

National Advertising Decisions

PurposeBuilt Brands (NAD Case #6982RO)

In a reopened challenge originally brought by competitor S.C. Johnson & Son, Inc., PurposeBuilt Brands voluntarily discontinued claims that its Green Gobbler Dissolver “dissolves grease” and “liquifies grease.” Accordingly, the National Advertising Division (NAD) did not review the claims on their merits and, for compliance purposes, will treat the discontinued claims as though NAD recommended they be discontinued.

[Read the press release](#)

Sundays for Dogs (NAD Case #7523)

The Farmer’s Dog, Inc. challenged claims made by Sundays for Dogs for its air-dried dog food. NAD found that certain claims relating to nutrient retention, ingredient quality, and price were supported, as was a social media claim that Sundays uses gentle air-drying to keep nutrients intact and claims that it uses “real food ingredients” and “all-natural ingredients.” NAD also found that the price comparison claims were supported when the comparison was to the average price of frozen dog food products, but that the evidence did not support the level of savings for the implied comparison to The Farmer’s Dog and recommended that Sundays clearly and conspicuously disclose that the comparison is to an average of frozen dog foods.

NAD recommended that Sundays discontinue claims that its process preserves more nutrients or flavor than other cooking methods or preserves the “maximum” amount of nutrients. NAD also recommended that claims and images that could reasonably convey the message that whole fruits and vegetables are included in the final product be discontinued or modified because Sundays uses nutrient extracts rather than whole foods. Although most of the ingredients are sourced domestically, certain key ingredients are sourced from New Zealand; therefore, NAD recommended that Sundays discontinue the unqualified “Made in USA” claim.

[Read the press release](#)

Johnson & Johnson Vision Care, Inc. (JJVC) (NAD Case #7526)

Alcon, Inc. challenged comparative comfort claims made by JJVC in connection with its ACUVUE® Oasys Max 1-Day contact lenses that appeared in advertising directed to consumers and eye care professionals. NAD reviewed claims that Oasys Max provides superior comfort and superior all-day comfort versus Alcon’s DAILIES TOTAL1® and found that JJVC’s study was not a good fit because the study design did not adequately control for factors that could affect subjective comfort assessments. NAD recommended that the claims be discontinued or modified to avoid conveying the unsupported message that Oasys Max provides superior comfort or superior all-day comfort versus DAILIES TOTAL1®. In addition, NAD found that the claims that Oasys Max wearers are “2x more likely” to be satisfied with end-of-day comfort and length of wear were not supported because JJVC’s study and odds-ratio analysis did not show that twice as many wearers experienced the claimed benefits. NAD found, however, that the claim “MAX comfort. MAX clarity,” when accompanied by a disclosure identifying Oasys 1-Day as the comparator, was supported.

[Read the press release](#)

Nature’s Truth LLC (NAD Case #7547)

Pharmavite LLC challenged claims made by Nature’s Truth for its Magnesium Glycinate Gummies. NAD found that Nature’s Truth’s front-label claim, “Magnesium Glycinate Gummies 200 mg Per Serving,” conveyed the message that the product provides 200 mg of magnesium per serving, when it provides only

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22 mg of elemental magnesium per serving, and recommended that Nature's Truth discontinue that claim. NAD also recommended that Nature's Truth modify its advertising to avoid conveying the unsupported message that the product provides 200 mg of magnesium per serving, provides a material amount of magnesium per serving, or provides more than 22 mg of magnesium per serving.

[Read the press release](#)

Writesy LLC d/b/a Dr. Dent (NAD Case #7552)

GuruNanda, LLC challenged efficacy and safety claims made by Dr. Dent for its Purple Whitening Strips on product packaging, in TikTok videos, and on the Dr. Dent website and Amazon.com.

During the proceeding, Dr. Dent voluntarily discontinued the challenged claims. Accordingly, NAD did not review the claims on their merits and, for compliance purposes, will treat the discontinued claims as though NAD recommended they be discontinued.

[Read the press release](#)

Verizon Communications, Inc. (NAD Case #7555)

T-Mobile US, Inc. challenged pricing claims made by Verizon in connection with its "four lines for \$25/line" wireless service offer. At issue was whether Verizon's video and online advertising adequately disclosed that the \$25 per line price is a 36-month promotional rate that increases to \$30 per line after the promotional period.

NAD found that Verizon's disclosures were adequate because the three-year promotional price and subsequent increase aligned with reasonable consumer expectations that wireless rates may change over time and were not coupled with messaging suggesting that the price would never change.

[Read the press release](#)

eosera Inc. (NAD Case #7566)

Prestige Consumer Healthcare, Inc. challenged claims made by eosera for its Ear Wax MD product. NAD found that eosera had a reasonable basis for claims that Ear Wax MD is "laboratory-proven" and "clinically proven," and for claims that its dual-action formula breaks down and dissolves earwax.

NAD found, however, that eosera's evidence did not support broad claims that Ear Wax MD dissolves earwax "in one dose" or "in 15 minutes," or claims conveying that Prestige's product has little or no effect in real-world use. Accordingly, NAD recommended that eosera discontinue or modify those claims and clearly disclose when website videos reflect laboratory testing conditions.

[Read the press release](#)