

# CARU NEWS

For Immediate Release

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## **ROSEART SUPPORTS CARU AND CHILDREN'S SAFETY BY AGREEING TO MODIFY COMMERCIALS FOR ITS *REAL COTTON CANDY MACHINE***

*New York, NY – January 25, 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 Roseart Industries, Inc. (Roseart) agreed to take CARU's views into account when developing new advertising for its *Real Cotton Candy Machine* to comply with CARU's Self-Regulatory Guidelines for Children's Advertising (the Guidelines). The advertising, which appeared on the "Hey Arnold" show on Nickelodeon, came to CARU's attention through its routine monitoring of children's advertising. The commercial depicted children using an electrically operated cotton candy maker with no parental supervision, while dancing and talking on the phone.

CARU believed that children viewing the commercial could reasonably take away the message that the product could safely be used without parental supervision, and without paying attention to their use of this electrical device despite the packaging and instruction manual that stated, "CAUTION: ELECTRIC TOY...Adult Supervision Recommended...Precaution should be observed during handling and use to prevent electrical shock."

CARU recommended that if the advertiser wished to run a similar commercial for the product in the future, it depict direct adult supervision and careful use of the product and that it add a voice-over stating, "Adult supervision required." The advertiser stated that "Prior to going into production for a new Cotton Candy commercial, we will abide by CARU's rules and submit story boards and a script for CARU's approval."

CARU's inquiry was conducted under NAD/CARU/NARB Procedures for Voluntary Self-Regulation of National Advertising and resolved within 60 business days. 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.