

National Advertising Decisions

VKTRY (NAD Case #7334)

BBB National Programs' National Advertising Division (NAD) examined claims made for VKTRY's Performance Insoles. While NAD found that certain claims were supported, NAD determined that performance claims including "Jump Higher, Run Faster" and other specific quantified claims about higher vertical jumps, faster speeds, and fewer foot injuries were not supported by the record and recommended that they be discontinued.

NAD also found that several testimonials communicated strong product benefit claims that were not supported and recommended that they also be discontinued.

[Read the press release](#)

1Up Sports Marketing (NAD Case #7364)

NAD inquired into the nature of the relationship between Skims Body, Inc. and its paid influencers, as well as the steps Skims has taken to ensure that its influencers adequately disclose their material connections with Skims in social media posts pursuant to the Federal Trade Commission's Guides Concerning the Use of Endorsements and Testimonials in Advertising.

As part of the inquiry, NAD also examined the relationship between Skims and influencer Brittany Mahomes and what measures 1Up Sports Marketing takes to ensure that its influencers, including Ms. Mahomes, provide clear and conspicuous material connection disclosures. During the inquiry, Ms. Mahomes voluntarily modified the challenged posts to include material connection disclosures.

[Read the press release](#)

Rascals, International Ltd. (NAD Case #7376)

The Procter & Gamble Co. (P&G) challenged claims made by Rascals for its Rascals brand diapers that appeared on product packaging, social and online media, and the Rascals website. P&G also challenged a product demonstration posted on TikTok featuring an influencer mom subjecting a Rascals diaper to five successive cups of water, which P&G argued conveyed an unsupported superiority message.

NAD found that the claims "Hydrolock Core™ holds up to 25 x its weight" and "absorbs 15 x its weight" were performance claims that were not supported by reliable absorption testing and recommended that they be discontinued. NAD also found that because Rascals did not provide support for the "2,100+ 5-Star Reviews of Rascals Products" claim, the claim should be discontinued or modified to reflect the results of sound and reliable counts of Rascal's 5-star reviews. Finally, NAD found the claim "parents are happier with Rascals" conveyed a comparative claim, for which Rascals provided no support, and therefore NAD recommended that it be discontinued.

[Read the press release](#)

Reckitt Benckiser LLC (NAD Case #7395)

The Procter & Gamble Company (P&G) challenged claims made by Reckitt for its Lysol Air Sanitizer. NAD found that certain claims, including the EPA-approved product label claim, "eliminates odors by killing odor causing bacteria," were supported. NAD found, however, that Reckitt's advertising conveyed the unsupported message that Lysol Air Sanitizer eliminates all malodors, not just malodor-causing bacteria, at both a molecular and sensory level and recommended that such claims be discontinued.

[Read the press release](#)

Oral Essentials, Inc. (NAD Case #7401)

GuruNanda, LLC challenged claims made by Oral Essentials that its Lumineux mouthwash products were “Microbiome Safe.” NAD found that the in vitro study, which only tested five species of bacteria, was not a good fit to support the microbiome safe claim that the product is safe for the entire microbiome. Accordingly, NAD recommended that the claim be discontinued.

[Read the press release](#)

Apple Inc. (NAD Case #7410)

NAD inquired into express claims made by Apple related to its Apple Intelligence launch. NAD’s inquiry focused on claims made on the Apple Intelligence webpage and on promotional materials for the iPhone 16 and iPhone 16 Pro that conveyed the availability of certain Apple Intelligence features, including Priority Notifications, Image Generation tools, ChatGPT integration into Siri, as well as Writing Tools and new Siri capabilities. NAD found that Apple’s unqualified “Available Now” claim positioned at the top of its Apple Intelligence webpage and above detailed feature descriptions conveyed the message that the features were available at the launch of the iPhone 16 and iPhone 16 Pro.

Although Apple launched these features in staggered software updates, NAD found that the claims were not supported at the time they were made and that the small print disclosures were not clear and conspicuous. During the inquiry, Apple informed NAD that certain Siri features would not be available on the original timeline and updated its promotional materials accordingly and modified claims and disclosures to adequately communicate their status.

