



**National
Programs**
National Advertising
Division®

National Advertising Division 2025

Annual Report

Executive Summary

Advertising is dynamic and always changing, but some things never change.

Each year, the challenges filed and the decisions issued by BBB National Programs' National Advertising Division reflect matters that are deeply important to consumers, and 2025 was no exception. From pharmaceutical companies challenging prescription drug claims, big brands challenging smaller brands (and vice versa), and cases involving influencer disclosures, this was an active year all the way around.

In 2025, the makeup of incoming National Advertising Division cases did evolve. For instance, we received a large number of challenges involving health claims for significant medical conditions; we handled matters involving marketers of compounded GLP-1 medications, prescription drugs advertised to address important health concerns, and dietary supplements aimed at longevity and healthy living. We also saw many cases testing the bounds of influencer marketing and the circumstances that warrant clear and conspicuous disclosures.

2025 also brought us cases in new product sectors, including vacation rentals, retirement plans, and industrial safety equipment, demonstrating the broad reach of advertising self-regulation.

We rounded out our docket with a number of pricing, savings, and value decisions covering a variety of industries including telecom, business-related services, and credit cards, all indicating that kitchen table cost concerns are impactful to consumers and to the brands that provide them products and services.

10%

increase in number of closed cases

33%

increase in Complex Track cases

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Case Trends & Statistics

National Advertising Division (NAD) case decisions reflect the types of marketing and advertising that draw consumers' attention and purchasing dollars and provide a glimpse into what can be expected in 2026.

One trend we continue to see is the popularity of NAD's Fast-Track SWIFT, affirming the appeal to our stakeholders of this expedited process. We also saw an uptick in cases filed in the Complex Track, which provides greater flexibility in scheduling and expanded space for advocacy. NAD's monitoring matters continued to account for 20% of our decisions in 2025 and included several joint NAD/Children's Advertising Review Unit (CARU) inquiries.

There were several challengers and advertisers new to the NAD process this year, as well as challenges filed by public interest organizations or non-profits.

The range of cases brought before NAD is as varied as ever—spanning everything from cookware and teeth-whitening products to credit cards and business formation services. Top categories of challenges include dietary supplements and pharmaceutical drugs, cosmetic and personal care products, and telecommunications, including streaming and satellite services.

Influencer marketing is an ever-growing and indispensable tool for brands. Social media influencers represent over \$30B in global industry. But with great influence comes great responsibility. In June 2025, we published our "Influencer Trust Index: Consumer Insights," a comprehensive look at the state of consumer trust in influencer marketing today. The data show high consumer engagement with influencers yet shaky trust — only 5% of consumers surveyed completely trust influencer advertising, and 80% say the primary driver of distrust is when influencers are not genuine, honest, or transparent. Building on NAD's casework and research, BBB National Programs' Center for Industry Self-Regulation subsequently announced the creation of the **Institute for Responsible Influence**, which will provide influencers with training, certification, and ongoing resources, demonstrating that NAD's guidance helps build trust and increase transparency.

Made in USA (MUSA) claims are another area where transparency remains essential.



While the Federal Trade Commission (FTC) continues to emphasize scrutiny of U.S.-origin advertising, and declared July 2025 “Made in the USA Month,” NAD has long been a forum where these claims are tested in real-world disputes—and this past year brought additional MUSA cases to the docket.

These matters underscore that MUSA compliance can be nuanced, even for experienced brands and marketers. The takeaway is straightforward: ensure claims are accurate, learn from NAD’s decisions, understand how the FTC’s “screwdriver caveat” may apply, and consider the functionality and sourcing of key components when substantiating U.S.-origin messaging.

NAD is often called upon to address novel fact patterns—cases that shape how businesses communicate with consumers. We look forward to taking on the new challenges presented to us in the year ahead and continuing to serve our mission to enhance consumer trust in advertising and support fair competition in the marketplace.

National Advertising Division Monitoring Program

As part of its public interest mission to ensure consumers receive truthful and accurate advertising messages, the National Advertising Division (NAD) initiates approximately 20% of its cases each year based on its own monitoring of the marketplace. This work serves to expand the universe of advertising reviewed for truth and transparency and provides 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 2025, NAD's monitoring priorities continued in the health and wellness space as well as debt settlement companies. NAD also continued examining claims about artificial intelligence (AI) in a variety of industry sectors, reinforcing the message that advertising claims in emerging technologies must be supported.

In three related monitoring case decisions involving two brands and a celebrity influencer, NAD's decisions highlight the importance of ensuring that all players in the influencer ecosystem, including the influencer, make the required clear and conspicuous material connection disclosures.

20%

of National Advertising Division cases each year come from its own monitoring of the marketplace

National Advertising Division AI Monitoring Cases

As noted, 2025 brought a growth in NAD's focus on monitoring claims in the AI space. Cases focused on AI productivity tools and consumer products that integrate AI, such as smart phones, home appliances, and baby monitors. In this last category, NAD partnered with CARU on a decision related to AI claims made about a next-gen baby monitor.

The message for advertisers? Claims about AI must be substantiated when they are made, and they are evaluated under the same truth-in-advertising standards that apply to any emerging technology.

As AI becomes more complex—and more difficult for consumers to independently assess—the need for transparency only grows. These cases highlight the importance of ensuring AI-related messaging is accurate, appropriately qualified, and does not overstate the presence or benefits of AI features. At the same time, they point to an opportunity for brands to strengthen consumer trust by clearly explaining what their AI does, how it works, and what consumers can reasonably expect.

In its 2025 AI decisions, NAD found that certain claims were supported, while recommending modifications to other claims. In one matter, NAD recommended the advertiser modify a productivity claim because the supporting study demonstrated a perception of productivity that did not fit the objective claim. In another matter, NAD recommended the advertiser clearly and conspicuously disclose limits on the product's functionality. And in a third case, NAD emphasized that advertisers should not imply that features are available when they are not.

Building on years of experience around disclosures, NAD's AI cases also addressed when and how material limitations must be disclosed, especially where functionality or accuracy varies. As with any other claim, essential disclosures about AI must be clear, conspicuous, and proximate to the triggering claims.

National Advertising Division Highlights

At the Conference

Every year, BBB National Programs hosts the premier advertising law conference in the U.S., where leaders in industry and advertising law learn about and discuss cutting-edge and bread-and-butter claim substantiation issues. **NAD 2025: Leading the Way in Ad Law** took place in Washington, DC over two days in September. This annual event brought 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.

BBB National Programs' President and CEO Eric D. Reicin kicked off Day 1 with opening remarks announcing the creation of the Institute for Responsible Influence, a new training and certification program to promote trust, transparency, and responsibility in the creator economy currently in development under the Center for Industry Self-Regulation, BBB National Programs' charitable foundation. Eric then introduced NAD's new Vice President, Phyllis Hurwitz Marcus, who served as host for the conference overall.

Our speakers included FTC Commissioner Mark R. Meador, providing the keynote address, and FTC Director of the Bureau of Consumer Protection, Christopher Mufarrige. Other presenters represented in-house brands, law firms, ad agencies, testing labs, and R&D teams.

The conference included for the first time a pre-conference workshop on NAD Fundamentals. This half-day interactive workshop provided attendees with perspectives on navigating the NAD process, the dispute resolution options available in the advertising space and how to manage client expectations, and practical tips on how to best prepare and respond to a case brought to NAD.

The two-day conference included mainstay panels such as the Year in Review and a deep dive into claim substantiation via the launch of a fictitious product. Additional panels covered topics including responsible strategies for marketing to teens, the rapidly evolving business of influencer marketing, how traditional advertising principles apply to emerging technologies, including AI and social



media, best practices for using consumer reviews in advertising, the unique challenges of marketing in highly regulated industries, how NAD evaluates complex, category-specific claims, an overview of the National Advertising Review Board appeals process, and the influence of NAD precedent on regulators and courts.

Throughout the conference, AI was front and center, from a creative keynote presentation to a separate session assessing the implications of its use in advertising. The conference concluded with Phyllis Hurwitz Marcus, alongside BBB National Programs' Executive Vice President, Policy, Mary Engle, sharing her vision for NAD going forward, including the role of NAD in sectors such as AI, financial services, retail, and private equity, and shared perspectives from Marcus and Engle on their time together at the FTC.



Join us for this year's conference.

NAD 2026: Ad Law in Motion

Sunday, Sept. 28 - Monday, Sept. 29, 2026

Conrad Hotel Downtown | New York, NY



In the News

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

This year, members of the BBB National Programs National Advertising Division team spoke with AdExchanger, Law360, and HBW Insight and were featured in NBC News, The Wall Street Journal, MediaPost, Business Insider, AdAge, Campaign US, The Desk, as well as a press release from the New York State Attorney General.

Featured Quotes

“ FTC Commissioner Mark Meador: “The National Advertising Division exemplifies something I suspect a lot of Americans will find counterintuitive, the idea that companies can compete vigorously in the marketplace, including against one another, but still come together around common ethical standards to help the public get a fair deal. That’s the kind of thing that builds trust, and building trust builds a strong public and a strong country at the end.”

“ FTC WATCH | Phyllis Hurwitz Marcus: “We expect to be aggressive in pursuing misleading claims, but we are mindful of avoiding overreach. NAD’s role is to ensure advertisers meet the highest standards of truth and transparency.”

“ HBW INSIGHT/Citeline | Phyllis Hurwitz Marcus: Discussed NAD’s plans to expand into new industries, notably private equity. “Many private equity companies are buying consumer products companies, and they are then stuck with the claims that are being made. Sometimes they don’t quite know what they’re buying,” she said.

“ X | FTC Commissioner Mark Meador: The FTC enforces advertising laws, and the NAD enforces advertising norms, because of a common commitment to building trust around these and other matters. Industry self-regulation is better for everyone than government regulation.”

Featured Articles

On the Road

In 2025, U.S. advertising self-regulation and NAD's 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.

Los Angeles, CA

Toronto, Ontario

New York, NY

Philadelphia, PA

Arlington, VA

Washington, DC

Chicago, IL

Williamsburg, VA

St. Pete, FL

Santa Monica, CA

Weehawken, NY

White Sulphur Springs, WV

Indianapolis, IN

Vail, CO

Albany, NY

At conferences and events, NAD team members lent 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.

Made in USA claims are ever present. In 2025, the FTC increased enforcement of its Made in USA Labeling Rule through initiatives like designating July as "Made in the USA Month" and issuing warning letters to companies and platforms for deceptive claims, reminding them of the rule that products must be "all or virtually all" U.S.-made to be labeled unqualifiedly as American-made.

BBB National Programs' Phyllis Hurwitz Marcus and Mary Engle participated in a conversation about this FTC initiative, breaking down what advertisers need to know about this important FTC Rule.

