

National Advertising Decisions

OLLY PBC (NAD Case #7350RO)

After a decision by the National Advertising Division (NAD), and an appeal to the National Advertising Review Board (NARB), NAD reopened this matter to review new evidence submitted by OLLY in support of modified advertising for its Kids Chillax dietary supplement.

NAD found that OLLY's revised claims that Kids Chillax supports a "calm and relaxed mood" for children ages 7 to 15 are unsupported to the extent they convey the implied message that the product reduces children's activity levels. NAD found that OLLY's post-hoc subgroup analysis was unreliable as to two of the scales because the results were not consistent with the results of the larger study in the initial NAD decisions. In addition, NAD found that one of the scales used, while statistically significant, assessed anxiety rather than activity levels and therefore could not support the implied activity-reduction claim.

Accordingly, NAD recommended that OLLY modify its advertising to avoid conveying the unsupported message that Chillax reduces activity levels, including by clearly and conspicuously disclosing that "calm and relaxed" does not refer to a reduction in activity levels.

[Read the press release](#)

Dorel Juvenile Group, Inc. (NAD Case #7485)

As part of their monitoring programs, NAD and the Children's Advertising Review Unit (CARU) reviewed advertising claims and children's privacy practices for Dorel's CryAssist technology used in its Maxi Cosi Sibia Bassinet and Starling Smart Bassinet. NAD found that Dorel's express claims regarding the performance and functionality of its CryAssist technology were supported.

CARU found that Dorel maintains reasonable security measures, limits data collection to information necessary to support the service, and does not use children's data for undisclosed secondary purposes. However, CARU concluded that Dorel's privacy practices did not comply with COPPA's notice and consent requirements because Dorel lacked a compliant online privacy policy, direct notice to parents, and a verifiable parental consent mechanism. Accordingly, CARU recommended that Dorel implement those notice and consent procedures.

[Read the press release](#)

Niagen Bioscience, Inc (NAD Case #7487)

In a challenge brought by competing dietary supplement company Reus Research LLC, NAD reviewed advertising for Niagen's Tru Niagen dietary supplement. NAD concluded that Niagen's evidence did not support its unqualified claim that Tru Niagen is "clinically proven to significantly increase NAD+ levels, and help maintain them with daily use." NAD also found that certain claims relating to cardiovascular, cognitive, immune, metabolic, exercise, anti-aging, and cellular repair benefits conveyed unsupported messages about functional health benefits.

Accordingly, NAD recommended that Niagen discontinue or modify those claims and certain consumer testimonials communicating unsupported health and vitality benefits and ensure that influencer advertising clearly and conspicuously discloses material connections. Niagen will appeal NAD's decision to the NARB.

[Read the press release](#)

Monthly Case Report Summary

March 2026

Viome Life Sciences, Inc. (NAD Case #7491)

As part of its routine monitoring program, NAD inquired about advertising for Viome's CancerDetect Oral & Throat at Home Test, marketed to detect biomarkers associated with early-stage oral and throat cancer. NAD found that Viome had a reasonable basis for claims that CancerDetect is simple to use, supported by healthcare provider guidance, accurate enough that eligible consumers can use it with confidence to detect relevant biomarkers, and the first at-home test of its kind to detect such biomarkers.

However, NAD concluded that the claims conveyed the unsupported message that the test can ensure early diagnosis of oral and throat cancer. Accordingly, NAD recommended that Viome clearly disclose that the test does not itself diagnose early-stage oral or throat cancer, as well as the limitations of the supporting study. NAD further recommended that Viome discontinue its claim that the test has "substantially higher sensitivity and specificity over conventional oral exam."

[Read the press release](#)

Intervet, Inc. (d/b/a Merck Animal Health) (NAD Case #7519)

In a challenge brought by competing animal health company Elanco Animal Health, Inc., NAD reviewed advertising for Merck's Bravecto Quantum injectable flea and tick treatment for dogs. NAD found that Merck had a reasonable basis for the claim that Bravecto Quantum is "a safe, effective way to protect dogs year round," because it was consistent with the product's FDA-approved labeling and did not itself convey a message about dosing frequency.

However, NAD found that Merck's express and implied "once-a-year" claims were not supported because they communicated that dogs generally need only one dose annually, even though the product provides only eight months of protection against lone star ticks. Accordingly, NAD recommended that Merck discontinue or modify those claims to clearly disclose the eight-month dosing interval where lone star tick exposure is possible. Merck will appeal part of the decision to NARB.

