

For Immediate Release

CARU RECOMMENDS CHURCH & DWIGHT DISCONTINUE ADS FOR 'ORAJEL' PRODUCT DURING CHILDREN'S PROGRAMMING

New York, NY – Dec. 10, 2008 – The Children's Advertising Review Unit of the Council of Better Business Bureaus, Inc., has recommended Church & Dwight discontinue advertising for Orajel Toddler Training Toothpaste, a product labeled "keep out of the reach of children," during children's television programming hours. The company, which recently acquired the brand, has agreed to do so.

Television advertising for the product aired during children's programming hours and came to the attention of CARU, the children's advertising industry's self-regulatory forum, through CARU's ongoing monitoring.

The advertising in question features a young child brushing his teeth, while a voiceover discusses the benefits of the Orajel toothpaste. There is no parental presence or adult supervision in the commercial, although it is stated that "moms" want the product." The label on the product stated "Keep out of the reach of children" and the warning was also noted on the Orajel Website.

In its initial inquiry, CARU questioned the appropriateness of advertising a product directly to children that is labeled "keep out of the reach of children."

In response to CARU's inquiry, the advertiser noted that it had recently purchased Del Laboratories, the previous owner of Orajel Toddler Training Toothpaste, among other products. In addition to the brands, Church & Dwight also acquired the relevant advertising placement schedules. The company confirmed its understanding that children's products that bear the cautionary statement, "Keep out of the reach of children," may not be advertised during children's programming and said it would discontinue all advertising for the product during children's programming.

In its advertiser's statement, the company said it "thanks CARU for fully comprehending the situation and is pleased to be part of the self-regulatory process."

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CARU's inquiry was conducted under NAD/CARU/NARB Procedures for the Voluntary Self-Regulation of National Advertising. Details of the initial inquiry, CARU's decision, and the advertiser's response will be included in the next NAD/CARU Case Report.

About Advertising Industry Self-Regulation: 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) and Children's Advertising Review Unit (CARU), as well as for the National Advertising Review Board (NARB) and Electronic Retailing Self-Regulation Program (ERSP).

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. 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/NARC/NARB's sole source of funding is derived from membership fees paid to the CBBB. Funding for ERSP is derived from membership fees paid to the Electronic Retailing Association. For more information about advertising self regulation, please visit www.narcpartners.org.