If you would rather read about it:

In "[**The Enduring Appeal of 'Made in USA' Claims**](#)," Engle and Marcus outline how the phrase "Made in USA" is more than just words on a label – it's a powerful marketing tool that resonates deeply with consumers and can offer a significant competitive advantage to businesses. They discuss real-world NAD cases where this was true.

In "[**Beyond Cost: Why the Functionality of Components Is Critical**](#)," they break down the FTC's "all or virtually all" standard, explaining that while many understand this to mean that most of a product's cost and processing must be domestic, there's a crucial, often overlooked, dimension: the functionality or role of foreign-sourced components.

In "[**Made in USA vs Assembled in USA Claims**](#)," they explain that while both terms suggest a connection to American production, the standards governing their use are remarkably distinct, with significant implications for both businesses and consumers.

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 5, across six episodes our hosts and special guests tackled thorny questions addressed in NAD cases to simplify the often-complex process for keeping advertising truthful and accurate.

Catch up on Season 5's Episodes:

Ep. 1: Ad Watchers: The Ad Law Trend Report - What were 2024's hot topics and trends?

Ep. 2: Ad Watchers: 5 Years of SWIFT - Does it meet the need for speed?

Ep. 3: Ad Watchers: Expanding Knowledge of Soft Law - What is CISR?

Ep. 4: Ad Watchers: Time for a health claims checkup?

Ep. 5: Ad Watchers: Influencer Marketing Consumer Insights: What can lead to distrust?

Ep. 6: Ad Watchers: In Your Face - Where do you draw the line with denigration?

Get ahead of the game and **subscribe now** to be the first to hear when Season 6 launches this year.

The Hosts



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National Advertising Division 2025 Case Trends

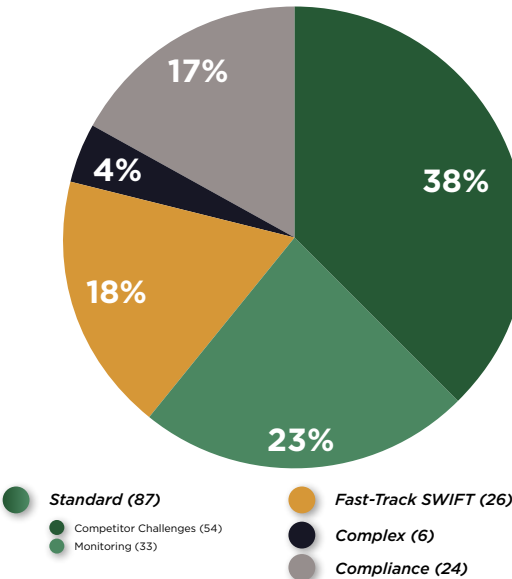
Closed Cases (Including Compliance)



Pending Cases

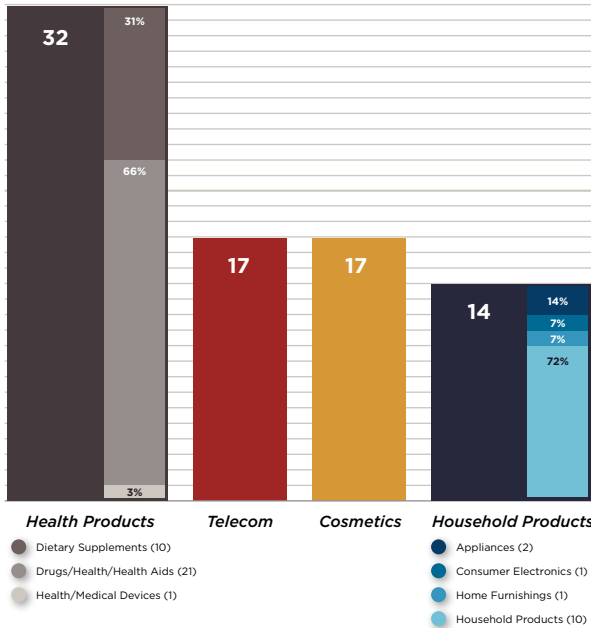


Cases by Track



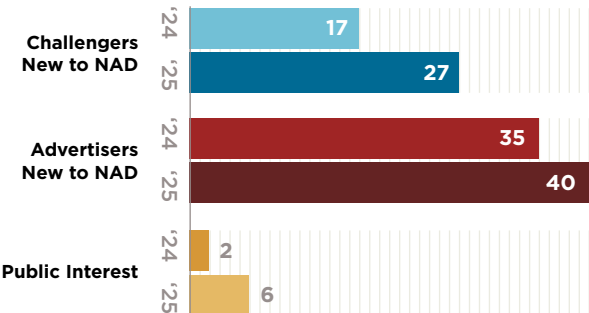
Top Industries

Does not equal total number of challenges.



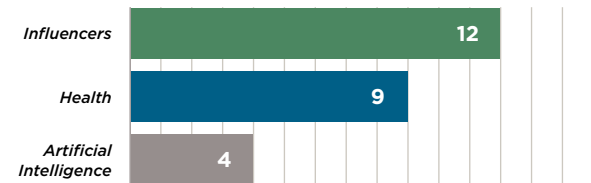
Year-over-Year Trends

Numbers reflect closed cases each year.



Monitoring Cases: Top Industries/Issues

Does not equal total number of monitoring cases.



Summary of Case Work

Program	Total Cases*
NAD	185
NARB	16

*Including Pending Cases

Dispositions**									
National Advertising Division									
Case Type	SUB	MOD/DISC	S/M/D	AC	COM	COM/AC	COM/RTG	RTG	Total
Competitor	5	41	19	12	19	0	4	6	106
Consumer	0	0	0	0	0	0	0	0	0
Monitoring	0	17	7	7	1	0	0	2	34
Public Interest	1	0	2	0	0	0	0	0	3
Total	6	58	28	19	20	0	4	8	143
National Advertising Review Board									
Case Type	Filed	Heard	Withdrawn	Denied	Upheld	Upheld in Part	Overtured	Compliance	Pending
Appeals	7	8	0	2	8	0	0	4	2

**Not including Pending Cases

Pending (as of January 1st, 2026)					
Program	Competitor	Not-For-Profit	Compliance	Monitoring	Totals
NAD	33	0	0	9	42
NARB	2	0	0	0	2

National Advertising Division 2025 Case Summary

	Decision	Page	Month	Vol.
Appliances				
Vesync Corporation / Homintell, Inc. (d/b/a Afloia Direct) (HEPA Air Purifiers) (#7300C)	COM/RTG	2	February	55
National Advertising Division / Samsung Electronics North America (Bespoke Refrigerators) (#7369)	MOD/DISC	1	June	55
Lasko Products, LLC / Hesung Innovation Corp./DREO Limited (DREO Fans and Heaters) (#7424)	MOD/DISC	2	March	55
Lasko Products, LLC / Hesung Innovation Corp./DREO Limited (DREO Fans and Heaters) (#7424C)	COM	1	May	55
B to B Products / Services				
ZenBusiness, Inc. / Tailor Brands Ltd. (LLC Formation Service) (#7435)	MOD/DISC	4	May	55
Clothing / Fabric / Fashion Accessories				
National Advertising Division / Cariuma Central Pte, Ltd. (Cariuma Sneakers) (#7168C)	COM	6	February	55
National Advertising Division / Creative Artists Agency, LLC (Advertising by Skims Body, Inc.) (#7363)	AC	5	March	55
National Advertising Division / 1Up Sports Marketing (Advertising by Skims Body, Inc.) (#7364)	MOD/DISC	2	April	55
National Advertising Division / Skims Body, Inc. (Advertising by Skims Body, Inc.) (#7365)	MOD/DISC	6	March	55
National Advertising Division / Komodo Media, LLC (Advertising by Revolve Group, Inc.) (#7366)	AC	2	January	55
National Advertising Division / Zink Talent, Inc. (Advertising by Revolve Group, Inc.) (#7367)	AC	3	January	55
National Advertising Division / Revolve Group, Inc. (Advertising by Revolve Group, Inc.) (#7368)	MOD/DISC	4	January	55
National Advertising Division / Fabletics, Inc. (Advertising by Fabletics) (#7371)	MOD/DISC	3	February	55
Computers / Software / Peripherals				
National Advertising Division / Microsoft Corporation (Microsoft 365 Copilot) (#7390)	S/M/D	15	June	55
Construction / Home Improvement				
Louisiana-Pacific Corporation / James Hardie Building Products, Inc. (Lap Siding Products) (#7338C)	COM	1	September	55
Consumer Electronics				
Dyson, Inc. / Shuye Technology Ltd. (Swift Hair Dryers) (#7275C)	COM	8	January	55
National Advertising Division / Apple, Inc. (Apple Intelligence) (#7410)	S/M/D	4	April	55
Consumer Services				
Retail me Not, Inc. / PayPal Honey (Online Coupon Code Aggregation Service) (#6386C)	COM	9	January	55
Samsung Electronics America / TCL Technology Group (QLED Televisions) (#7429)	AC	8	February	55
Cosmetics / Beauty Products / Toiletries				
National Advertising Division / SBLA Beauty, Inc. (SBLA Beauty's Eye Lift Wand) (#7239RO)	S/M/D	18	January	55
National Advertising Division / Bubble Beauty, Inc. (Bubble Skincare Products) (#7341)	S/M/D	23	March	55