[Read the press release](#)

Iron Rock Ventures LLC (NAD Case #7522)

In a challenge brought by competing dietary supplement company Reus Research LLC, NAD reviewed advertising for Iron Rock's thinbi NAD+ dietary supplement. NAD found that consumers are likely to interpret Iron Rock's "8,457MG" claim as conveying that the product contains 8,457 mg of active dietary ingredients per capsule and recommended that Iron Rock discontinue that claim. NAD also found that the record did not support claims that certain concentrated botanical extracts were "equivalent to" much larger amounts of green tea leaf, turmeric root, and grape seed, and recommended that Iron Rock discontinue those claims when made outside the Supplement Facts Panel.

Iron Rock did not provide an advertiser statement confirming that it would either comply with NAD's recommendations or appeal the decision. Accordingly, NAD will refer the matter to the appropriate regulatory authorities, including the relevant state Attorneys General, as well as to platforms with which NAD has reporting relationships.

[Read the press release](#)

Red Pocket, Inc. (d/b/a RedPocket Mobile) (NAD Case #7524)

In a challenge brought by competing wireless services provider Mint Mobile, LLC, NAD reviewed advertising for RedPocket and found that RedPocket had a reasonable basis for its "no price increases ever" claim.

However, NAD found that RedPocket's "unlimited" claims were unsupported because data speeds are reduced under certain plans once consumers reach their 5G cap. In addition, NAD found that the claims that customers get coverage on "3 major 5G networks" were unsupported because consumers must select service on one of the three networks, rather than receiving access to all three. NAD also recommended that RedPocket modify its "2-Minute Customer Care" claim to make clear it is based on average response times and discontinue unsupported comparative claims regarding competitors' pricing and customer care.

[Read the press release](#)

Monthly Case Report Summary

March 2026

Bayer HealthCare LLC (NAD Case #7535)

In a challenge brought by competing dietary supplement company OLLY PBC, NAD reviewed advertising for Bayer's One A Day Men's Pre-Conception Health Complete Multivitamin. NAD found that certain claims, including that men should take the product for at least three months before conception and that the product is specially designed to provide nutritional support while trying to conceive, reasonably convey the message that the product improves men's chances of conception. NAD also found that, in the fertility-focused context in which they appeared, certain claims that the product supports healthy sperm reasonably convey the message that the product improves sperm health and viability.

NAD further found that Bayer's claim that the product contains "powerful antioxidants including Vitamin C, Vitamin E, selenium, zinc, and Lycopene which support healthy sperm" conveys the unsupported messages that the identified nutrients are responsible for delivering the claimed sperm-related benefits and that lycopene exhibits powerful antioxidant activity in the product. Accordingly, NAD recommended that Bayer discontinue or modify those claims.

[Read the press release](#)

Freshpet, Inc. (NAD Case #7546)

In a challenge brought by competing pet food company The Farmer's Dog, NAD reviewed advertising claims for Freshpet's dog food.

NAD found that claims in a social media ad that consumers want for their dogs "the same" fresh, real food they want for themselves and that Freshpet is "made with the same level of quality I want in my own food" conveyed the unsupported message that Freshpet dog food is human grade and recommended that Freshpet discontinue those claims as they appeared in the ad.

[Read the press release](#)

Charter Communications, Inc. d/b/a Spectrum (NAD Case #7553)

In a challenge brought by competing broadband internet provider AT&T Services, Inc., NAD reviewed Spectrum's "fiber-powered" claims for Spectrum Internet, which AT&T argued conveyed that Spectrum Internet is delivered to subscribers' homes through a fiber-to-the-home network.

Spectrum voluntarily agreed to modify its advertising to clearly and conspicuously disclose that its fiber-powered internet service is not delivered to customers' homes over a fiber-to-the-home infrastructure. Based on Spectrum's voluntary permanent modification, NAD did not address the merits and, for compliance purposes, will treat the matter as though NAD recommended the modification and Spectrum agreed to comply.

[Read the press release](#)

National Advertising Appeals

T-Mobile US, Inc. (NARB #7458-344)

T-Mobile appealed NAD's decision concerning its advertising claims for T Satellite service. A panel of NARB agreed with NAD's conclusion that T-Mobile's claims, including "If customers can see the sky, they're connected" and "No matter where you are, you will never miss a moment," conveyed the unsupported message that T Satellite provides universal coverage and could not be properly qualified with a disclosure.

Accordingly, the panel recommended that T-Mobile discontinue the challenged express claims and modify its advertising to avoid conveying that T Satellite provides 100% coverage everywhere or everywhere the sky is visible.

[Read the press release](#)