medical / Summus Medical Laser (Summus Medical Laser Device) (#7266)
NAD / Amyris Clean Beauty, Inc. (Advertising for Biossance) (#7132)
NAD / Amyris Clean Beauty, Inc (Biossance Squalane & Marine Algae Eye Cream) (#7169)
NAD / Amyris Clean Beauty, Inc. (Biossance Squalane & Marine Algae Eye Cream) (#7170)
NAD / Bitsy's LLC (Bitsy's Swish Electrolyte & Immunity Drink Mix) (#7280)
NAD / Drip Hydration (Ketamine IV Therapy) (#7349)
NAD / Happy Mammoth (Hormone Harmony) (#7236)
NAD / Ingenuity Brands (Ingenuity Brands) (#7187)
NAD / Mobile Fox Limited (Solitaire Arena) (#7290)
NAD / MOSH, PBC (Mosh Protein Bars) (#7180)
NAD / NourishMax (NourishMax Diamond Infused Eye Cream) (#7296)
NAD / NuOrganic Cosmetics (NuOrganic Eyelash Serum) (#7329)
NAD / NutriDrip/JMB Medical Group, PLLC (NutriIMMUNITY IV Drip Therapy) (#7330)
NAD / Play Perfect Ltd. (Solitaire Smash) (#7323)
NAD / S3 Marketing, LLC and Beyond Finance, LLC d/b/a Accredited Debt Relief (Accredited Debt Relief) (#7025CII)
NAD / Shizhan Sun (Woody Block) (#7291)
NAD / Smarter Reviews (Advertising by Smarter Reviews) (#7205R)
NAD / Solawave Inc. (SolaWave Advanced Skin Care Wand) (#7206)
NAD / Telecom Business Solutions, Inc. d/b/a AI-Pro.org (AI-Pro.org) (#7314)
NAD / The Bare Beauty Babes (Advertising by The Bare Beauty Babes) (#7162)
NAD / TWiiSH (Peachy Clean Gel Cleanser and Zit Ain't Cute Spot Treatment) (#7326)
Nature's Way Brands, LLC / Dakota Nutrition, Inc. (Elderberry Products) (#7067RO)
Oral Essentials, Inc. / GuruNanda, LLC (GuruNanda Coconut Pulling Oil) (#7343C)
Riviana Foods, Inc. / Planting Hope Brands, LLC (RIGHTRICE) (#7308)
Stokely-Van Camp, Inc. / BA Sports Nutrition, LLC (BodyArmor Flash I.V. Sports Drink) (#7263)
T-Mobile US, Inc. / Charter Communications, Inc. (Spectrum Home Internet Service) (#7310)
T-Mobile US, Inc. / AT&T Services, Inc. (AT&T Satellite Calling) (#7335)
The Lawyering Project / Problem Pregnancy (Crisis Pregnancy Center) (#7307)
The Procter & Gamble Company / Reckitt Benckiser LLC (Finish Powerball Ultimate Dishwasher Tablets) (#7305)
Verizon Communications Inc. / Charter Communications, Inc. (Unlimited Spectrum Mobile Data Plans) (#7315)
Vesync Corporation / Antadi LLC d/b/a Aroev Direct (Air Purifiers and Replacement Filters) (#7299)
Vesync Corporation / Antadi LLC d/b/a Aroev Direct (Air Purifiers and Replacement Filters) (#7299C)
Vesync Corporation / Homintell Inc. d/b/a Afloia Direct (HEPA Air Purifiers) (#7300)
Vesync Corporation / Homintell Inc. d/b/a Afloia Direct (HEPA Air Purifiers) (#7300R)
Vesync Corporation d/b/a Levoit / Yalla Ventures, Inc. d/b/a PuroAir (PuroAir 240 and PuroAir 400 Air Purifiers and Filters) (#7352)

Recurring Issues During 2024 (Cases Classified by Issue)

