

## **DR. FRESH PARTICIPATES IN CARU PROCESS**

*Company Agrees to Discontinue Advertising  
During Children's Programming, Modify Website*

*New York, NY – March 11, 2008* – The Children's Advertising Review Unit of the Council of Better Business Bureaus has recommended that **Dr. Fresh Inc.**, which markets Firefly Mouth Swoosh, discontinue advertising for the product on children's programming and modify its Website to better protect children's privacy. The company has agreed to do so.

A television advertisement for Firefly Mouth Swoosh came to the attention of the CARU through its routine monitoring practices. The television advertisement also directed viewers to visit the company's Website, [www.drfresh.com](http://www.drfresh.com), which has a link to its children's club, [www.fireflykidzclub.com](http://www.fireflykidzclub.com), where children can register to play games and chat.

CARU, the children's advertising industry's self-regulatory forum, was concerned that the advertisement for Firefly Mouth Swoosh was directed to children even though the label stated, "Keep out of reach of children."

Further, CARU was concerned that the Kidz Club Website collected personally identifiable information such as full name, street address and telephone number from children without first obtaining verifiable parental consent.

In response to CARU's initial inquiry, the advertiser agreed to remove the registration sign-up portion of the Website. The advertiser also represented that the chat feature listed on the Kidz Club Website was not functional and would also be removed from the site.

Further, the advertiser agreed not to run its commercial for Fire Fly Mouth Swoosh during children's programming.

**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.**

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**About advertising 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 the 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. ERSP's funding is derived from membership in the

