

CARU RECOMMENDS GUTHY-RENKER DISCONTINUE ADVERTISING PROACTIV TO CHILDREN

Company Immediately Pulls Broadcast Ads Airing in Children's Programming

New York, NY – June 9, 2008 – The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Guthy-Renker LLC, which markets the Proactiv Solution cleansing system and acne treatment regimen, discontinue advertising to children under 12. The company has taken steps to do so.

Television advertising for Proactiv Solution, which is labeled "keep out of reach of children," came to the attention of CARU, the children's advertising industry's self-regulatory forum, through CARU's routine monitoring practices.

The commercial at issue describes the specifics of the Proactiv Solution cleansing system and treatment regimen. "Real-life" users discuss their personal experiences with Proactiv and highlight the results through before and after shots of their complexions.

The advertisement also briefly features the pop singer, Jessica Simpson, praising the benefits of the acne treatment program and noting how easy it is to use. The advertisement concludes with information regarding how to purchase the products, either by means of a toll-free number or via the Proactiv Website.

In response to CARU's inquiry, the advertiser responded by removing the advertisement from the time slots and locations of concern to CARU. As of the end of April 2008, the advertisement was no longer airing during children's programming.

CARU, in its decision, noted that it "appreciates both the Advertiser's willingness to comply with the Guidelines as well as its quick resolution of this matter."

In its advertiser's statement, Guthy-Renker said it "shares CARU's sensitivity regarding the promotion of products not intended for use by children" and "appreciates CARU's assistance in resolving this matter in a timely fashion."

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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.