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Genexa, Inc.

National Advertising Division

NAD Case #7108

October 2022

National Advertising Review Board

NARB Panel Report #307

January 2023

Relevant Media

Health & Household > Vitamins, Minerals & Supplements > Herbal Supplements > Fruit Extracts > Elderberry

Genexa Children's Acetaminophen Oral Suspension, for Children 2 - 11 Years Old, Temporarily relieves Pain and Fever Symptoms, 160 mg per 5 mL- Organic Blueberry Flavor 4oz

Visit the Genexa Store

★★★★★ 385 ratings | 7 answered questions

Price: \$7.19 (\$1.80 / Fl Oz)

Get \$60 off instantly. Pay \$0.00 \$4.99 upon approval for the Amazon Prime Store Card. No annual fee.

Brand	Genexa
Active Ingredients	Acetaminophen
Specific Uses For Product	Cold, Fever
Item Form	Liquid
Age Range (Description)	Kid

About this item

- Temporarily reduces fever and provides temporary relief from a range of cold and flu symptoms, including minor aches and pains, headache and sore throat. For children ages 2-11 years old.
- Made with organic blueberry flavor.
- Each 5mL dose of this oral suspension medicine contains 160 milligrams of Acetaminophen to provide effective pain and fever symptom relief.
- No artificial sweeteners or preservatives, no artificial dyes, no parabens, and no common allergens. Certified gluten-free, vegan, and non-GMO.
- Free of alcohol and gentle on little tummies.
- Pediatricians prefer Genexa Children's Acetaminophen Oral Suspension over Children's Tylenol Pain + Fever liquid products for their own children based upon a comparison of their ingredients.

Compare with similar items

Similar item to consider

Amazon Basic Care Children's Ibuprofen Oral Suspension 100 mg per 5 mL, Pain Reliever and Fever Reducer, Grape Flavor, 8 Fluid Ounces

\$6.82

★★★★★ (285)

12,415

3,800

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Have one to sell? Sell on Amazon



Clean Medicine Without the Junk
Organic Beet Root Extract vs FD&C
Red Dye No. 40

Which do you prefer?

#genexa #cleanermedicine
#choosecleaner #readyourlabels



Summary

Johnson & Johnson Consumer, Inc. McNeil Healthcare Division (JJCI) challenged express and implied claims made by Genexa Inc. for its over-the-counter children's pain and fever medicine. Specifically, JJCI challenged several express and implied pediatrician preference claims about the inactive ingredients in traditional OTC children's pain and fever medicine. The National Advertising Division (NAD) found that one reasonable message conveyed by the challenged advertising is that pediatricians surveyed prefer Genexa's product to JJCI's products, although the surveyed pediatricians expressed a preference solely based upon the ingredients contained in the products. NAD recommended that the pediatrician preferred claims be discontinued.

JJCI also argued that the Genexa advertising made false and disparaging claims about traditional children's pain and fever medicine, including claims such as "PARABENS is stuff you'll find in ALL PURPOSE CLEANER. And, for some reason, in kids' fever

medicine." NAD concluded that the challenged claims conveyed the message that other products are unsafe or potential risks or dangers, a message that was not supported, and recommended that the claims be discontinued.

A National Advertising Review Board (NARB) panel found that Genexa had no support for the challenged claims and recommended that the claims be discontinued or modified to make clear that the pediatrician's preference was limited to the ingredients. The panel also affirmed NAD's finding related to the challenged ingredient claims that the advertising conveyed a message that the inactive ingredients in other products are generally unsafe, harmful, or dangerous, and that such a message was unsupported. The NARB panel recommended that such claims be discontinued or modified to avoid conveying the message that competing products with other inactive ingredients are harmful.