[Read the press release](#)

Dish Network, LLC d/b/a Boost Mobile (NAD Case #7413)

T-Mobile US, Inc. challenged claims made by Boost Mobile that its Boost Mobile Network covers 99% of the country with its own 5G network that is new and better than the competition. NAD found that Boost Mobile’s evidence provided a reasonable basis for the claim “99% nationwide coverage” overall, but did not provide a reasonable basis to support a claim that Boost Mobile offers 5G coverage to 99% of the country. NAD recommended that the challenged claim be discontinued or modified to avoid conveying the message about the breadth of Boost Mobile’s network coverage and comparative benefits.

NAD also recommended that Boost Mobile discontinue certain claims that described its network as “new” or “newest,” as FTC Guidance limits “new” claims to a period of six months.

[Read the press release](#)

Cox Communications, Inc. (NAD Case #7417)

AT&T Services, Inc. challenged “Multi Gig Speeds Everywhere” claims made by Cox in connection with its Cox Internet service. The challenged claims appeared online, on social media, and in radio and television commercials. NAD found that in the context in which the challenged claims appeared, in all but one of the challenged advertisements, the challenged claim does not convey the message that Cox offers both download and upload speeds of at least 2 Gbps.

However, NAD found that one commercial conveyed the message that Cox offers multi-gig upload speeds. Because there was no evidence in the record supporting that message, NAD recommended that the commercial be modified to avoid conveying the message that Cox offers multi-gig upload speeds. In addition, NAD examined Cox’s support for the “everywhere” claim and determined that the claim was not supported because there was no evidence that the services extend to 100% of customers in any area where the claim is made. Accordingly, NAD recommended that the challenged claim be discontinued or modified to reflect the availability of its 2 Gbps services.

[Read the press release](#)

Monthly Case Report Summary

April 2025

Tempur Sealy International, Inc. d/b/a Tempur-Pedic USA (NAD Case #7433)

Sleep Number Corporation challenged Tempur-Pedic's advertising as conveying a disparaging message about the quality and functionality of Sleep Number beds. The challenged claims appeared in social media posts on Facebook and Instagram. NAD found that the advertising conveyed the unsupported message that Sleep Number beds are comparable to temporary air mattresses and recommended that the claims be discontinued.

[Read the press release](#)

Vrbo (NAD Case #7448)

Airbnb, Inc. challenged claims made by Vrbo that its short-term rental services are "host-free." NAD evaluated whether Vrbo's "host free" campaign conveys the message that Vrbo does not have hosts that cohabit with guests and that Airbnb always has hosts that cohabit with guests during their stay. NAD determined that one message conveyed to reasonable consumers by a commercial featuring sportscaster Nick Saban is that Airbnb always requires cohabitation with hosts, a claim not supported by the record. NAD recommended that Vrbo discontinue or modify its advertising to avoid conveying the unsupported message that Airbnb properties always have hosts that cohabit with guests during their stay.

[Read the press release](#)

Advertising Appeals

Olly PBC (NARB Case #7350-337)

A panel of the National Advertising Review Board (NARB) recommended that Olly discontinue six challenged advertising claims concerning its Kids Chillax dietary supplement's ability to support calm and relaxed moods in children.

In the underlying challenge, Bayer Healthcare LLC challenged express and implied claims made by Olly for its Kids Chillax dietary supplement's ability to support calm and relaxed moods in children. NAD found that numerous flaws in the Olly-commissioned study rendered it unreliable to support the challenged claims with respect to young children.

NARB affirmed NAD's decision.

[Read the press release](#)

Direct Selling Advertising Decisions

JIFU Travel, LLC (DSSRC Case #205-2025)

The Direct Selling Self-Regulatory Council (DSSRC) opened an inquiry into earnings claims made on the JIFU website and by JIFU salesforce members on social media that DSSRC determined communicated an unrealistic picture of the income that the typical JIFU salesforce member can generally expect to receive from participating in the JIFU business opportunity.

DSSRC recommended that these claims be discontinued. JIFU did not attempt to support the earnings claims and took immediate action to request the salesforce members responsible for the claims to remove them. DSSRC confirmed that 12 of the 14 claims identified were removed.

[Read the press release](#)