	Decision	Page	Month	Vol.
Oral Essentials, Inc. / GuruNanda, LLC (GURUNANDA Premium & Signature™ Whitening Strips; Pro-Formula Whitening Gel Pen; Oxyburst Mouthwash) (#7392)	MOD/DISC	32	March	55
The Procter & Gamble Company / Church & Dwight Company, Inc. (TheraBreath Mouthwash) (#7396)	MOD/DISC	11	May	55
GuruNanda, LLC / Oral Essentials, Inc. (Lumineux Mouthwash) (#7405)	MOD/DISC	22	April	55
GuruNanda, LLC / Oral Essentials, Inc. (Lumineux Whitening Mouthwash) (#7408)	MOD/DISC	11	January	55
GuruNanda, LLC / Oral Essentials, Inc. (Lumineux Whitening Mouthwash) (#7408C)	COM	40	June	55
The Procter & Gamble Company / Essor Group, Inc. (Boka Oral Care Products) (#7412)	S/M/D	9	April	55
National Advertising Division / U Beauty.com, LLC (Resurfacing Flash Peel) (#7419)	MOD/DISC	1	December	55
Combe, Incorporated / Simple Hair Color, Inc. (Simpler Hair Color) (#7427)	MOD/DISC	39	March	55
Combe, Incorporated / Simple Hair Color, Inc. (Simpler Hair Color) (#7427C)	COM/RTG	27	April	55
GuruNanda, LLC / The Procter & Gamble Company (Crest Pro-Health Gum Detoxify Toothpaste) (#7436)	SUB	27	June	55
GuruNanda, LLC / The Procter & Gamble Company (Crest 3D Brilliance Deep Stain Remover Toothpaste) (#7442)	S/M/D	1	August	55
GuruNanda, LLC / The Procter & Gamble Company (Crest 3D Whitestrips Line) (#7443)	SUB	13	August	55
GuruNanda LLC / The Procter & Gamble Company (Crest 3D Whitestrips) (#7451)	SUB	11	October	55
Charlotte Tilbury Beauty, Inc. / HB USA Holdings, Inc. (Huda Beauty Easy Bake Setting Spray) (#7453)	MOD/DISC	8	May	55
The Procter & Gamble Company / Dr. Squatch, LLC (Personal Care Products For Men) (#7481)	MOD/DISC	13	July	55
The Procter & Gamble Company / Dr. Squatch, LLC (Personal Care Products For Men) (#7481C)	COM	18	October	55
National Advertising Division / Primally Pure (Primally Pure Sun Cream) (#7493)	RTG	7	September	55
Oral Essentials, Inc. / Smile&Shine Essentials, Inc. (INOPRO® Whitening Strips) (#7510)	MOD/DISC	11	November	55
The Procter & Gamble Company / Dr. Squatch, LLC (Personal Care Products For Men) (#7511)	AC	5	September	55
Dietary Supplements				
National Advertising Division / Amazentis SA (Mitopure Cellular Nutrition) (#7234)	MOD/DISC	35	May	55
National Advertising Division / Almased USA, Inc. (Almased Diet/Weight loss Program) (#7375)	AC	28	April	55
Bayer HealthCare LLC / Olly PBC (OLLY's Lovin' Libido & Mighty Mojo) (#7428)	S/M/D	44	June	55
Reckit Benckiser Group PLC / JB7, LLC (Physician's Choice Probiotics) (#7437)	AC	43	May	55
JB7, LLC / Reckitt Benckiser Group PLC (Digestive Advantage Probiotics) (#7457)	AC	43	June	55
JB7, LLC d/b/a Physician's Choice / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7469)	AC	39	October	55
JB7, LLC / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7470)	AC	40	October	55

	Decision	Page	Month	Vol.
Niagen Bioscience Inc. / Reus Research LLC (Cata-Kor NAD+ Core and NAD+ Advanced) (#7472)	S/M/D	21	October	55
JB7, LLC d/b/a Physician's Choice / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7477)	AC	41	October	55
JB7, LLC d/b/a Physician's Choice / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7478)	AC	42	October	55
Drugs / Health / Health Aids				
National Advertising Division / The Magni Group, Inc. (MagniLife Knee Pain Relief Soothing Gel) (#7238)	MOD/DISC	31	February	55
Haleon, plc / Ginger Health Company (Wonderbelly Antacids) (#7283C)	COM	45	October	55
Johnson & Johnson Consumer, Inc. / ASO, LLC (Hydrocolloid Gel Bandages) (#7325C)	COM/RTG	36	April	55
National Advertising Division / Next Health (Next Health Executive Physical) (#7327)	RTG	30	August	55
National Advertising Division / The DRIPBar (Alpha Lipoic Acid (ALA) IV Drips) (#7351)	MOD/DISC	46	March	55
Vero Biotech, Inc. / Beyond Air, Inc. (Beyond Air Products) (#7391C)	COM	29	February	55
Eli Lilly and Company / Admire Aesthetics, Inc. (Compounded Tirzepatide +B12 Drug) (#7403)	MOD/DISC	43	January	55
Eli Lilly and Company / Begin Anew MedSpa (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7404)	MOD/DISC	48	May	55
National Advertising Division / The Good Feet Store (The Good Feet Arch Support System) (#7430)	MOD/DISC	38	August	55
Prenuvo, Inc. / Ezra AI Inc. (Medical Service: Full Body MRI) (#7445)	MOD/DISC	57	May	55
Eli Lilly and Company / Striker Pharmacy, LLC (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7446)	MOD/DISC	51	May	55
Eli Lilly and Company / Hormone Fitness (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7447)	MOD/DISC	54	May	55
Novo Nordisk, Inc. / Bayview Pharmacy, Inc. (Compounded Semaglutide) (#7454)	MOD/DISC	44	May	55
Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455)	S/M/D	11	September	55
Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455C)	COM	23	December	55
Novo Nordisk Inc. / Willow Health Services Inc. (Compounded Semaglutide Products) (#7488)	RTG	34	November	55
Genomic Health, Inc. / Agendia, Inc. (Agendia Disclosures) (#7489)	MOD/DISC	25	August	55
Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7490)	MOD/DISC	42	November	55
Advantice Health / XF Agencija, d/b/a Lunavia (Lunavia Antifungal Pen) (#7499)	MOD/DISC	43	October	55
Vertex Pharmaceuticals Incorporated / Maze Therapeutics, Inc. (Small-molecule Compound MZE829) (#7500)	RTG	35	August	55
Novo Nordisk, Inc. / Regen Doctors, Inc. (Compounded Semaglutide: Injection, Melts & Drops) (#7516)	MOD/DISC	31	November	55
Novo Nordisk, Inc. / Medicine Center Pharmacy (Compounded Sublingual Semaglutide Products) (#7517)	MOD/DISC	9	September	55
Novo Nordisk, Inc. / Fletcher Family Medical Center (Subsema, Compounded Sublingual Semaglutide Product) (#7518)	MOD/DISC	59	November	55
National Advertising Division / Proximity Capital Partners, LLC d/b/a Asutra (Magnesium Body Butter with Capsaicin) (#7532)	MOD/DISC	21	December	55
Pfizer, Inc. / BridgeBio Pharma, Inc. (Attruby) (#7533)	RTG	28	November	55
Financial Services				
National Advertising Division / J.P. Morgan Chase Bank, N.A. (Advertising by J.P. Morgan Chase) (#7372)	MOD/DISC	36	February	55

	Decision	Page	Month	Vol.
National Advertising Division / National Debt Relief, LLC (Advertising by National Debt Relief) (#7420)	MOD/DISC	47	October	55
National Advertising Division / Achieve Debt Resolution (Advertising For Achieve) (#7421)	S/M/D	47	August	55
Tailor Brands Ltd. / ZenBusiness Inc. (LLC Formation Services) (#7459)	S/M/D	60	October	55
Human Interest, Inc. / Guideline, Inc. (401(k) Program) (#7476)	MOD/DISC	15	July	55
Human Interest, Inc. / Guideline, Inc. (401(k) Plans) (#7482)	S/M/D	29	December	55
Capital One, N.A. / JPMorgan Chase Bank, N.A. (Chase Sapphire Reserve Credit and Chase Sapphire Reserve for Business Credit Card) (#7506)	S/M/D	62	November	55
Human Interest, Inc. / Guideline, Inc. (401(k) Provider) (#7509)	MOD/DISC	24	September	55
Food / Beverage				
Chosen Foods, LLC / Lily of the Desert Nutraceuticals, Inc. (Tropical Plantation Avocado Oil) (#7265C)	COM	76	May	55
Link Snacks, Inc. / We Are The Chompions, LLC (Chomps Meat Stick Products) (#7383)	S/M/D	45	January	55
International Bottled Water Association / Boxed Water Is Better® (Boxed Water) (#7385)	S/M/D	59	May	55
Ole Mexican Foods, Inc. / Gruma Corporation (La Banderita Flour Tortillas & La Casera Corn Tortillas) (#7414)	MOD/DISC	39	April	55
Animal Partisan / Certified Angus Beef (Beef Quality Assurance) (#7416)	SUB	38	February	55
National Advertising Division / Ryze Superfoods, LLC (RYZE Mushroom Coffee and RYZE Mushroom Matcha) (#7492)	MOD/DISC	28	September	55
Health / Medical Devices				
Etekcify Corporation / Renpho US, operated as Joicom Corporation (Renpho Elis 1 Smart Scale for Body Weight) (#7483)	MOD/DISC	31	September	55
Home Furnishings				
Sleep Number Corporation / Tempur Sealy International d/b/a Tempur-Pedic USA (Sleep Number Mattress) (#7433)	MOD/DISC	53	March	55
Household Products				
Dyson, Inc. / Vesync Co., Ltd. (HEPA Air Purifiers) (#7222CII)	COM	40	September	55
Henkel Corporation / The Procter & Gamble Company (Tide Free & Gentle Liquid Laundry Detergent) (#7374C)	COM	78	October	55
Earth Breeze, Inc. / Clean People, LLC (Clean People Laundry Detergent Sheets) (#7381)	S/M/D	41	February	55
Earth Breeze, Inc. / Clean People, LLC (Clean People Laundry Detergent Sheets) (#7381C)	COM	25	July	55
The Procter & Gamble Company / Reckitt Benckiser, LLC (Lysol Air Sanitizer) (#7395)	S/M/D	42	April	55
Cookware Sustainability Alliance / Caraway Home, Inc. (Nonstick Cookware) (#7444)	S/M/D	59	August	55
Cookware Sustainability Alliance / Caraway Home, Inc. (Nonstick Cookware) (#7444C)	COM	43	December	55
Dyson, Inc. / SharkNinja Operating, LLC (HydroDuo Wet Dry Hard Floor Cleaner) (#7452)	MOD/DISC	79	May	55
American Forest & Paper Association / Plant Paper Inc. (PlantPaper Toilet and Facial Tissue Products) (#7471)	MOD/DISC	67	October	55
Vesync US Corporation (d/b/a Levoit) / Shenzhen Aiweiier E-commerce Co., Ltd. (Cabriclean Core Air Purifier Replacement Filters) (#7503)	RTG	36	September	55