Health & Safety Claims

Actegy Health, Inc. / IntelliBrands, LLC (LegXercise) (#7221C)
Advantice Health / Dr. Luke Healthcare (Dr. Luke's Fungal Nail Renewal) (#7318)
Baxter International, Inc. / Exergen Corporation (TAT-5000 Temporal Artery Thermometer) (#7306)
Bayer Consumer Health / Focus Consumer Healthcare (Pamprin Botanicals) (#7247)
Bayer Healthcare LLC / Olly PBC (OLLY's Kids Chillax and Kids Multivitamin + Probiotic Supplements) (#7350)
Ceres Chill Co. / Willow Innovations, Inc. (Willow Portable Breastmilk Cooler) (#7399)
Council for Responsible Nutrition / Almased USA, Inc. (Almased Diet/Weight Loss Program) (#6968C)
GuruNanda, LLC / Oral Essentials, Inc. (Lumineux) (#7401)
Haleon plc / Ginger Health Company (Wonderbelly Antacids) (#7283)
Johnson & Johnson Consumer Inc. / ASO LLC (Hydrocolloid Gel Bandages) (#7325)
Louisiana-Pacific Corporation / James Hardie Building Products, Inc. (Lap Siding Products) (#7338)
MacuHealth, LP / Vision Elements, Inc (Early Defense Dietary Supplement) (#7301)
NAD / Drip Hydration (Ketamine IV Therapy) (#7349)
NAD / Drunk Elephant, LLC (Drunk Elephant Skincare) (#7328)
NAD / Happy Mammoth (Hormone Harmony) (#7236)
NAD / Ingenuity Brands (Ingenuity Brands) (#7187)
NAD / MOSH, PBC (Mosh Protein Bars) (#7180)
NAD / NutriDrip/JMB Medical Group, PLLC (NutriIMMUNITY IV Drip Therapy) (#7330)
Reckitt Benckiser LLC / Ikigai Marketing Works, LLC and POOPH, Inc. (POOPH Pet Odor & Stain Eliminator) (#7360)
S.C. Johnson & Son, Inc. / The Procter & Gamble Company (Native Brand of Personal Care Products) (#7277)
The Procter & Gamble Company / GuruNanda, LLC (GuruNanda Oral Care Products) (#7377)
Vision Elements / MacuHealth, LP (MacuHealth, MacuHealth Plus+, Vitreous Health, Vision Edge Pro, TG Omega-3) (#7202c)
Vision Elements / Memory Health, LP (Advertising by Memory Health) (#7203c)

Implied Claims / Consumer Perception

AT&T Services, Inc. / Charter Communications, Inc. (Spectrum Business Internet) (#7284)
AT&T Services, Inc. / Charter Communications, Inc. (Spectrum Internet) (#7344)
AT&T Services Inc. / Comcast Cable Communications Management, LLC (Comcast Xfinity Internet Service) (#7322)
AT&T Services, Inc. / T-Mobile US, Inc. (Home Internet "Price Lock") (#7332)
Bayer Healthcare LLC / Olly PBC (OLLY's Kids Chillax and Kids Multivitamin + Probiotic Supplements) (#7350)
Ceres Chill Co. / Willow Innovations, Inc. (Willow Portable Breastmilk Cooler) (#7399)
Charter Communications, Inc. / Frontier Communications Parent, Inc. (Frontier Fiber Internet) (#7143CII)
Charter Communications, Inc. / Verizon Communications, Inc. (Verizon Home Internet) (#7298)
Dyson, Inc. / SharkNinja Operating LLC (Shark Cordless Detect Pro Auto-Empty System) (#7313)
Elanco Animal Health Incorporated / PetIQ, LLC (NextStar Flea & Tick Topical) (#7378)
Genomic Health, Inc. / Agendia, Inc. (MammaPrint and Blueprint Breast Cancer Tests) (#7293)
Glad Products Company / HoldOn Bags Inc. (HoldOn Trash Bags) (#7286)

Recurring Issues During 2024

(Cases Classified by Issue)

