

## National Advertising Decisions

### **Breethe (NAD Case #7211)**

BBB National Programs' National Advertising Division (NAD) examined anxiety reduction claims made by Breethe for its meditation and wellness app. Although Breethe permanently discontinued some claims, it provided the results of a SurveyMonkey survey of its subscribers to support the remaining claim. NAD concluded that this anecdotal evidence did not support the challenged health-related claim, which requires competent and reliable scientific evidence as support, and recommended that the claim be discontinued or modified to avoid conveying the Breethe can treat anxiety.

[Read the press release](#)

### **The Magni Group, Inc. (NAD Case #7238)**

NAD examined fast pain reduction claims made by the Magni Group for its MagniLife Knee Pain Relief Soothing Gel. The challenged claim appeared on product packaging, in direct mail advertisements, online, and in social media. To support its claims, Magni Group provided testing on the product ingredients, but not the product itself, which NAD found insufficient to support the challenged product claims. NAD recommended that they be discontinued.

[Read the press release](#)

### **Bubble Beauty, Inc. (NAD Case #7341)**

In a joint inquiry, NAD and the Children's Advertising Review Unit (CARU) inquired into whether certain express and implied claims made by Bubble for its cleansers, moisturizers, SPF products, and serums were supported and complied with CARU's Self-Regulatory Guidelines for Children's Advertising. NAD's inquiry focused on Bubble's social media advertising that conveyed the message that Bubble cleansers, moisturizers, and SPF products have been tested on, and are safe and effective for, young girls. Bubble provided a variety of independent reports and third-party testing and research, which NAD found supported the express claims that the challenged products are safe for users under 13 but was not a good fit for the challenged efficacy claims and recommended they be discontinued.

CARU examined whether the packaging of the limited-edition product bundles, featuring characters from the Disney Pixar film Inside Out 2, complies with CARU's Guidelines. At issue was whether the claims made on the packaging could mislead children under age 13 into believing that the product bundles are both safe and effective for them and whether the claims misrepresented that the products in the bundles could perform in a manner that they cannot. Relying on NAD's findings regarding the safety and efficacy of the products, CARU found the safety claims supported, but recommended that the express efficacy claims be discontinued.

[Read the press release](#)

### **The DRIPBaR (NAD Case #7351)**

NAD inquired into express claims made by the DRIPBaR in online and social media advertising regarding the benefits and efficacy of its Alpha Lipoic Acid IV treatments to treat cancer, Alzheimer's, and chronic liver disease. During the inquiry, DRIPBaR permanently discontinued all the challenged claims.

[Read the press release](#)

## Monthly Case Report Summary

March 2025

### Skims Body, Inc. (NAD Case #7365)

NAD inquired into the nature of the relationship between Skims and its paid influencers, Brittany Mahomes and Lana Del Rey, 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.

NAD recommended that Del Rey discontinue or modify her posts to include a clear and conspicuous material connection disclosure. Although the posts by Mahomes did not mention Skims in the caption, the brand was tagged in the images, making them endorsements under the FTC Endorsement Guides. NAD recommended that Skims take reasonable steps to have Mahomes discontinue or modify the challenged posts to include an appropriate disclosure.

[Read the press release](#)

### Clean People, LLC (NAD Case #7381)

Earth Breeze, Inc. and Clean People manufacture competing laundry detergent sheets, an alternative to liquid detergent. Earth Breeze challenged environmental, country-of-origin, and superiority claims made by Clean People for its Clean People Laundry Detergent Sheets. Clean People discontinued many of its environmental claims and certain country-of-origin claims and modified its endorsement and consumer review practices raised in the challenge.

Although the claim "Made in Canada" was supported, given the lack of reliable supporting evidence, NAD recommended that Clean People discontinue the express "Made in the USA" claim and related implied claims as well as the implied comparative superiority claim that its product performs better than competitive products, including Earth Breeze and traditional laundry detergents.