	Decision	Page	Month	Vol.
Vesync US Corporation (d/b/a Leviot) / Shenzhen Dazhan Pengtu Internet Co., Ltd. (Linniw Vital 100 and Linniw Vital 100s Air Purifier Replacement Filters) (#7504)	AC	57	August	55
Vesync US Corporation (d/b/a Leviot) / Shenzhen Risheng Yueheng E-commerce Co., Ltd.'s (Cabiclean Vital 100s, Vital 100, Vital 200s, Core 400s, and Core 600s-P Air Purifier Replacement Filters) (#7505)	AC	38	September	55
Vesync US Corporation (d/b/a Leviot) / Shenzhen Rencongzhong Information Technology Co., Ltd. (d/b/a DKSports) (iSingo Core Air Purifier Replacement Filters) (#7507)	RTG	41	September	55
The Procter & Gamble Company / One Home Brands, Inc. d/b/a Blueland (Blueland Cleaning Products) (#7521)	S/M/D	78	November	55
Infant Products				
The Procter & Gamble Company / Rascals International Limited (Rascals Diapers) (#7376)	MOD/DISC	54	April	55
The Procter & Gamble Company / Rascals International Limited (Rascals Diapers) (#7376C)	RTG	88	November	55
The Procter & Gamble Company / Coterie Baby Inc. (The Diaper) (#7380)	MOD/DISC	57	June	55
Nurture, LLC / Kendal Nutricare Limited (Kendamil Infant Formula) (#7422)	S/M/D	75	August	55
National Advertising Division / Cubo AI US, LLC/Yun Yun AI Baby Camera Co., Ltd. (CuboAI Smart Baby Monitor) (#7484)	AC	80	October	55
National Advertising Division / ADC Solutions USA, LLC d/b/a Horizon Brands, LLC (Tiny Traveler AI Classic Baby Monitor) (#7486)	MOD/DISC	52	December	55
Miscellaneous				
National Advertising Division / Safer2Touch, LLC (Safe2Touch Solutions) (#7017)	AC	56	March	55
National Advertising Division / Kevin Hart (Kevin Hart, Influencer) (#7373)	MOD/DISC	47	February	55
Jacuzzi Group / Bullfrog International, LLC (Bullfrog Spas) (#7384)	MOD/DISC	79	January	55
Intralox, LLC / Safari Belting System, Inc. (Safari Belting Products) (#7460)	MOD/DISC	71	June	55
Pet Products				
Nutramax Laboratories, Inc. / Rowlo, LLC d/b/a Wuffles (Advanced Hip & Joint Support Chews) (#7513)	AC	63	December	55
Sports / Sports Equipment				
National Advertising Division / VKTRY (VKTRY Performance Insoles) (#7334)	S/M/D	64	April	55
Telecommunications Products / Services				
Charter Communications, Inc. / Cincinnati Bell, Inc. (Altafiber) (#7251C)	COM	49	February	55
AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile Wireless Service Plans) (#7406)	MOD/DISC	94	January	55
AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile Wireless Service Plans) (#7406C)	COM	106	October	55
AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile Wireless Service Plans) (#7407)	MOD/DISC	98	January	55
AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile Wireless Service Plans) (#7407C)	COM	108	October	55
AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile Wireless Service Plans) (#7407CII)	COM	86	December	55
T-Mobile US, Inc. / Dish Network, LLC d/b/a Boost Mobile (Boost Mobile Network) (#7413)	MOD/DISC	73	April	55

	Decision	Page	Month	Vol.
Verizon Communications, Inc. / T-Mobile US, Inc. (T-Mobile Mobile Telephone Service) (#7415)	MOD/DISC	87	May	55
Verizon Communications, Inc. / T-Mobile US, Inc. (T-Mobile Mobile Telephone Service) (#7415C)	COM	89	October	55
AT&T Services, Inc. / Cox Communications, Inc. (Cox Internet) (#7417)	S/M/D	85	April	55
T-Mobile US, Inc. / Total Wireless (Total Wireless) (#7418)	MOD/DISC	55	February	55
Verizon Communications, Inc. / T-Mobile US, Inc. (T-Mobile Starlink Satellite Service) (#7426)	SUB	57	March	55
Charter Communications, Inc. / AT&T Services, Inc. (AT&T Internet & Mobile Services) (#7431)	S/M/D	43	September	55
T-Mobile US, Inc. / Verizon Wireless, Inc. (Verizon Frontline First Responder Service) (#7439)	SUB	61	March	55
T-Mobile US, Inc. / Verizon Communications, Inc. (Satellite Texting) (#7441)	S/M/D	72	June	55
AT&T Services, Inc. / T-Mobile U.S. Inc. (T-Mobile Wireless Communication Services) (#7458)	S/M/D	64	December	55
AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile's Wireless Communication Services) (#7461)	AC	97	May	55
DIRECTV, LLC / Sling TV LLC (Sling Streaming TV) (#7462)	S/M/D	79	June	55
DIRECTV, LLC / Dish Network, LLC (Satellite Television) (#7497)	MOD/DISC	96	August	55
Verizon Communications, Inc. / AT&T Services, Inc. (iPhone 16 Pro Offer) (#7501)	MOD/DISC	66	September	55
AT&T Services, Inc. / Verizon Communications, Inc. (Free Phone On Any Plan) (#7515)	MOD/DISC	81	October	55
AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile Wireless Communication Services) (#7525)	RTG	83	December	55
Travel / Lodging				
Airbnb, Inc. / VRBO (Short Term Vacation Rental) (#7448)	S/M/D	95	April	55
Website / Web Services				
National Advertising Division / Breethe (Breethe App) (#7211)	MOD/DISC	64	March	55
National Advertising Division / EIA Marketing (Advertising for TrustedCompanyReviews.com) (#7425)	MOD/DISC	30	July	55
National Advertising Division / Yuca Corp. (Yuka Food & Cosmetic Scanner) (#7494)	AC	40	July	55

Recurring Issues During 2025 (Cases Classified by Issue)

Administrative / Jurisdictional

Retail me Not, Inc. / PayPal Honey (Online Coupon Code Aggregation Service) (#6386C)

Charter Communications, Inc. / Cincinnati Bell, Inc. (Altafiber) (#7251C)

Samsung Electronics America / TCL Technology Group (QLED Televisions) (#7429)

Before & After

National Advertising Division / SBLA Beauty, Inc. (SBLA Beauty's Eye Lift Wand) (#7239RO)

National Advertising Division / Next Health (Next Health Executive Physical) (#7327)

Nutramax Laboratories, Inc. / Rowlo, LLC d/b/a Wuffes (Advanced Hip & Joint Support Chews) (#7513)

Blurring

National Advertising Division / Cariuma Central Pte, Ltd. (Cariuma Sneakers) (#7168C)

National Advertising Division / EIA Marketing (Advertising for TrustedCompanyReviews.com) (#7425)

Brand Recognition

Henkel Corporation / The Procter & Gamble Company (Tide Free & Gentle Liquid Laundry Detergent) (#7374C)

Consumer Surveys

Henkel Corporation / The Procter & Gamble Company (Tide Free & Gentle Liquid Laundry Detergent) (#7374C)

GuruNanda, LLC / The Procter & Gamble Company (Crest 3D Whitestrips Line) (#7443)

Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455)

Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455C)

Comparative Performance Claims

Charter Communications, Inc. / Cincinnati Bell, Inc. (Altafiber) (#7251C)

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

National Advertising Division / VKTRY (VKTRY Performance Insoles) (#7334)

The Procter & Gamble Company / Coterie Baby Inc. (The Diaper) (#7380)

Jacuzzi Group / Bullfrog International, LLC (Bullfrog Spas) (#7384)

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

The Procter & Gamble Company / Reckitt Benckiser, LLC (Lysol Air Sanitizer) (#7395)

Eli Lilly and Company / Admire Aesthetics, Inc. (Compounded Tirzepatide +B12 Drug) (#7403)

Eli Lilly and Company / Begin Anew MedSpa (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7404)

T-Mobile US, Inc. / Dish Network, LLC d/b/a Boost Mobile (Boost Mobile Network) (#7413)

AT&T Services, Inc. / Cox Communications, Inc. (Cox Internet) (#7417)

GuruNanda, LLC / The Procter & Gamble Company (Crest 3D Brilliance Deep Stain Remover Toothpaste) (#7442)

Eli Lilly and Company / Striker Pharmacy, LLC (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7446)

Eli Lilly and Company / Hormone Fitness (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7447)

Dyson, Inc. / SharkNinja Operating, LLC (HydroDuo Wet Dry Hard Floor Cleaner) (#7452)

Recurring Issues During 2025 *(Cases Classified by Issue)*

Niagen Bioscience Inc. / Reus Research LLC (Cata-Kor NAD+ Core and NAD+ Advanced) (#7472)

Human Interest, Inc. / Guideline, Inc. (401(k) Plans) (#7482)

Vertex Pharmaceuticals Incorporated / Maze Therapeutics, Inc. (Small-molecule Compound MZE829) (#7500)

AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile Wireless Communication Services) (#7525)

Pfizer, Inc. / BridgeBio Pharma, Inc. (Attruby) (#7533)

Defamatory / False Claims

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

Verizon Communications, Inc. / T-Mobile US, Inc. (T-Mobile Starlink Satellite Service) (#7426)

Novo Nordisk Inc. / Willow Health Services Inc. (Compounded Semaglutide Products) (#7488)

Demonstrations

National Advertising Division / Apple, Inc. (Apple Intelligence) (#7410)

ZenBusiness, Inc. / Tailor Brands Ltd. (LLC Formation Service) (#7435)

Disclosure

National Advertising Division / Cariuma Central Pte, Ltd. (Cariuma Sneakers) (#7168C)

National Advertising Division / VKTRY (VKTRY Performance Insoles) (#7334)

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

National Advertising Division / Creative Artists Agency, LLC (Advertising by Skims Body, Inc.) (#7363)

National Advertising Division / 1Up Sports Marketing (Advertising by Skims Body, Inc.) (#7364)

National Advertising Division / Skims Body, Inc. (Advertising by Skims Body, Inc.) (#7365)

National Advertising Division / Komodo Media, LLC (Advertising by Revolve Group, Inc.) (#7366)

National Advertising Division / Zink Talent, Inc. (Advertising by Revolve Group, Inc.) (#7367)

National Advertising Division / Revolve Group, Inc. (Advertising by Revolve Group, Inc.) (#7368)

National Advertising Division / Samsung Electronics North America (Bespoke Refrigerators) (#7369)

National Advertising Division / Fabletics, Inc. (Advertising by Fabletics) (#7371)

National Advertising Division / J.P. Morgan Chase Bank, N.A. (Advertising by J.P. Morgan Chase) (#7372)

National Advertising Division / Kevin Hart (Kevin Hart, Influencer) (#7373)

The Procter & Gamble Company / Rascals International Limited (Rascals Diapers) (#7376)

The Procter & Gamble Company / Rascals International Limited (Rascals Diapers) (#7376C)

National Advertising Division / Microsoft Corporation (Microsoft 365 Copilot) (#7390)

The Procter & Gamble Company / Church & Dwight Company, Inc. (TheraBreath Mouthwash) (#7396)

National Advertising Division / Apple, Inc. (Apple Intelligence) (#7410)

Verizon Communications, Inc. / T-Mobile US, Inc. (T-Mobile Mobile Telephone Service) (#7415)

Verizon Communications, Inc. / T-Mobile US, Inc. (T-Mobile Mobile Telephone Service) (#7415C)

National Advertising Division / EIA Marketing (Advertising for TrustedCompanyReviews.com) (#7425)

Charter Communications, Inc. / AT&T Services, Inc. (AT&T Internet & Mobile Services) (#7431)

Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455)

Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455C)

Niagen Bioscience Inc. / Reus Research LLC (Cata-Kor NAD+ Core and NAD+ Advanced) (#7472)