Grocery Delivery E-Services, USA d/b/a HelloFresh / Relish Labs, LLC (Home Chef Meal Kit Delivery Service) (#6332CII)
Henkel Corporation / The Procter & Gamble Company (Procter & Gamble) (#7374)
Johnson & Johnson Consumer Inc. / ASO LLC (Hydrocolloid Gel Bandages) (#7325)
Kimberly-Clark Corporation / Zuru Edge Limited (Rascal + Friends & Millie Moon Diapers) (#7346)
Kingsford Products Company / Royal Oak Enterprises, LLC (Royal Oak Super Size Briquets) (#7241C)
LegalZoom, Inc. / ZenBusiness Inc. (Online Corporate Formation Services) (#7243C)
Louisiana-Pacific Corporation / James Hardie Building Products, Inc. (Lap Siding Products) (#7338)
Mead Johnson & Company LLC / Prolacta Bioscience, Inc. (Human Milk Fortifier) (#7342)
NAD / Bitsy's LLC (Bitsy's Swish Electrolyte & Immunity Drink Mix) (#7280)
NAD / Drip Hydration (Ketamine IV Therapy) (#7349)
NAD / Ingenuity Brands (Ingenuity Brands) (#7187)
NAD / Mobile Fox Limited (Solitaire Arena) (#7290)
NAD / MOSH, PBC (Mosh Protein Bars) (#7180)
NAD / NourishMax (NourishMax Diamond Infused Eye Cream) (#7296)
NAD / NuOrganic Cosmetics (NuOrganic Eyelash Serum) (#7329)
NAD / Play Perfect Ltd. (Solitaire Smash) (#7323)
NAD / Shizhan Sun (Woody Block) (#7291)
NAD / Smarter Reviews (Advertising by Smarter Reviews) (#7205R)
NAD / Solawave Inc. (SolaWave Advanced Skincare Wand) (#7206)
NAD / Telecom Business Solutions, Inc. d/b/a AI-Pro.org (AI-Pro.org) (#7314)
NAD / The Bare Beauty Babes (Advertising by The Bare Beauty Babes) (#7162)
NAD / TWiiSH (Peachy Clean Gel Cleanser and Zit Ain't Cute Spot Treatment) (#7326)
PIM Brands, Inc. / General Mills, Inc. (Mott's Fruit Flavored Snacks) (#7337)
The Lawyering Project / Problem Pregnancy (Crisis Pregnancy Center) (#7307)
The Procter & Gamble Company / Reckitt Benckiser LLC (Finish Powerball Ultimate Dishwasher Tablets) (#7305)
Verizon Communications Inc. / Charter Communications, Inc. (Unlimited Spectrum Mobile Data Plans) (#7315)
Vesync Corporation / Antadi LLC d/b/a Aroee Direct (Air Purifiers and Replacement Filters) (#7299)
Vesync Corporation / Antadi LLC d/b/a Aroee Direct (Air Purifiers and Replacement Filters) (#7299C)
Vesync Corporation / Homintell Inc. d/b/a Afloia Direct (HEPA Air Purifiers) (#7300)
Vesync Corporation / Homintell Inc. d/b/a Afloia Direct (HEPA Air Purifiers) (#7300R)
Vesync Corporation d/b/a Levoit / Yalla Ventures, Inc. d/b/a PuroAir (PuroAir 240 and PuroAir 400 Air Purifiers and Filters) (#7352)
Vision Elements / Memory Health, LP (Advertising by Memory Health) (#7203c)
ZenBusiness Inc. / LegalZoom, Inc. (Online Corporate Formation Services) (#7303)

Inappropriate Content

NAD / Magic Tavern (Project Makeover) (#7185c)
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Recurring Issues During 2024 (Cases Classified by Issue)

Ingredient / Content / Nutrition

Ceres Chill Co. / Willow Innovations, Inc. (Willow Portable Breastmilk Cooler) (#7399)
Chosen Foods, LLC / Lily of the Desert Nutraceuticals, Inc. (Tropical Plantation Avocado Oil) (#7265)
NAD / Amyris Clean Beauty, Inc. (Advertising for Biossance) (#7132)
NAD / Ingenuity Brands (Ingenuity Brands) (#7187)
NAD / MOSH, PBC (Mosh Protein Bars) (#7180)
Nature's Way Brands, LLC / Dakota Nutrition, Inc. (Elderberry Products) (#7067RO)
Olé Mexican Foods, Inc. / Gruma Corporation (Tortillas) (#7333)
PIM Brands, Inc. / General Mills, Inc. (Mott's Fruit Flavored Snacks) (#7337)
Vision Elements / Memory Health, LP (Advertising by Memory Health) (#7203c)

