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PerSe Beauty Inc.  
d/b/a Prose

**National Advertising Division**

NAD Case #6992

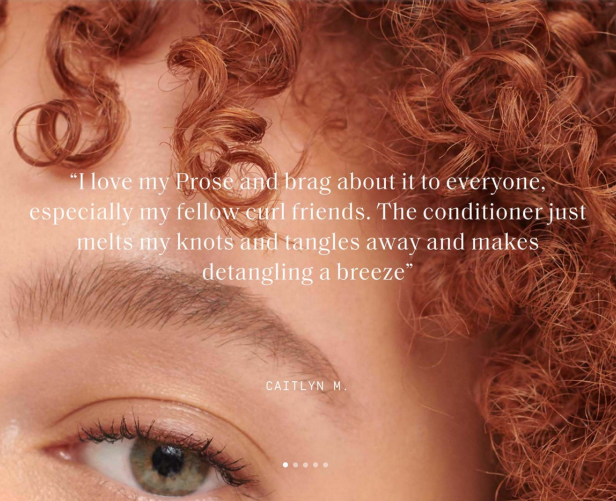
May 2021

# Relevant Media

4/9/2021 Prose's website displaying cherry-picked 5-star reviews, April 9, 2021 - <https://www.prose.com/reviews>  
Prose reviews | Prose Hair

Over 192,000 5-star product reviews!

Menu **prose** Get Started



"I love my Prose and brag about it to everyone, especially my fellow curl friends. The conditioner just melts my knots and tangles away and makes detangling a breeze"

CAITLYN M.

Prose by the numbers

**85+**  
factors examined to create our custom formulas

<https://prose.com/reviews> 1/9

4/9/2021 Prose's website displaying cherry-picked 5-star reviews, April 9, 2021 - <https://www.prose.com/reviews>  
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products one could find at the grocery stores, and finally decided to take the leap and try out Prose. I typically have flat hair that gets oily quickly, and Prose was an amazing solution. I do not regret it AT ALL! I have been recommending Prose to all of my friends. From the amazing scent to the way it makes my hair feel to the knowledge that I am finally taking good care of my hair and scalp. Prose is amazing, 10/10 would recommend!

Laurie D.

IN THE PRESS

"I tried a customized hair-care regimen and was blown away by the results."

**allure**

"Prose is the custom haircare you need to try."

— MANE ADDICTS —

"Prose is one of the biggest and most successful entrants in ... customizable hair care."

<https://prose.com/reviews> 5/9

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to be. I was dubious about whether it would be worth it to spend this much money on my hair products, but there's no way I'm going back.

Rebecca R.

★★★★★

I'm in love with the Prose scalp treatment and shampoo. I've been trying to deal with my flaky scalp, oily and thin hair for too long with just about every drugstore and fancy salon product and nothing worked. I even tried not shampooing, but then something would come up and I would have to reset. The Prose products are working where so many have failed! I can't recommend this enough to my friends and family.

Moon M.

★★★★★

I was excited when a friend mentioned Prose to me. I love that they create the products to fit my needs based on what I'm looking for and even the state I live in. The smell of the shampoo/conditioner is amazing too! My hair feels great and the smell lasts all day. The products have helped my scalp and I hope with more continued use that it keeps helping. I highly recommend giving it a try. Totally worth it!

Alicia R.

★★★★★

I was on the hunt for a new shampoo and conditioner and I stumbled upon Prose. I have had an amazing experience with Prose. I enjoyed the questionnaire to determine what worked best for my hair and choose my own fragrance was great. I have seen a change with my hair, it seems healthier and happy. I like that I can go back and customize at any point as well as the subscribe and save.

Shaylina R.

<https://prose.com/reviews> 4/9

# Summary

Function Inc. challenged claims made by PerSe Beauty Inc. about its use of product reviews on its website. Product reviews may be considered reliable when they are matched to a bona fide purchaser; the solicitation gathers all opinions (for example, "tell us what you think" versus "tell us why you loved it"); counted reliably and in-line with consumers' expectations (for example, the same review across multiple platforms is only counted once); and any incentives are disclosed.

The National Advertising Division was unable to assess the reliability of the advertiser's evidence and how reviews were collected and maintained so recommended that the advertiser discontinue the claims.