The Procter & Gamble Company / Dr. Squatch, LLC (Personal Care Products For Men) (#7481)

Recurring Issues During 2025 (Cases Classified by Issue)

The Procter & Gamble Company / Dr. Squatch, LLC (Personal Care Products For Men) (#7481C)
Genomic Health, Inc. / Agendia, Inc. (Agendia Disclosures) (#7489)
Advantice Health / XF Agencija, d/b/a Lunavia (Lunavia Antifungal Pen) (#7499)
The Procter & Gamble Company / Dr. Squatch, LLC (Personal Care Products For Men) (#7511)
The Procter & Gamble Company / One Home Brands, Inc. d/b/a Blueland (Blueland Cleaning Products) (#7521)

Disparagement Claims

Charter Communications, Inc. / Cincinnati Bell, Inc. (Altafiber) (#7251C)
Earth Breeze, Inc. / Clean People, LLC (Clean People Laundry Detergent Sheets) (#7381)
Earth Breeze, Inc. / Clean People, LLC (Clean People Laundry Detergent Sheets) (#7381C)
Nurture, LLC / Kendal Nutricare Limited (Kendamil Infant Formula) (#7422)
Sleep Number Corporation / Tempur Sealy International d/b/a Tempur-Pedic USA (Sleep Number Mattress) (#7433)
Cookware Sustainability Alliance / Caraway Home, Inc. (Nonstick Cookware) (#7444)
Cookware Sustainability Alliance / Caraway Home, Inc. (Nonstick Cookware) (#7444C)
American Forest & Paper Association / Plant Paper Inc. (PlantPaper Toilet and Facial Tissue Products) (#7471)

Efficacy Claims

Dyson, Inc. / Vesync Co., Ltd. (HEPA Air Purifiers) (#7222CII)
Vesync Corporation / Homintell, Inc. (d/b/a Afloia Direct) (HEPA Air Purifiers) (#7300C)
National Advertising Division / Bubble Beauty, Inc. (Bubble Skincare Products) (#7341)
National Advertising Division / The DRIPBar (Alpha Lipoic Acid (ALA) IV Drips) (#7351)
Eli Lilly and Company / Begin Anew MedSpa (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7404)
Eli Lilly and Company / Striker Pharmacy, LLC (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7446)
Eli Lilly and Company / Hormone Fitness (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7447)
Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455)
Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455C)
JB7, LLC / Reckitt Benckiser Group PLC (Digestive Advantage Probiotics) (#7457)
Niagen Bioscience Inc. / Reus Research LLC (Cata-Kor NAD+ Core and NAD+ Advanced) (#7472)
Advantice Health / XF Agencija, d/b/a Lunavia (Lunavia Antifungal Pen) (#7499)
Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7490)
National Advertising Division / Ryze Superfoods, LLC (RYZE Mushroom Coffee and RYZE Mushroom Matcha) (#7492)
Vertex Pharmaceuticals Incorporated / Maze Therapeutics, Inc. (Small-molecule Compound MZE829) (#7500)
Oral Essentials, Inc. / Smile&Shine Essentials, Inc. (INOPRO® Whitening Strips) (#7510)

Endorsements

Haleon, plc / Ginger Health Company (Wonderbelly Antacids) (#7283C)
National Advertising Division / 1Up Sports Marketing (Advertising by Skims Body, Inc.) (#7364)
National Advertising Division / Skims Body, Inc. (Advertising by Skims Body, Inc.) (#7365)
National Advertising Division / Komodo Media, LLC (Advertising by Revolve Group, Inc.) (#7366)
National Advertising Division / Revolve Group, Inc. (Advertising by Revolve Group, Inc.) (#7368)
National Advertising Division / Samsung Electronics North America (Bespoke Refrigerators) (#7369)
The Procter & Gamble Company / Coterie Baby Inc. (The Diaper) (#7380)

Recurring Issues During 2025 *(Cases Classified by Issue)*

The Procter & Gamble Company / Church & Dwight Company, Inc. (TheraBreath Mouthwash) (#7396)
Charlotte Tilbury Beauty, Inc. / HB USA Holdings, Inc. (Huda Beauty Easy Bake Setting Spray) (#7453)
Niagen Bioscience Inc. / Reus Research LLC (Cata-Kor NAD+ Core and NAD+ Advanced) (#7472)

Environmental Claims

National Advertising Division / Samsung Electronics North America (Bespoke Refrigerators) (#7369)
Earth Breeze, Inc. / Clean People, LLC (Clean People Laundry Detergent Sheets) (#7381C)
Earth Breeze, Inc. / Clean People, LLC (Clean People Laundry Detergent Sheets) (#7381)
Link Snacks, Inc. / We Are The Chompions, LLC (Chomps Meat Stick Products) (#7383)
International Bottled Water Association / Boxed Water Is Better® (Boxed Water) (#7385)
Nurture, LLC / Kendal Nutricare Limited (Kendamil Infant Formula) (#7422)
American Forest & Paper Association / Plant Paper Inc. (PlantPaper Toilet and Facial Tissue Products) (#7471)

Establishment Claims

National Advertising Division / Amazentis SA (Mitopure Cellular Nutrition) (#7234)
National Advertising Division / The Good Feet Store (The Good Feet Arch Support System) (#7430)
Cookware Sustainability Alliance / Caraway Home, Inc. (Nonstick Cookware) (#7444)
Cookware Sustainability Alliance / Caraway Home, Inc. (Nonstick Cookware) (#7444C)
American Forest & Paper Association / Plant Paper Inc. (PlantPaper Toilet and Facial Tissue Products) (#7471)
Niagen Bioscience Inc. / Reus Research LLC (Cata-Kor NAD+ Core and NAD+ Advanced) (#7472)
Novo Nordisk Inc. / Willow Health Services Inc. (Compounded Semaglutide Products) (#7488)
Advantice Health / XF Agencija, d/b/a Lunavia (Lunavia Antifungal Pen) (#7499)
Oral Essentials, Inc. / Smile&Shine Essentials, Inc. (INOPRO® Whitening Strips) (#7510)

Exclusivity Claims

Charter Communications, Inc. / AT&T Services, Inc. (AT&T Internet & Mobile Services) (#7431)
T-Mobile US, Inc. / Verizon Wireless, Inc. (Verizon Frontline First Responder Service) (#7439)

Express Claims

Retail me Not, Inc. / PayPal Honey (Online Coupon Code Aggregation Service) (#6386C)
National Advertising Division / SBLA Beauty, Inc. (SBLA Beauty's Eye Lift Wand) (#7239RO)
Vesync Corporation / Homintell, Inc. (d/b/a Afloia Direct) (HEPA Air Purifiers) (#7300C)
Johnson & Johnson Consumer, Inc. / ASO, LLC (Hydrocolloid Gel Bandages) (#7325C)
National Advertising Division / Next Health (Next Health Executive Physical) (#7327)
National Advertising Division / VKTRY (VKTRY Performance Insoles) (#7334)
National Advertising Division / The DRIPBar (Alpha Lipoic Acid (ALA) IV Drips) (#7351)
The Procter & Gamble Company / Rascals International Limited (Rascals Diapers) (#7376)
The Procter & Gamble Company / Rascals International Limited (Rascals Diapers) (#7376C)
Earth Breeze, Inc. / Clean People, LLC (Clean People Laundry Detergent Sheets) (#7381)
Earth Breeze, Inc. / Clean People, LLC (Clean People Laundry Detergent Sheets) (#7381C)
Link Snacks, Inc. / We Are The Chompions, LLC (Chomps Meat Stick Products) (#7383)

Recurring Issues During 2025*(Cases Classified by Issue)*

Jacuzzi Group / Bullfrog International, LLC (Bullfrog Spas) (#7384)
The Procter & Gamble Company / Church & Dwight Company, Inc. (TheraBreath Mouthwash) (#7396)
Eli Lilly and Company / Admire Aesthetics, Inc. (Compounded Tirzepatide +B12 Drug) (#7403)
Eli Lilly and Company / Begin Anew MedSpa (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7404)
National Advertising Division / Apple, Inc. (Apple Intelligence) (#7410)
T-Mobile US, Inc. / Dish Network, LLC d/b/a Boost Mobile (Boost Mobile Network) (#7413)
Verizon Communications, Inc. / T-Mobile US, Inc. (T-Mobile Mobile Telephone Service) (#7415)
Verizon Communications, Inc. / T-Mobile US, Inc. (T-Mobile Mobile Telephone Service) (#7415C)
Animal Partisan / Certified Angus Beef (Beef Quality Assurance) (#7416)
AT&T Services, Inc. / Cox Communications, Inc. (Cox Internet) (#7417)
National Advertising Division / U Beauty.com, LLC (Resurfacing Flash Peel) (#7419)
National Advertising Division / National Debt Relief, LLC (Advertising by National Debt Relief) (#7420)
National Advertising Division / Achieve Debt Resolution (Advertising For Achieve) (#7421)
Nurture, LLC / Kendal Nutricare Limited (Kendamil Infant Formula) (#7422)
National Advertising Division / EIA Marketing (Advertising for TrustedCompanyReviews.com) (#7425)
Combe, Incorporated / Simple Hair Color, Inc. (Simpler Hair Color) (#7427)
Combe, Incorporated / Simple Hair Color, Inc. (Simpler Hair Color) (#7427C)
Bayer HealthCare LLC / Oilly PBC (OLLY's Lovin' Libido & Mighty Mojo) (#7428)
National Advertising Division / The Good Feet Store (The Good Feet Arch Support System) (#7430)
Charter Communications, Inc. / AT&T Services, Inc. (AT&T Internet & Mobile Services) (#7431)
ZenBusiness, Inc. / Tailor Brands Ltd. (LLC Formation Service) (#7435)
GuruNanda, LLC / The Procter & Gamble Company (Crest 3D Brilliance Deep Stain Remover Toothpaste) (#7442)
Eli Lilly and Company / Striker Pharmacy, LLC (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7446)
Eli Lilly and Company / Hormone Fitness (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7447)
Novo Nordisk, Inc. / Bayview Pharmacy, Inc. (Compounded Semaglutide) (#7454)
AT&T Services, Inc. / T-Mobile U.S. Inc. (T-Mobile Wireless Communication Services) (#7458)
Tailor Brands Ltd. / ZenBusiness Inc. (LLC Formation Services) (#7459)
Intralox, LLC / Safari Belting System, Inc. (Safari Belting Products) (#7460)
DIRECTV, LLC / Sling TV LLC (Sling Streaming TV) (#7462)
JB7, LLC d/b/a Physician's Choice / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7469)
JB7, LLC / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7470)
American Forest & Paper Association / Plant Paper Inc. (PlantPaper Toilet and Facial Tissue Products) (#7471)
Human Interest, Inc. / Guideline, Inc. (401(k) Program) (#7476)
JB7, LLC d/b/a Physician's Choice / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7477)
JB7, LLC d/b/a Physician's Choice / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7478)
Human Interest, Inc. / Guideline, Inc. (401(k) Plans) (#7482)
National Advertising Division / Cubo AI US, LLC/Yun Yun AI Baby Camera Co., Ltd. (CuboAI Smart Baby Monitor) (#7484)
National Advertising Division / ADC Solutions USA, LLC d/b/a Horizon Brands, LLC (Tiny Traveler AI Classic Baby Monitor) (#7486)
Novo Nordisk Inc. / Willow Health Services Inc. (Compounded Semaglutide Products) (#7488)
National Advertising Division / Ryze Superfoods, LLC (RYZE Mushroom Coffee and RYZE Mushroom Matcha) (#7492)
National Advertising Division / Primally Pure (Primally Pure Sun Cream) (#7493)
National Advertising Division / Yuca Corp. (Yuka Food & Cosmetic Scanner) (#7494)
Advantice Health / XF Agencija, d/b/a Lunavia (Lunavia Antifungal Pen) (#7499)