Labeling / Product Packaging Claims

Chosen Foods, LLC / Lily of the Desert Nutraceuticals, Inc. (Tropical Plantation Avocado Oil) (#7265)
Frito-Lay / Campbell Soup Company (Kettle Brand Air Fried Chips) (#7312)
Olé Mexican Foods, Inc. / Gruma Corporation (Tortillas) (#7333)

Online Advertising

Ceres Chill Co. / Willow Innovations, Inc. (Willow Portable Breastmilk Cooler) (#7399)
NAD / Drunk Elephant, LLC (Drunk Elephant Skincare) (#7328)
NAD / Magic Tavern (Project Makeover) (#7185c)
NAD / S3 Marketing, LLC and Beyond Finance, LLC d/b/a Accredited Debt Relief (Accredited Debt Relief) (#7025CII)
PIM Brands, Inc. / General Mills, Inc. (Mott's Fruit Flavored Snacks) (#7337)
The Lawyering Project / Problem Pregnancy (Crisis Pregnancy Center) (#7307)

Parity

AT&T Services, Inc. / Cox Communications, Inc. (Cox Mobile Services) (#7270)

Performance Claims

AT&T Services, Inc. / Charter Communications, Inc. (Spectrum Business Internet) (#7284)
AT&T Services, Inc. / Charter Communications, Inc. (Spectrum Internet) (#7344)
AT&T Services, Inc. / Cox Communications, Inc. (Cox Mobile Services) (#7270)
Baxter International, Inc. / Exergen Corporation (TAT-5000 Temporal Artery Thermometer) (#7306)
Bayer Consumer Health / Focus Consumer Healthcare (Pamprin Botanicals) (#7247)
Blueprint Test Preparation LLC / TPR Education, LLC (MCAT Test Preparation Services) (#7316)
Charter Communications, Inc. / Frontier Communications Parent, Inc. (Frontier Fiber Internet) (#7143CII)
Charter Communications, Inc. / Verizon Communications, Inc. (Verizon Home Internet) (#7298)

Recurring Issues During 2024 (Cases Classified by Issue)

Dyson, Inc. / SharkNinja Operating LLC (Shark Cordless Detect Pro Auto-Empty System) (#7313)
Elanco Animal Health Incorporated / PetIQ, LLC (NextStar Flea & Tick Topical) (#7378)
Grocery Delivery E-Services, USA d/b/a HelloFresh / Relish Labs, LLC (Home Chef Meal Kit Delivery Service) (#6332CII)
LegalZoom, Inc. / ZenBusiness Inc. (Online Corporate Formation Services) (#7243C)
MacuHealth, LP / Vision Elements, Inc. (Early Defense Dietary Supplement) (#7301)
NAD / Amyris Clean Beauty, Inc. (Biossance Squalane & Marine Algae Eye Cream) (#7169)
NAD / Bitsy's LLC (Bitsy's Swish Electrolyte & Immunity Drink Mix) (#7280)
NAD / Fenty Skin LLC (Melt AWF Jelly Oil Makeup-Melting Cleanser) (#7224)
NAD / Mobile Fox Limited (Solitaire Arena) (#7290)
NAD / NuOrganic Cosmetics (NuOrganic Eyelash Serum) (#7329)
NAD / Play Perfect Ltd. (Solitaire Smash) (#7323)
NAD / TWiiSH (Peachy Clean Gel Cleanser and Zit Ain't Cute Spot Treatment) (#7326)
Reckitt Benckiser LLC / Ikigai Marketing Works, LLC and POOPH, Inc. (POOPH Pet Odor & Stain Eliminator) (#7360)
T-Mobile US, Inc. / Charter Communications, Inc. (Spectrum Home Internet Service) (#7311)
The Procter & Gamble Company / GuruNanda, LLC (GuruNanda Oral Care Products) (#7377)
The Procter & Gamble Company / Reckitt Benckiser LLC (Finish Powerball Ultimate Dishwasher Tablets) (#7305)
The Procter & Gamble Company / Unilever United States, Inc. (Degree Advanced Antiperspirant) (#7273)
TPR Education, LLC d/b/a The Princeton Review / Blueprint Test Preparation LLC (MCAT Test Preparation Services) (#7285)
Unilever United States, Inc. / Lume Deodorant (Lume Deodorant) (#7259)
Verizon Communications Inc. / Charter Communications, Inc. (Unlimited Spectrum Mobile Data Plans) (#7315)
Vesync Corporation d/b/a Levoit / Yalla Ventures, Inc. d/b/a PuroAir (PuroAir 240 and PuroAir 400 Air Purifiers and Filters) (#7352)
Vision Elements / MacuHealth, LP (MacuHealth, MacuHealth Plus+, Vitreous Health, Vision Edge Pro, TG Omega-3) (#7202c)

