

# Summary

S. C. Johnson & Son, Inc. challenged express and implied claims made by The Procter & Gamble Company (P&G) for its Febreze line of products. The challenged “odor elimination” claims appeared in online advertisements, commercials and on the Febreze website. NAD determined that certain advertisements reasonably conveyed the message that Febreze products physically and chemically eliminate odors on a molecular level, whereas other challenged advertisements reasonably conveyed a message limited to the perception of malodor.

The National Advertising Division concluded that the extensive testing and reports submitted by P&G were not a good fit for claims of physically or chemically eliminating malodor on a molecular level. A purely sensory test, which

is intended to test only perception of odors, is not sufficient to support a claim of physical or chemical odor elimination because such a test evaluates only the perception of malodors, and not whether the odors have been physically or chemically eliminated. In addition, NAD found that P&G’s sensory testing was not a good fit for claims of sensory elimination (including instant and continuous elimination) due to the lack of evidence bridging the laboratory testing to real world conditions.

An NARB panel affirmed NAD’s decision and recommended that P&G discontinue certain “odor elimination” claims that P&G makes across its Febreze line of home fragrance products.