Recurring Issues During 2025

(Cases Classified by Issue)

Vertex Pharmaceuticals Incorporated / Maze Therapeutics, Inc. (Small-molecule Compound MZE829) (#7500)
Verizon Communications, Inc. / AT&T Services, Inc. (iPhone 16 Pro Offer) (#7501)
Capital One, N.A. / JPMorgan Chase Bank, N.A. (Chase Sapphire Reserve Credit and Chase Sapphire Reserve for Business Credit Card) (#7506)
Human Interest, Inc. / Guideline, Inc. (401(k) Provider) (#7509)
Oral Essentials, Inc. / Smile&Shine Essentials, Inc. (INOPRO® Whitening Strips) (#7510)
Nutramax Laboratories, Inc. / Rowlo, LLC d/b/a Wuffles (Advanced Hip & Joint Support Chews) (#7513)
Novo Nordisk, Inc. / Regen Doctors, Inc. (Compounded Semaglutide: Injection, Melts & Drops) (#7516)
Novo Nordisk, Inc. / Medicine Center Pharmacy (Compounded Sublingual Semaglutide Products) (#7517)
Novo Nordisk, Inc. / Fletcher Family Medical Center (Subsema, Compounded Sublingual Semaglutide Product) (#7518)
National Advertising Division / Proximity Capital Partners, LLC d/b/a Asutra (Magnesium Body Butter with Capsaicin) (#7532)

Health & Safety Claims

National Advertising Division / Safer2Touch, LLC (Safe2Touch Solutions) (#7017)
National Advertising Division / Breethe (Breethe App) (#7211)
Dyson, Inc. / Vesync Co., Ltd. (HEPA Air Purifiers) (#7222CII)
National Advertising Division / Amazentis SA (Mitopure Cellular Nutrition) (#7234)
National Advertising Division / The Magni Group, Inc. (MagniLife Knee Pain Relief Soothing Gel) (#7238)
Johnson & Johnson Consumer, Inc. / ASO, LLC (Hydrocolloid Gel Bandages) (#7325C)
National Advertising Division / Next Health (Next Health Executive Physical) (#7327)
National Advertising Division / VKTRY (VKTRY Performance Insoles) (#7334)
National Advertising Division / Bubble Beauty, Inc. (Bubble Skincare Products) (#7341)
National Advertising Division / The DRIPBar (Alpha Lipoic Acid (ALA) IV Drips) (#7351)
Earth Breeze, Inc. / Clean People, LLC (Clean People Laundry Detergent Sheets) (#7381)
Earth Breeze, Inc. / Clean People, LLC (Clean People Laundry Detergent Sheets) (#7381C)
Oral Essentials, Inc. / GuruNanda, LLC (GURUNANDA Premium & Sig-nature™ Whitening Strips; Pro-Formula Whitening Gel Pen; Oxyburst Mouthwash) (#7392)
Eli Lilly and Company / Admire Aesthetics, Inc. (Compounded Tirzepatide +B12 Drug) (#7403)
Eli Lilly and Company / Begin Anew MedSpa (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7404)
GuruNanda, LLC / Oral Essentials, Inc. (Lumineux Mouthwash) (#7405)
GuruNanda, LLC / Oral Essentials, Inc. (Lumineux Whitening Mouthwash) (#7408)
GuruNanda, LLC / Oral Essentials, Inc. (Lumineux Whitening Mouthwash) (#7408C)
The Procter & Gamble Company / Essor Group, Inc. (Boka Oral Care Products) (#7412)
Nurture, LLC / Kendal Nutricare Limited (Kendamil Infant Formula) (#7422)
Bayer HealthCare LLC / Oilly PBC (OLLY's Lovin' Libido & Mighty Mojo) (#7428)
National Advertising Division / The Good Feet Store (The Good Feet Arch Support System) (#7430)
Reckit Benckiser Group PLC / JB7, LLC (Physician's Choice Probiotics) (#7437)
Cookware Sustainability Alliance / Caraway Home, Inc. (Nonstick Cookware) (#7444)
Cookware Sustainability Alliance / Caraway Home, Inc. (Nonstick Cookware) (#7444C)
Eli Lilly and Company / Striker Pharmacy, LLC (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7446)
Eli Lilly and Company / Hormone Fitness (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7447)
Novo Nordisk, Inc. / Bayview Pharmacy, Inc. (Compounded Semaglutide) (#7454)
Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455)
Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455C)

Recurring Issues During 2025 (Cases Classified by Issue)

JB7, LLC / Reckitt Benckiser Group PLC (Digestive Advantage Probiotics) (#7457)
JB7, LLC d/b/a Physician's Choice / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7469)
JB7, LLC / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7470)
American Forest & Paper Association / Plant Paper Inc. (PlantPaper Toilet and Facial Tissue Products) (#7471)
Niagen Bioscience Inc. / Reus Research LLC (Cata-Kor NAD+ Core and NAD+ Advanced) (#7472)
JB7, LLC d/b/a Physician's Choice / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7477)
JB7, LLC d/b/a Physician's Choice / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7478)
Novo Nordisk Inc. / Willow Health Services Inc. (Compounded Semaglutide Products) (#7488)
Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7490)
National Advertising Division / Ryze Superfoods, LLC (RYZE Mushroom Coffee and RYZE Mushroom Matcha) (#7492)
Advantice Health / XF Agencija, d/b/a Lunavia (Lunavia Antifungal Pen) (#7499)
Vertex Pharmaceuticals Incorporated / Maze Therapeutics, Inc. (Small-molecule Compound MZE829) (#7500)
Oral Essentials, Inc. / Smile&Shine Essentials, Inc. (INOPRO® Whitening Strips) (#7510)
Nutramax Laboratories, Inc. / Rowlo, LLC d/b/a Wuffes (Advanced Hip & Joint Support Chews) (#7513)
Novo Nordisk, Inc. / Regen Doctors, Inc. (Compounded Semaglutide: Injection, Melts & Drops) (#7516)
Novo Nordisk, Inc. / Medicine Center Pharmacy (Compounded Sublingual Semaglutide Products) (#7517)
Novo Nordisk, Inc. / Fletcher Family Medical Center (Subsema, Compounded Sublingual Semaglutide Product) (#7518)
National Advertising Division / Proximity Capital Partners, LLC d/b/a Asutra (Magnesium Body Butter with Capsaicin) (#7532)
Pfizer, Inc. / BridgeBio Pharma, Inc. (Attruby) (#7533)

Implied Claims / Consumer Perception

Retail me Not, Inc. / PayPal Honey (Online Coupon Code Aggregation Service) (#6386C)
National Advertising Division / Safer2Touch, LLC (Safe2Touch Solutions) (#7017)
National Advertising Division / Cariuma Central Pte, Ltd. (Cariuma Sneakers) (#7168C)
National Advertising Division / Breethe (Breethe App) (#7211)
National Advertising Division / SBLA Beauty, Inc. (SBLA Beauty's Eye Lift Wand) (#7239RO)
Vesync Corporation / Homintell, Inc. (d/b/a Afloia Direct) (HEPA Air Purifiers) (#7300C)
Johnson & Johnson Consumer, Inc. / ASO, LLC (Hydrocolloid Gel Bandages) (#7325C)
National Advertising Division / Next Health (Next Health Executive Physical) (#7327)
National Advertising Division / VKTRY (VKTRY Performance Insoles) (#7334)
National Advertising Division / Samsung Electronics North America (Bespoke Refrigerators) (#7369)
Henkel Corporation / The Procter & Gamble Company (Tide Free & Gentle Liquid Laundry Detergent) (#7374C)
National Advertising Division / Almased USA, Inc. (Almased Diet/Weight loss Program) (#7375)
The Procter & Gamble Company / Rascals International Limited (Rascals Diapers) (#7376)
The Procter & Gamble Company / Rascals International Limited (Rascals Diapers) (#7376C)
Earth Breeze, Inc. / Clean People, LLC (Clean People Laundry Detergent Sheets) (#7381)
Earth Breeze, Inc. / Clean People, LLC (Clean People Laundry Detergent Sheets) (#7381C)
Link Snacks, Inc. / We Are The Chompions, LLC (Chomps Meat Stick Products) (#7383)
National Advertising Division / Microsoft Corporation (Microsoft 365 Copilot) (#7390)
The Procter & Gamble Company / Reckitt Benckiser, LLC (Lysol Air Sanitizer) (#7395)
The Procter & Gamble Company / Church & Dwight Company, Inc. (TheraBreath Mouthwash) (#7396)
Eli Lilly and Company / Admire Aesthetics, Inc. (Compounded Tirzepatide +B12 Drug) (#7403)
Eli Lilly and Company / Begin Anew MedSpa (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7404)

Recurring Issues During 2025

(Cases Classified by Issue)