Preference Claims

Butterball, LLC / Cargill Meat Solutions Corporation (Shady Brook Farms Ground Turkey Products) (#7320)
CoStar Group, Inc. / Move, Inc. (Realtor.com) (#7345)
Henkel Corporation / The Procter & Gamble Company (Procter & Gamble) (#7374)
People Center, Inc. d/b/a Rippling / Deel, Inc. (Payroll and HRIS) (#7304)

Pricing / Discounts / Sales Claims

AT&T Services, Inc. / T-Mobile US, Inc. (Home Internet "Price Lock") (#7332)
AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile Wireless) (#7389)
Charter Communications, Inc. / T-Mobile US, Inc. (T-Mobile Mobile Phone Service) (#7402)
LegalZoom, Inc. / ZenBusiness Inc. (Online Corporate Formation Services) (#7243C)
T-Mobile US, Inc. / Consumer Cellular, Inc. (Consumer Cellular Wireless Service Plans) (#7184CII)
Verizon Communications, Inc. / Charter Communications Inc. (Spectrum Mobile Unlimited Plan) (#7292)
Verizon Communications, Inc. / Charter Communications, Inc. (Spectrum Mobile Unlimited Plan) (#7292c)
Vesync Corporation / Antadi LLC d/b/a Aroeve Direct (Air Purifiers and Replacement Filters) (#7299)
ZenBusiness Inc. / LegalZoom, Inc. (Online Corporate Formation Services) (#7303)

Recurring Issues During 2024 (Cases Classified by Issue)

Product Demonstration / Testing

Colgate-Palmolive Company / The Procter & Gamble Company (Dawn® Platinum Dishwashing Liquid) (#7294)
Louisiana-Pacific Corporation / James Hardie Building Products, Inc. (Lap Siding Products) (#7338)
NAD / Fenty Skin LLC (Melt AWF Jelly Oil Makeup-Melting Cleanser) (#7224)
NAD / Google, LLC (Google Gemini) (#7295)
Reckitt Benckiser LLC / Ikigai Marketing Works, LLC and POOPH, Inc. (POOPH Pet Odor & Stain Eliminator) (#7360)
The Procter & Gamble Company / Unilever United States, Inc. (Degree Advanced Antiperspirant) (#7273)

