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Unilever United States, Inc.

**National Advertising Division**

NAD Case #7273

May 2024

# Relevant Media



# Summary

The Procter & Gamble Company challenged express and implied claims made by Unilever for its Degree Advanced antiperspirant in connection with its Gray T-Shirt Challenge campaign. The National Advertising Division (NAD) concluded that the evidence in the record demonstrated Degree Advanced antiperspirant's effectiveness at reducing underarm sweat, but the product demonstrations in the videos and commercials go beyond sweat reduction and show the absence of sweat marks on user's underarms.

Accordingly, NAD recommended that Unilever discontinue express and implied claims that Degree Advanced antiperspirant completely prevents underarm sweat and sweat marks during intense exercise sessions. In addition,

NAD determined that comparisons between Degree Advanced and Old Spice antiperspirants should be limited to the products compared and avoid conveying the message that all Degree Advanced antiperspirant products provide superior wetness prevention and reduction compared to all Old Spice antiperspirant products.