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The Procter & Gamble Company (Febreze)

National Advertising Division

NAD Case #6977

May 2022

National Advertising Review Board

NARB Panel Report #303

August 2022

Relevant Media

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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. The National Advertising Division (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.

NAD 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.

A National Advertising Review Board (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.