Product Description

Advantice Health / Dr. Luke Healthcare (Dr. Luke's Fungal Nail Renewal) (#7318)
AT&T Services, Inc. / Cox Communications, Inc. (Cox Internet Service) (#7244c)
Ceres Chill Co. / Willow Innovations, Inc. (Willow Portable Breastmilk Cooler) (#7399)
Charter Communications, Inc. / Verizon Communications, Inc. (Verizon Home Internet) (#7298)
Chosen Foods, LLC / Lily of the Desert Nutraceuticals, Inc. (Tropical Plantation Avocado Oil) (#7265)
Frito-Lay / Campbell Soup Company (Kettle Brand Air Fried Chips) (#7312)
GuruNanda, LLC / Oral Essentials, Inc. (LumineuxOral Healthcare Products) (#7386)
Mead Johnson & Company LLC / Kendal Nutricare (Kendamil ICOMnt Formula) (#7347)
Multi Radiance Medical / Summus Medical Laser (Summus Medical Laser Device) (#7266)
NAD / Telecom Business Solutions, Inc. d/b/a AI-Pro.org (AI-Pro.org) (#7314)
Nature's Way Brands, LLC / Dakota Nutrition, Inc. (Elderberry Products) (#7067RO)
People Center, Inc. d/b/a Rippling / Deel, Inc. (Payroll and HRIS) (#7304)
S.C. Johnson & Son, Inc. / The Procter & Gamble Company (Native Brand of Personal Care Products) (#7277)
Vesync Corporation / Antadi LLC d/b/a Aroeve Direct (Air Purifiers and Replacement Filters) (#7299)
Vesync Corporation / Antadi LLC d/b/a Aroeve Direct (Air Purifiers and Replacement Filters) (#7299C)
Vesync Corporation / Homintell Inc. d/b/a Afloia Direct (HEPA Air Purifiers) (#7300)
Vesync Corporation / Homintell Inc. d/b/a Afloia Direct (HEPA Air Purifiers) (#7300R)

Product Performance

Advantice Health / Dr. Luke Healthcare (Dr. Luke's Fungal Nail Renewal) (#7318)
AT&T Services, Inc. / Cox Communications, Inc. (Cox Mobile Services) (#7270)
Elanco Animal Health Incorporated / PetIQ, LLC (NextStar Flea & Tick Topical) (#7378)
NAD / Amyris Clean Beauty, Inc. (Advertising for Biossance) (#7132)
NAD / Drunk Elephant, LLC (Drunk Elephant Skincare) (#7328)
T-Mobile US, Inc. / Verizon Communications, Inc. (Verizon - Satellite Texting) (#7387)
The Procter & Gamble Company / Reckitt Benckiser LLC (Finish Powerball Ultimate Dishwasher Tablets) (#7305)
Verizon Communications Inc. / Charter Communications, Inc. (Unlimited Spectrum Mobile Data Plans) (#7315)
Vesync Corporation / Antadi LLC d/b/a Aroeve Direct (Air Purifiers and Replacement Filters) (#7299)
Vesync Corporation / Antadi LLC d/b/a Aroeve Direct (Air Purifiers and Replacement Filters) (#7299C)
Vesync Corporation / Homintell Inc. d/b/a Afloia Direct (HEPA Air Purifiers) (#7300)
Vesync Corporation / Homintell Inc. d/b/a Afloia Direct (HEPA Air Purifiers) (#7300R)

Recurring Issues During 2024

(Cases Classified by Issue)

Puffery

Kingsford Products Company / Royal Oak Enterprises, LLC (Royal Oak Super Size Briquets) (#7241C)
Reckitt Benckiser LLC / Ikigai Marketing Works, LLC and POOPH, Inc. (POOPH Pet Odor & Stain Eliminator) (#7360)
Stokely-Van Camp Inc. / BA Sports Nutrition, LLC (BodyArmor Flash I.V. Sports Drink) (#7263)

Quantified Claims

Unilever United States, Inc. / Lume Deodorant (Lume Deodorant) (#7259)