National Advertising Division / Apple, Inc. (Apple Intelligence) (#7410)
T-Mobile US, Inc. / Dish Network, LLC d/b/a Boost Mobile (Boost Mobile Network) (#7413)
AT&T Services, Inc. / Cox Communications, Inc. (Cox Internet) (#7417)
National Advertising Division / National Debt Relief, LLC (Advertising by National Debt Relief) (#7420)
National Advertising Division / Achieve Debt Resolution (Advertising For Achieve) (#7421)
Nurture, LLC / Kendal Nutricare Limited (Kendamil Infant Formula) (#7422)
National Advertising Division / EIA Marketing (Advertising for TrustedCompanyReviews.com) (#7425)
Bayer HealthCare LLC / Oilly PBC (OLLY's Lovin' Libido & Mighty Mojo) (#7428)
Charter Communications, Inc. / AT&T Services, Inc. (AT&T Internet & Mobile Services) (#7431)
ZenBusiness, Inc. / Tailor Brands Ltd. (LLC Formation Service) (#7435)
Reckit Benckiser Group PLC / JB7, LLC (Physician's Choice Probiotics) (#7437)
GuruNanda, LLC / The Procter & Gamble Company (Crest 3D Brilliance Deep Stain Remover Toothpaste) (#7442)
GuruNanda, LLC / The Procter & Gamble Company (Crest 3D Whitestrips Line) (#7443)
Prenuvo, Inc. / Ezra AI Inc. (Medical Service: Full Body MRI) (#7445)
Eli Lilly and Company / Striker Pharmacy, LLC (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7446)
Eli Lilly and Company / Hormone Fitness (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7447)
Airbnb, Inc. / VRBO (Short Term Vacation Rental) (#7448)
Novo Nordisk, Inc. / Bayview Pharmacy, Inc. (Compounded Semaglutide) (#7454)
Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455)
Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455C)
JB7, LLC / Reckitt Benckiser Group PLC (Digestive Advantage Probiotics) (#7457)
AT&T Services, Inc. / T-Mobile U.S. Inc. (T-Mobile Wireless Communication Services) (#7458)
Tailor Brands Ltd. / ZenBusiness Inc. (LLC Formation Services) (#7459)
JB7, LLC d/b/a Physician's Choice / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7469)
JB7, LLC / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7470)
American Forest & Paper Association / Plant Paper Inc. (PlantPaper Toilet and Facial Tissue Products) (#7471)
Niagen Bioscience Inc. / Reus Research LLC (Cata-Kor NAD+ Core and NAD+ Advanced) (#7472)
Human Interest, Inc. / Guideline, Inc. (401(k) Program) (#7476)
JB7, LLC d/b/a Physician's Choice / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7477)
JB7, LLC d/b/a Physician's Choice / Grato Holdings, Inc. (Energique Dietary Supplement Products) (#7478)
Novo Nordisk Inc. / Willow Health Services Inc. (Compounded Semaglutide Products) (#7488)
Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7490)
National Advertising Division / Ryze Superfoods, LLC (RYZE Mushroom Coffee and RYZE Mushroom Matcha) (#7492)
National Advertising Division / Primally Pure (Primally Pure Sun Cream) (#7493)
Vertex Pharmaceuticals Incorporated / Maze Therapeutics, Inc. (Small-molecule Compound MZE829) (#7500)
Verizon Communications, Inc. / AT&T Services, Inc. (iPhone 16 Pro Offer) (#7501)
Vesync US Corporation (d/b/a Levoit) / Shenzhen Aiweiier E-commerce Co., Ltd. (Cabiclean Core Air Purifier Replacement Filters) (#7503)
Capital One, N.A. / JPMorgan Chase Bank, N.A. (Chase Sapphire Reserve Credit and Chase Sapphire Reserve for Business Credit Card) (#7506)
Vesync US Corporation (d/b/a Levoit) / Shenzhen Rencongzhong Information Technology Co., Ltd. (d/b/a DKSports) (iSingo Core Air Purifier Replacement Filters) (#7507)
Oral Essentials, Inc. / Smile&Shine Essentials, Inc. (INOPRO® Whitening Strips) (#7510)
Nutramax Laboratories, Inc. / Rowlo, LLC d/b/a Wuffes (Advanced Hip & Joint Support Chews) (#7513)
AT&T Services, Inc. / Verizon Communications, Inc. (Free Phone On Any Plan) (#7515)

Recurring Issues During 2025 (Cases Classified by Issue)

Novo Nordisk, Inc. / Regen Doctors, Inc. (Compounded Semaglutide: Injection, Melts & Drops) (#7516)
Novo Nordisk, Inc. / Medicine Center Pharmacy (Compounded Sublingual Semaglutide Products) (#7517)
Novo Nordisk, Inc. / Fletcher Family Medical Center (Subsema, Compounded Sublingual Semaglutide Product) (#7518)
National Advertising Division / Proximity Capital Partners, LLC d/b/a Asutra (Magnesium Body Butter with Capsaicin) (#7532)

Ingredient / Content / Nutrition

Chosen Foods, LLC / Lily of the Desert Nutraceuticals, Inc. (Tropical Plantation Avocado Oil) (#7265C)
The Procter & Gamble Company / Essor Group, Inc. (Boka Oral Care Products) (#7412)
Ole Mexican Foods, Inc. / Gruma Corporation (La Banderita Flour Tortillas & La Casera Corn Tortillas) (#7414)
Nurture, LLC / Kendal Nutricare Limited (Kendamil Infant Formula) (#7422)
GuruNanda, LLC / The Procter & Gamble Company Crest 3D Brilliance Deep Stain Remover Toothpaste #7442)
Novo Nordisk, Inc. / Bayview Pharmacy, Inc. (Compounded Semaglutide) (#7454)
Niagen Bioscience Inc. / Reus Research LLC (Cata-Kor NAD+ Core and NAD+ Advanced) (#7472)
Advantice Health / XF Agencija, d/b/a Lunavia (Lunavia Antifungal Pen) (#7499)

Labeling / Product Packaging Claims

Chosen Foods, LLC / Lily of the Desert Nutraceuticals, Inc. (Tropical Plantation Avocado Oil) (#7265C)
Ole Mexican Foods, Inc. / Gruma Corporation (La Banderita Flour Tortillas & La Casera Corn Tortillas) (#7414)
Nurture, LLC / Kendal Nutricare Limited (Kendamil Infant Formula) (#7422)
GuruNanda, LLC / The Procter & Gamble Company (Crest 3D Brilliance Deep Stain Remover Toothpaste) (#7442)
GuruNanda, LLC / The Procter & Gamble Company (Crest 3D Whitestrips Line) (#7443)
Niagen Bioscience Inc. / Reus Research LLC (Cata-Kor NAD+ Core and NAD+ Advanced) (#7472)

Online Advertising

Retail me Not, Inc. / PayPal Honey (Online Coupon Code Aggregation Service) (#6386C)
National Advertising Division / Next Health (Next Health Executive Physical) (#7327)
ZenBusiness, Inc. / Tailor Brands Ltd. (LLC Formation Service) (#7435)

Performance Claims

Retail me Not, Inc. / PayPal Honey (Online Coupon Code Aggregation Service) (#6386C)
National Advertising Division / Safer2Touch, LLC (Safe2Touch Solutions) (#7017)
National Advertising Division / Amazentis SA (Mitopure Cellular Nutrition) (#7234)
National Advertising Division / SBLA Beauty, Inc. (SBLA Beauty's Eye Lift Wand) (#7239RO)
National Advertising Division / VKTRY (VKTRY Performance Insoles) (#7334)
National Advertising Division / The DRIPBar (Alpha Lipoic Acid (ALA) IV Drips) (#7351)
National Advertising Division / Samsung Electronics North America (Bespoke Refrigerators) (#7369)
The Procter & Gamble Company / Rascals International Limited (Rascals Diapers) (#7376)
The Procter & Gamble Company / Rascals International Limited (Rascals Diapers) (#7376C)
The Procter & Gamble Company / Reckitt Benckiser, LLC (Lysol Air Sanitizer) (#7395)
The Procter & Gamble Company / Church & Dwight Company, Inc. (TheraBreath Mouthwash) (#7396)
National Advertising Division / Apple, Inc. (Apple Intelligence) (#7410)

Recurring Issues During 2025

(Cases Classified by Issue)

The Procter & Gamble Company / Essor Group, Inc. (Boka Oral Care Products) (#7412)
National Advertising Division / U Beauty.com, LLC (Resurfacing Flash Peel) (#7419)
Charter Communications, Inc. / AT&T Services, Inc. (AT&T Internet & Mobile Services) (#7431)
GuruNanda, LLC / The Procter & Gamble Company (Crest Pro-Health Gum Detoxify Toothpaste) (#7436)
T-Mobile US, Inc. / Verizon Communications, Inc. (Satellite Texting) (#7441)
GuruNanda, LLC / The Procter & Gamble Company (Crest 3D Brilliance Deep Stain Remover Toothpaste) (#7442)
GuruNanda, LLC / The Procter & Gamble Company (Crest 3D Whitestrips Line) (#7443)
GuruNanda LLC / The Procter & Gamble Company (Crest 3D Whitestrips) (#7451)
Tailor Brands Ltd. / ZenBusiness Inc. (LLC Formation Services) (#7459)
Niagen Bioscience Inc. / Reus Research LLC (Cata-Kor NAD+ Core and NAD+ Advanced) (#7472)
Human Interest, Inc. / Guideline, Inc. (401(k) Plans) (#7482)
National Advertising Division / Cubo AI US, LLC/Yun Yun AI Baby Camera Co., Ltd. (CuboAI Smart Baby Monitor) (#7484)
National Advertising Division / ADC Solutions USA, LLC d/b/a Horizon Brands, LLC (Tiny Traveler AI Classic Baby Monitor) (#7486)
Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7490)
Advantice Health / XF Agencija, d/b/a Lunavia (Lunavia Antifungal Pen) (#7499)
Vesync US Corporation (d/b/a Levoit) / Shenzhen Aiweiier E-commerce Co., Ltd. (Cabiclean Core Air Purifier Replacement Filters) (#7503)
Vesync US Corporation (d/b/a Levoit) / Shenzhen Rencongzhong Information Technology Co., Ltd. (d/b/a DKSports) (iSingo Core Air Purifier Replacement Filters) (#7507)
Pfizer, Inc. / BridgeBio Pharma, Inc. (Attruby) (#7533)

Preference Claims

Henkel Corporation / The Procter & Gamble Company (Tide Free & Gentle Liquid Laundry Detergent) (#7374C)
Nutramax Laboratories, Inc. / Rowlo, LLC d/b/a Wuffes (Advanced Hip & Joint Support Chews) (#7513)

Pricing / Discounts / Sales Claims

AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile Wireless Service Plans) (#7406)
AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile Wireless Service Plans) (#7406C)
AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile Wireless Service Plans) (#7407)
AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile Wireless Service Plans) (#7407C)
AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile Wireless Service Plans) (#7407CII)
Verizon Communications, Inc. / T-Mobile US, Inc. (T-Mobile Mobile Telephone Service) (#7415)
Verizon Communications, Inc. / T-Mobile US, Inc. (T-Mobile Mobile Telephone Service) (#7415C)
T-Mobile US, Inc. / Total Wireless (Total Wireless) (#7418)
ZenBusiness, Inc. / Tailor Brands Ltd. (LLC Formation Service) (#7435)
AT&T Services, Inc. / T-Mobile U.S. Inc. (T-Mobile Wireless Communication Services) (#7458)
Tailor Brands Ltd. / ZenBusiness Inc. (LLC Formation Services) (#7459)
AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile's Wireless Communication Services) (#7461)
Human Interest, Inc. / Guideline, Inc. (401(k) Plans) (#7482)
Etekciti Corporation / Renpho US, operated as Joicom Corporation (Renpho Elis 1 Smart Scale for Body Weight) (#7483)
DIRECTV, LLC / Dish Network, LLC (Satellite Television) (#7497)

