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The Procter & Gamble Company (Native)

National Advertising Division

NAD Case #7277

June 2024

Relevant Media



Summary

SC Johnson & Son Inc., maker of the Method® brand products, challenged express and implied claims made by P&G for its Native Brand Personal Care Products. The National Advertising Division (NAD) determined that P&G's use of "simple" in its tagline "Clean. Simple. Effective." was supported with respect to the message that the products contain few or minimal ingredients. NAD found, however, that the description of Native ingredients as "simple" was not supported for its deodorants, body washes, body lotion, conditioners, and shampoos due to the complex manufacturing processes of ingredients found in Native products. NAD recommended that P&G discontinue or modify its use of the claim "simple ingredients" when describing these products.

In addition, NAD found P&G's monadic "safe" claims such as "safe & simple products made without harsh ingredients" to be supported. NAD also determined that one message conveyed by P&G's "Born in the USA" claim is that Native products are made in the USA, a claim that was not supported. NAD recommended that the "Born in the USA" claim be discontinued.