[Read the press release](#)

### GuruNanda LLC (NAD Case #7392)

Oral Essentials, Inc. and GuruNanda are competitors in the teeth whitening market. Oral Essentials challenged claims made by GuruNanda for its Premium & Signature Whitening Strips, Pro-Formula Whitening Gel Pen, and Oxyburst Mouthwash related to the products' ability whiten teeth without causing sensitivity or enamel damage. NAD determined that GuruNanda's in vitro study had design flaws that rendered it insufficient to support an "enamel safe" claim and accordingly recommended that GuruNanda discontinue the claim.

[Read the press release](#)

### Hesung Innovation Corp./DREO Limited (NAD Case #7424)

Lasko Products, LLC and DREO sell competing household fans and heaters. Lasko challenged DREO's claim that it is the #1 Brand in the fan and heater categories, arguing that the claim was misleading because it excluded sales from brick-and-mortar stores. NAD found that the advertising conveyed the unsupported message that DREO's fans and heaters are the #1 Brand regardless of the channel in which the products are sold. NAD recommended the claim be discontinued.

[Read the press release](#)

### T-Mobile US, Inc. (NAD Case #7426)

Verizon Communications Inc. challenged T-Mobile's claim that "T-Mobile is the first and only U.S. wireless provider to keep you connected in places never thought possible with the world's largest satellite-to-cell constellation in partnership with Starlink." Verizon argued that the claim is misleading because other carriers offer satellite-enabled messaging services. NAD determined that T-Mobile's consumer survey reliably demonstrated that consumers reasonably understand that the challenged claim relates to T-Mobile's partnership with Starlink and concluded that the "first and only" claim is limited to T-Mobile's partnership with Starlink.

[Read the press release](#)

**Monthly Case Report Summary**

March 2025

**Simpler Hair Color, Inc. (NAD Case #7427)**

Combe Incorporated, the marker of the Just for Men hair coloring brand, challenged claims made by Simpler that its hair color products are rated #1 for men's hair color and beard color "based on Trustpilot.com verified reviews as of 10/10/2024."

Trustpilot.com compiles "best in" lists in certain categories but does not have a "Men's Hair Color" category. Simpler based the claim on verified reviews of its products versus competing products (including Just for Men) on Trustpilot. Absent evidence showing the men's hair color products reviewed on Trustpilot were representative of the men's hair color products on the market, NAD found the #1 claim not supported and recommended that it be discontinued.

[Read the press release](#)

**Verizon Wireless, Inc. (NAD Case #7439)**

T-Mobile US, Inc. challenged Verizon's claim that its Frontline service is "the network that truly prioritizes first responders." T-Mobile argued that the challenged claim conveys the unsupported message that Verizon Frontline is the only network that prioritizes first responders. NAD found that the language and images in the challenged commercials do not convey a message of exclusivity.

[Read the press release](#)

## Advertising Appeals

**James Hardie Building Products, Inc. (NARB Case #7338-333)**

In the underlying NAD case (#7338), competitor Louisiana-Pacific Corporation (LP) challenged James Hardie's advertising claims about the fire- and water-resistant properties of its fiber cement home siding.

The NARB panel affirmed NAD's findings and recommended that James Hardie discontinue or modify its combustibility demonstration video to clarify that non-combustible siding is just one of the several elements that in combination may help protect a home from fire damage; discontinue advertising that implies James Hardie siding will save their homes from wildfires; and discontinue certain comparative advertising, which did not represent real-world conditions.

[Read the press release](#)

## Direct Selling Advertising Decisions

**Changing the Future Outcomes, Inc. (DSSRC Case #7439)**

The Direct Selling Self-Regulatory Council (DSSRC) recommended that Changing the Future Outcomes – a direct selling company that sells CBD oils, tinctures, topical creams, capsules, pet products, and other items derived from hemp and designed to promote overall health – discontinue 11 earnings claims and 11 health-related product performance claims made by salesforce members on social media and on the company's website.

Changing the Future Outcomes did not try to substantiate the challenged claims and informed DSSRC that it was able to remove all earnings claims and most product performance claims.

[Read the press release](#)