Recurring Issues During 2025 (Cases Classified by Issue)

Product Demonstration / Testing

The Procter & Gamble Company / Reckitt Benckiser, LLC (Lysol Air Sanitizer) (#7395)

Product Description

Chosen Foods, LLC / Lily of the Desert Nutraceuticals, Inc. (Tropical Plantation Avocado Oil) (#7265C)

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

National Advertising Division / Samsung Electronics North America (Bespoke Refrigerators) (#7369)

T-Mobile US, Inc. / Dish Network, LLC d/b/a Boost Mobile (Boost Mobile Network) (#7413)

AT&T Services, Inc. / Cox Communications, Inc. (Cox Internet) (#7417)

Nurture, LLC / Kendal Nutricare Limited (Kendamil Infant Formula) (#7422)

Samsung Electronics America / TCL Technology Group (QLED Televisions) (#7429)

GuruNanda, LLC / The Procter & Gamble Company (Crest 3D Brilliance Deep Stain Remover Toothpaste) (#7442)

Prenuvo, Inc. / Ezra AI Inc. (Medical Service: Full Body MRI) (#7445)

AT&T Services, Inc. / T-Mobile U.S. Inc. (T-Mobile Wireless Communication Services) (#7458)

National Advertising Division / Primally Pure (Primally Pure Sun Cream) (#7493)

National Advertising Division / Yuca Corp. (Yuka Food & Cosmetic Scanner) (#7494)

Vesync US Corporation (d/b/a Levoit) / Shenzhen Aiwei E-commerce Co., Ltd. (Cableclean Core Air Purifier Replacement Filters) (#7503)

Vesync US Corporation (d/b/a Levoit) / Shenzhen Dazhan Pengtu Internet Co., Ltd. (Linniv Vital 100 and Linniv Vital 100s Air Purifier Replacement Filters) (#7504)

Vesync US Corporation (d/b/a Levoit) / Shenzhen Risheng Yueheng E-commerce Co., Ltd.'s (Cableclean Vital 100s, Vital 100, Vital 200s, Core 400s, and Core 600s-P Air Purifier Replacement Filters) (#7505)

Vesync US Corporation (d/b/a Levoit) / Shenzhen Rencongzhong Information Technology Co., Ltd. (d/b/a DKSports) (iSingo Core Air Purifier Replacement Filters) (#7507)

Product Performance

Dyson, Inc. / Vesync Co., Ltd. (HEPA Air Purifiers) (#7222CII)

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

National Advertising Division / Microsoft Corporation (Microsoft 365 Copilot) (#7390)

Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455)

Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455C)

Novo Nordisk Inc. / Willow Health Services Inc. (Compounded Semaglutide Products) (#7488)

Nutramax Laboratories, Inc. / Rowlo, LLC d/b/a Wuffes (Advanced Hip & Joint Support Chews) (#7513)

Puffery

The Procter & Gamble Company / Rascals International Limited (Rascals Diapers) (#7376)

Jacuzzi Group / Bullfrog International, LLC (Bullfrog Spas) (#7384)

International Bottled Water Association / Boxed Water Is Better® (Boxed Water) (#7385)

The Procter & Gamble Company / Church & Dwight Company, Inc. (TheraBreath Mouthwash) (#7396)

Nurture, LLC / Kendal Nutricare Limited (Kendamil Infant Formula) (#7422)

Charter Communications, Inc. / AT&T Services, Inc. (AT&T Internet & Mobile Services) (#7431)

Capital One, N.A. / JPMorgan Chase Bank, N.A. (Chase Sapphire Reserve Credit and Chase Sapphire Reserve for Business Credit Card) (#7506)

Recurring Issues During 2025 (Cases Classified by Issue)

Quantified Claims

National Advertising Division / Amazentis SA (Mitopure Cellular Nutrition) (#7234)
National Advertising Division / Microsoft Corporation (Microsoft 365 Copilot) (#7390)
GuruNanda, LLC / The Procter & Gamble Company (Crest 3D Whitestrips Line) (#7443)
GuruNanda LLC / The Procter & Gamble Company (Crest 3D Whitestrips) (#7451)
Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455)
Sanofi S.A. / Galderma Laboratories, L.P. (Nemluvio) (#7455C)
Nutramax Laboratories, Inc. / Rowlo, LLC d/b/a Wuffes (Advanced Hip & Joint Support Chews) (#7513)
National Advertising Division / Proximity Capital Partners, LLC d/b/a Asutra (Magnesium Body Butter with Capsaicin) (#7532)

Superiority Claims

Dyson, Inc. / Shuye Technology Ltd. (Swift Hair Dryers) (#7275C)
The Procter & Gamble Company / Rascals International Limited (Rascals Diapers) (#7376)
The Procter & Gamble Company / Rascals International Limited (Rascals Diapers) (#7376C)
Jacuzzi Group / Bullfrog International, LLC (Bullfrog Spas) (#7384)
International Bottled Water Association / Boxed Water Is Better® (Boxed Water) (#7385)
The Procter & Gamble Company / Reckitt Benckiser, LLC (Lysol Air Sanitizer) (#7395)
The Procter & Gamble Company / Church & Dwight Company, Inc. (TheraBreath Mouthwash) (#7396)
Eli Lilly and Company / Admire Aesthetics, Inc. (Compounded Tirzepatide +B12 Drug) (#7403)
Eli Lilly and Company / Begin Anew MedSpa (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7404)
Lasko Products, LLC / Hesung Innovation Corp./DREO Limited (DREO Fans and Heaters) (#7424)
Lasko Products, LLC / Hesung Innovation Corp./DREO Limited (DREO Fans and Heaters) (#7424C)
Combe, Incorporated / Simple Hair Color, Inc. (Simpler Hair Color) (#7427)
Combe, Incorporated / Simple Hair Color, Inc. (Simpler Hair Color) (#7427C)
T-Mobile US, Inc. / Verizon Communications, Inc. (Satellite Texting) (#7441)
Cookware Sustainability Alliance / Caraway Home, Inc. (Nonstick Cookware) (#7444)
Cookware Sustainability Alliance / Caraway Home, Inc. (Nonstick Cookware) (#7444C)
Prenuvo, Inc. / Ezra AI Inc. (Medical Service: Full Body MRI) (#7445)
Eli Lilly and Company / Striker Pharmacy, LLC (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7446)
Eli Lilly and Company / Hormone Fitness (Compounded Tirzepatide +B12 Weight Loss Treatment) (#7447)
Novo Nordisk, Inc. / Bayview Pharmacy, Inc. (Compounded Semaglutide) (#7454)
JB7, LLC / Reckitt Benckiser Group PLC (Digestive Advantage Probiotics) (#7457)
Human Interest, Inc. / Guideline, Inc. (401(k) Program) (#7476)
Novo Nordisk Inc. / Willow Health Services Inc. (Compounded Semaglutide Products) (#7488)
Capital One, N.A. / JPMorgan Chase Bank, N.A. (Chase Sapphire Reserve Credit and Chase Sapphire Reserve for Business Credit Card) (#7506)
Novo Nordisk, Inc. / Regen Doctors, Inc. (Compounded Semaglutide: Injection, Melts & Drops) (#7516)
AT&T Services, Inc. / T-Mobile US, Inc. (T-Mobile Wireless Communication Services) (#7525)
Pfizer, Inc. / BridgeBio Pharma, Inc. (Attruby) (#7533)

Recurring Issues During 2025
(Cases Classified by Issue)

Testimonials

National Advertising Division / VKTRY (VKTRY Performance Insoles) (#7334)
Louisiana-Pacific Corporation / James Hardie Building Products, Inc. (Lap Siding Products) (#7338C)
National Advertising Division / U Beauty.com, LLC (Resurfacing Flash Peel) (#7419)
National Advertising Division / National Debt Relief, LLC (Advertising by National Debt Relief) (#7420)
National Advertising Division / Achieve Debt Resolution (Advertising For Achieve) (#7421)
National Advertising Division / The Good Feet Store (The Good Feet Arch Support System) (#7430)
Nutramax Laboratories, Inc. / Rowlo, LLC d/b/a Wuffes (Advanced Hip & Joint Support Chews) (#7513)

National Advertising Review Board 2025 Case Summary

Closed Cases			
Panel	Challenger/Advertiser	Product Type	Decision
333	Louisiana-Pacific Corporation / James Hardie Building Products, Inc. (Lap Siding Products)	Telecommunication Products/Services	Upheld
335	The Procter & Gamble Company / GuruNanda, LLC (GuruNanda Oral Care Products)	Cosmetics/Beauty Products/Toiletries	Upheld
336	Charter Communications, Inc. / T-Mobile US, Inc. (T-Mobile Mobile Phone Service)	Telecommunication Products/Services	Overturned
337	Bayer Healthcare LLC / Olly PBC (Kids Chillax & Kids Multi + Probiotic)	Dietary Supplements	Upheld
338	Verizon Communications, Inc. / Charter Communications Inc. (Unlimited Spectrum Mobile Data Plans)	Telecommunication Products/Services	N/A
339	The Procter & Gamble Company / Essor Group, Inc. (Boka Oral Care Products)	Cosmetics/Beauty Products/Toiletries	Upheld
340	Verizon Communications, Inc. / T-Mobile US, Inc. (T-Mobile Mobile Telephone Service)	Telecommunication Products/Services	Upheld In Part
341	International Bottled Water Association / Boxed Water Is Better (Boxed Water)	Food/Beverage	N/A
342	Nurture, LLC / Kendal Nutricare Limited (Kendamil Infant Formula)	Infant Products	Upheld
343	Verizon Communications, Inc. / AT&T Services, Inc. (iPhone 16 Pro Offer)	Telecommunication Products/Services	Upheld
Compliance Cases			
Panel	Advertiser/Challenger	Product Type	Decision
332C	T-Mobile US, Inc. / AT&T Services, Inc. (AT&T Satellite Calling)	Telecommunication Products/Services	Compliance
333C	Louisiana-Pacific Corporation / James Hardie Building Products, Inc. (Lap Siding Products)	Construction/Home Improvement	Compliance
339C	The Procter & Gamble Company / Essor Group, Inc. (Boka Oral Care Products)	Cosmetics/Beauty Products/Toiletries	Compliance
340C	Verizon Communications, Inc. / T-Mobile US, Inc. (T-Mobile Mobile Telephone Service)	Telecommunication Products/Services	Compliance