

4

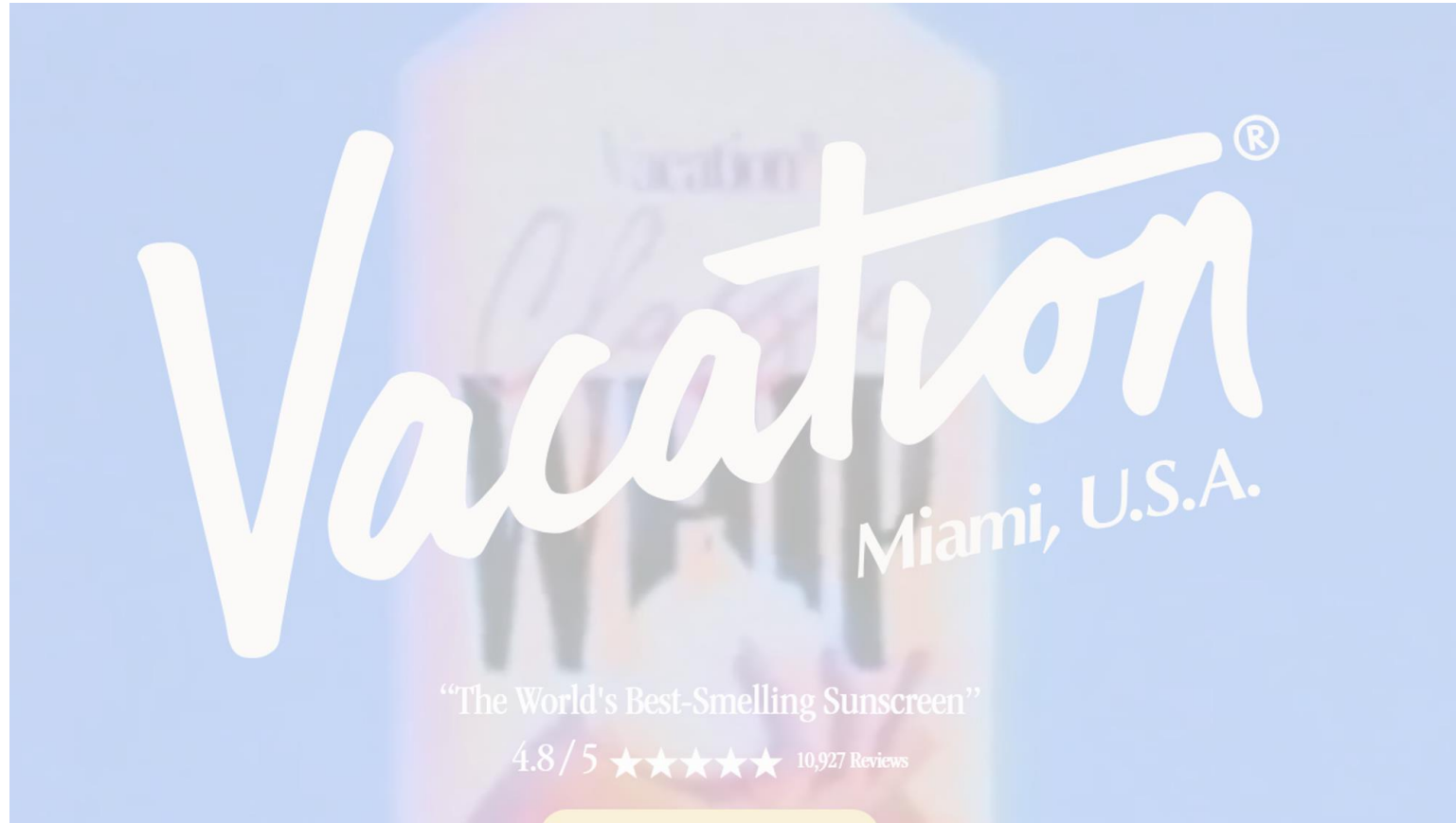
Vacation, Inc.

National Advertising Division

NAD Case #7590

July 2026

Relevant Media



Summary

Beiersdorf, Inc. challenged Vacation's claim that its sunscreen product is the "World's Best-Smelling Sunscreen." NAD found that the claim, when presented by itself, such as on retail signage and the product label, was puffery because smell preference is inherently subjective, the claim is a grossly exaggerated characterization of the product's smell, and reasonable consumers are unlikely to view it as an objective claim. NAD found, however, that when the claim appeared on Vacation's website surrounded by quotation marks and immediately above five stars, a "4.8/5.0" rating, and "13,457 Reviews," consumers may take away the message that the claim is more than puffery and relies on the reviews to support the claim.

Accordingly, NAD recommended that Vacation modify its advertising to avoid conveying the message that the "World's Best-Smelling Sunscreen" claim is substantiated.