

# CARU NEWS

For Immediate Release

Contact: Elizabeth Lascoutx  
212.705.0123

## **PROCTER & GAMBLE SUPPORTS CARU BY AGREEING TO STOP ADVERTISING ITS *SPARKLE BODY SPRAY* TO CHILDREN**

*New York, NY – June 10, 2005* – The Children’s Advertising Review Unit (CARU), the children’s advertising industry’s self-regulatory forum, is pleased to announce that the Procter & Gamble Company (P&G) agreed to stop advertising its Secret® *Sparkle Body Spray*, which carries the warning “Keep Out of Reach of Children,” to children under age 12. The company had participated in a co-branded sweepstakes with a Limited Too that was open only to girls between the ages of seven and fourteen. The product was also advertised in a variety of tween and teen magazines.

CARU’s *Self-Regulatory Guidelines for Children’s Advertising*, in the section entitled “Safety,” state “Products inappropriate for use by children should not be advertised directly to children. This is especially true for products labeled ‘Keep out of the reach of children.’”

P&G worked cooperatively with CARU on this matter. The advertiser stated “P&G is pleased to participate in and fully supports the self-regulatory CARU process. P&G believed at the time of these promotions that they were in compliance with CARU’s rules, and will abide by CARU’s decision in the future.”

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)

###

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.