

# CARU NEWS

For Immediate Release

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## **CONAIR SUPPORTS CARU BY MODIFYING COMMERCIALS FOR ITS QUICK BEAD AUTOMATIC BEADER**

*New York, NY – March 22, 2005* – The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., the children’s advertising industry’s self-regulatory forum, is pleased to announce that the **Conair Corporation** (Conair) agreed to modify commercials targeted to children for its battery-powered device for stringing beads onto hair strands. CARU asked for the change because it found that the commercials implied that use of the product would make girls more popular with boys, in violation of CARU’s *Self-Regulatory Guidelines for Children’s Advertising* (the *Guidelines*). The advertising, which appeared on Discovery Kids, came to CARU’s attention through its routine monitoring of children’s advertising.

The commercial depicted a girl being told by a group of friends who had beads in their hair that she “might want to work on that hair” before she was ready to go out. After a scene in which beads are placed in the girl’s hair, the commercial features a boy looking at the girl in his cell phone, nodding and smiling. CARU believed that children viewing the commercial could reasonably take away the message that the use of the product would make one more popular. CARU’s *Guidelines*, in the section entitled “Product Presentation and Claims,” state, “The advertising presentation should not mislead children about benefits from use of the product. Such benefits may include, but are not limited to, the acquisition of strength, status, popularity ...”

CARU recommended that if the advertiser wished to continue running the commercial, it remove the scene with the boy. The advertiser, stated that, while it “strongly disagrees with the conclusions of the Children’s Advertising Review Unit with regard to this inquiry, the company respects the mission, function and authority of CARU, and has therefore decided to alter the television commercial to remove a scene from it in accordance with CARU’s request.”

CARU’s inquiry was conducted under NAD/CARU/NARB Procedures for Voluntary Self-Regulation of National Advertising. Details of the inquiry, CARU’s decision and the advertiser’s response will be included in the next NAD/CARU Case Report. Members of the press who wish to see a copy of the decision now should email CARU at [elascoutx@caru.bbb.org](mailto:elascoutx@caru.bbb.org)

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The National Advertising Review Council (NARC) was formed in 1971 by the Association of National Advertisers, Inc. (ANA), the American Association of Advertising Agencies, Inc. (AAAA), the American Advertising Federation, Inc. (AAF), and the Council of Better Business Bureaus, Inc. (CBBB). Its purpose is to foster truth and accuracy in national advertising through voluntary self-regulation. NARC is the body that establishes the policies and procedures for the CBBB's National Advertising Division (NAD), the Children's Advertising Review Unit (CARU), and the National Advertising Review Board (NARB).

NAD and CARU are the investigative arms of the advertising industry's voluntary self-regulation program. Their casework results from competitive challenges from other advertisers, and also from self-monitoring traditional and new media, including the Internet. The National Advertising Review Board (NARB), the appeals body, is a peer group from which ad-hoc panels are selected to adjudicate those cases that are not resolved at the NAD/CARU level. This unique, self-regulatory system is funded entirely by the business community; CARU is financed by the children's advertising industry, while NAD/NARB's sole source of funding is derived from membership fees paid to the Council of Better Business Bureaus.