

STAND UP FOR TRUTH IN ADVERTISING.

Help shape the future
of our industry's
advertising claims.

Be a super hero.
Protect our consumers.



If you see a supplement ad that's misleading, untruthful, or includes claims that can't be substantiated, file a competitive challenge with NAD.

WE'RE MAKING THE FUTURE OF ADVERTISING SAFER

For more information on the
CRN/NAD initiative, visit
www.crnusa.org/NAD

To file a competitive
challenge with NAD, visit
www.ascreviews.org



The Council for Responsible Nutrition Foundation (CRNF) and National Advertising Division (NAD) launched their partnership program in 2006. The Advertising Self-Regulatory Council establishes the policies and procedures for advertising industry self-regulation, including NAD. The self-regulatory system is administered by the Council of Better Business Bureaus.