Superiority Claims

AT&T Services, Inc. / Charter Communications, Inc. (Spectrum Mobile) (#6940civ)
AT&T Services, Inc. / Charter Communications, Inc. (Spectrum Internet) (#7344)
AT&T Services Inc. / Comcast Cable Communications Management, LLC (Comcast Xfinity Internet Service) (#7322)
BIC USA Inc. / Calico Brands, Inc. (Scripto Aim 'n Flame MAX Lighter) (#7297)
Charter Communications, Inc. / Frontier Communications Parent, Inc. (Frontier Fiber Internet) (#7143CII)
Colgate-Palmolive Company / The Procter & Gamble Company (Dawn Platinum Dishwashing Liquid) (#7294)
Genomic Health, Inc. / Agendia, Inc. (MammaPrint and Blueprint Breast Cancer Tests) (#7293)
Grocery Delivery E-Services, USA d/b/a HelloFresh / Relish Labs, LLC (Home Chef Meal Kit Delivery Service) (#6332CII)
Kimberly-Clark Corporation / Zuru Edge Limited (Rascal + Friends & Millie Moon Diapers) (#7346)
Kingsford Products Company / Royal Oak Enterprises, LLC (Royal Oak Super Size Briquets) (#7241C)
Nestlé USA, Inc. / Eagle Family Foods Group (Borden Evaporated Milk and Sweetened Condensed Milk) (#7394)
People Center, Inc. d/b/a Rippling / Deel, Inc. (Payroll and HRIS) (#7304)
Reckitt Benckiser LLC / Ikigai Marketing Works, LLC and POOPH, Inc. (POOPH Pet Odor & Stain Eliminator) (#7360)
Stokely-Van Camp, Inc. / BA Sports Nutrition, LLC (BodyArmor Flash I.V. Sports Drink) (#7263)
T-Mobile US, Inc. / Consumer Cellular, Inc. (Consumer Cellular Wireless Service Plans) (#7184CII)
The Procter & Gamble Company / Kimberly-Clark Inc. (Huggies Diapers) (#7248)
The Procter & Gamble Company / Reckitt Benckiser LLC (Finish Powerball Ultimate Dishwasher Tablets) (#7305)
TPR Education, LLC d/b/a The Princeton Review / Blueprint Test Preparation LLC (MCAT Test Preparation Services) (#7285)
Unilever United States, Inc. / Lume Deodorant (Lume Deodorant) (#7259)

Testimonials

Actegy Health, Inc. / IntelliBrands, LLC (LegXercise) (#7221C)
Bath & Body Works, LLC / Goose Creek Candles, LLC (Candles) (#7237C)
Louisiana-Pacific Corporation / James Hardie Building Products, Inc. (Lap Siding Products) (#7338)
NAD / Drunk Elephant, LLC (Drunk Elephant Skincare) (#7328)
Vision Elements / Memory Health, LP (Advertising by Memory Health) (#7203c)

National Advertising Review Board 2024 Case Summary

Closed Cases			
Panel	Advertiser/Challenger	Product Type	Decision
325	T-Mobile US, Inc. / Comcast Cable Communications, Inc. Xfinity 10G Network	Telecommunications Products/Services	Upheld
326	Verizon Communications Inc. / Comcast Cable Communications, LLC, Xfinity 10G Network	Telecommunications Products/Services	Upheld
327	Verizon Communications, Inc. / Mint Mobile LLC	Telecommunications Products/Services	Upheld in Part
334	AT&T Services, Inc. / T-Mobile US, Inc.	Telecommunications Products/Services	Upheld
333	James Hardie Building Products, Inc.	Construction/Home Improvements	Pending
336	T-Mobile US, Inc. / Charter Communications, Inc.	Telecommunications Products/Services	Pending
335	GuruNanda, LLC / The Procter & Gamble Company	Cosmetics/Beauty Products/Toiletries	Pending
337	Olly PBC / Bayer Healthcare LLC	Dietary Supplements	Pending
Compliance Cases			
Panel	Advertiser/Challenger	Product Type	Decision
310CII	SmileDirectClub, LLC / Smile Prep, LLC	Websites / Web Services	Compliance
326C	Verizon Communications, Inc. / Comcast Cable Communications, LLC	Telecommunications Products/Services	Compliance
325C	T-Mobile US, Inc. / Comcast Cable Communications, LLC Xfinity 10G Network	Telecommunications Products/Services	Compliance
324C	AT&T Services, Inc. / Mint Mobile, LLC	Telecommunications Products/Services	Compliance
329c	Reynolds Consumer Products / The Glad Products Company	Household Products	Compliance
327c	Verizon Communications, Inc. / Mint Mobile, LLC	Telecommunications Products/Services	Compliance
327CII	Verizon Communications, Inc. / Mint Mobile, LLC	Telecommunications Products/Services	Compliance