

For Immediate Release

## **CARU RECOMMENDS REXALL-SUNDOWN DISCONTINUE CHILD-DIRECTED ADVERTISING FOR *GUMMIES* MULTIVITAMINS; COMPANY AGREES TO DO SO**

*New York, NY – June 9, 2010* –The Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has recommended that Rexall Sundown Inc., discontinue child-directed advertising for Gummies multivitamins, which carry the label warning “keep out of reach of children.” The company has agreed to do so.

Print advertising for Gummies came to the attention of CARU through CARU’s routine monitoring of advertising directed to children. The advertising at issue appeared in the March 2010 issue of National Geographic Kids magazine. The advertisement featured a box of Gummies, accompanied by the tag line “Health Habits Start Now!”

CARU’s guidelines provide that advertisers should not advertise products directly to children that pose safety risks to them including products labeled, “Keep out of the reach of children.”

Upon receipt of CARU’s initial inquiry, the advertiser stated that it placed its advertisement based on demographic information that indicated the publication is read by parents with their children. The advertiser agreed not to run further advertisements for the product in child-directed magazines.

The company, in its advertiser’s statement, said the advertisement in question “was printed only once and will not be printed again. We appreciate CARU’s consideration and suggestions, and will use both as guidance for potential future advertisements.”

###

***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. NARC establishes the policies and procedures for the National Advertising Division (NAD) of the Council of Better Business Bureaus, the CBBB’s Children’s Advertising Review Unit (CARU), the National Advertising Review Board (NARB) and the Electronic Retailing Self-Regulation Program (ERSP).

The NARC Board of Directors is composed of representatives of the American Advertising Federation, Inc. (AAF), American Association of Advertising Agencies, Inc., (AAAA), the Association of National Advertisers, Inc. (ANA), Council of Better Business Bureaus, Inc. (CBBB), Direct Marketing Association (DMA), Electronic Retailing Association (ERA) and Interactive Advertising Bureau (IAB). Its purpose is to foster truth and accuracy in national advertising through voluntary self-regulation.

NAD, CARU and ERSP 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. NARB, the appeals body, is a peer group from which ad-hoc panels are selected to adjudicate NAD/CARU 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 primary source of funding is derived from membership fees paid to the CBBB. ERSP’s funding is derived from membership in the Electronic Retailing Association. For more information about advertising industry self-regulation, please visit [www.narcpartners.org](http://www.narcpartners.org).