

## National Advertising Decisions

### **Samsung Electronics North America (NAD Case #7369)**

The National Advertising Division (NAD) inquired about certain express and implied claims Samsung made on its website for its Bespoke line of refrigerators, which included both Family Hub and AI Family Hub+ refrigerators. The AI Family Hub+ line has advanced AI features, including AI Energy Mode and AI Vision Inside.

NAD found Samsung's claims that it has the "smartest" fridge to be supported. Although NAD also found that certain energy savings claims were supported, NAD recommended that Samsung modify any energy saving claims that do not reference accessing the SmartThings app to make clear that an app is required for additional management of energy savings.

[Read the press release](#)

### **Coterie Baby Inc. (NAD Case #7380)**

The Procter & Gamble Company (P&G) challenged express and implied claims made by Coterie that its The Diaper product is superior in absorbency and performance to other diapers on the market. Both parties submitted studies, but NAD found P&G's studies to be more reliable and that Coterie's studies could not support a claim that The Diaper was up to 4x as absorbent and 3x drier than leading brands. NAD recommended the challenged comparative absorbency claims be discontinued.

NAD also found that Coterie failed to include material connection disclosures on certain social media posts consistent with the Federal Trade Commission's Endorsement Guides and recommended Coterie improve its disclosures.

[Read the press release](#)

### **Boxed Water Is Better® (NAD Case #7385)**

The International Bottled Water Association challenged environmental claims made by Boxed Water Is Better in its advertising. While NAD found that Boxed Water Is Better provided a reasonable basis for challenged recyclability, tree planting, and certain other environmental impact claims, NAD recommended that Boxed Water Is Better modify or discontinue other claims related to renewable materials and sustainable sourcing of its plant-based cartons.

Specifically, NAD recommended that Boxed Water Is Better modify its unqualified renewable claim by disclosing the amount of renewable materials in the cartons and modify its "92% plant-based carton" claim to clarify how its calculations were derived. In addition, NAD recommended the claim that Boxed Water Is Better's paper-based cartons are the most renewable option in the water aisle be discontinued.

[Read the press release](#)

### **Microsoft Corporation (NAD Case #7390)**

NAD inquired about certain express and implied claims made by Microsoft that its 365 Copilot can assist users with "Get[ting] up to speed in less time" by "working seamlessly across all your data" and that Business Chat "helps you ground your prompts in work and web data in the flow of work." NAD examined whether the claims of "seamlessly" and "in the flow of work" – along with the universal product description

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of “Copilot” – adequately communicated the differences in functionality between Copilot and Business Chat in Microsoft Office apps.

NAD recommended that Microsoft modify these broad claims and disclose any material limitations related to how Business Chat assists consumers. NAD found that the study relied on for the claim “Over the course of 6, 10, and more than 10 weeks, 67%, 70%, and 75% of users say they are more productive” demonstrated a perception of productivity, but did not provide a good fit for an objective claim. NAD recommended that Microsoft discontinue the claim or modify its advertising to provide a clear basis for the claim.

[Read the press release](#)

### The Procter & Gamble Company (NAD Case #7436)

GuruNanda, LLC challenged claims made by P&G for its Crest Pro-Health Gum Detoxify toothpaste. Specifically, GuruNanda challenged claims that the toothpaste neutralizes plaque bacteria, even around the gumline, for up to 24 hours with twice-a-day brushing. NAD found that P&G possessed competent and reliable scientific evidence supporting the finding that the stannous fluoride ingredient in Crest Pro-Health Gum Detoxify neutralizes plaque acid, binds toxins to make them ineffective, and kills plaque bacteria. In addition, NAD determined that P&G’s evidence supported an overall plaque bacteria benefit.

[Read the press release](#)

### Verizon Communications Inc. (NAD Case #7441)

T-Mobile US, Inc. challenged claims made by Verizon for its satellite texting service. NAD found that the challenged claims “VERIZON Satellite Powered” and “Verizon is conquering dead zones with satellites” did not convey a comparative message, but because Verizon’s partnership with AST SpaceMobile was only in testing stages, NAD recommended that future advertising disclose the limited availability of the satellite texting features.

[Read the press release](#)

### Sling TV LLC (NAD Case #7462)

DIRECTV, LLC challenged Sling’s claims in video advertisements and on Sling’s website that customers who stream its services could fully customize their channel lineup and only pay for the channels they choose. NAD found that while Sling offers a variety of choices and add-ons at various price points after customers select a base package, Sling customers do not have the ability to select and pay for only the channels they choose.

NAD recommended Sling either discontinue the claims or modify the advertising to avoid conveying the unsupported message that consumers can create a fully à la carte service.

[Read the press release](#)