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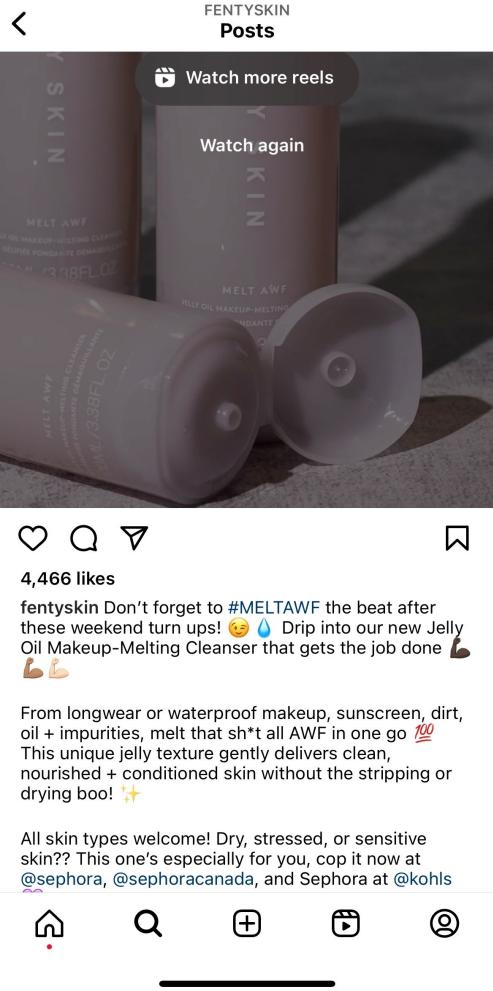
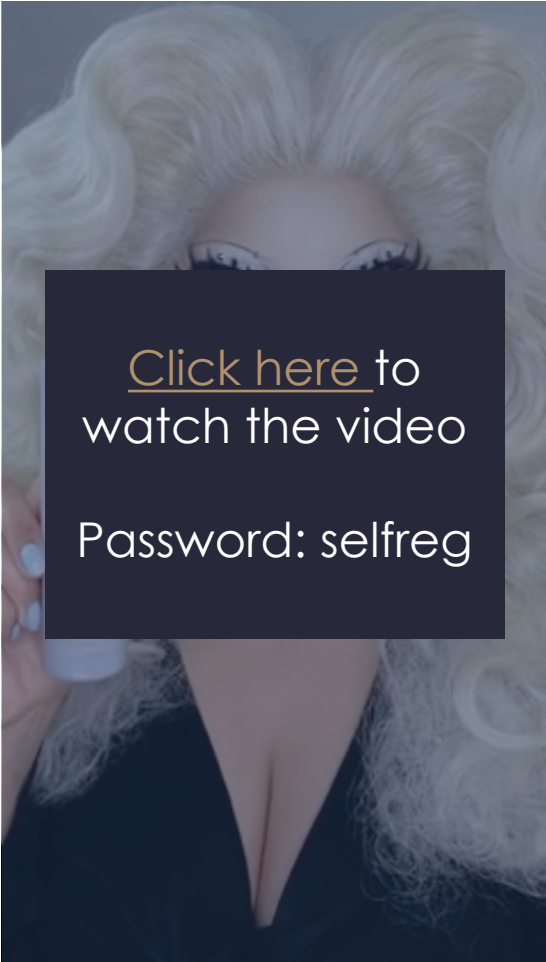
Fenty Skin LLC

National Advertising Division

NAD Case #7224

April 2024

Relevant Media



Summary

The National Advertising Division (NAD) challenged express and implied claims, including influencer product demonstrations, made by Fenty about its Melt AWF Jelly Oil Makeup-Melting Cleanser's ability to remove makeup, dirt, and impurities that appeared on Instagram. NAD concluded that Fenty had reliable support for its product performance claims based on independent clinical testing of the product along with a consumer use survey. NAD recommended that Fenty modify influencer posts that did not clearly and conspicuously disclose a material connection to Fenty in a video demonstration and recommended it include its material connection disclosure in the video itself.