

	Type	Date of Decision (2007)	Challenger	Advertiser	Product	Referred to Gov Agency for Enforcement?	Category of Supplement	Types of Claims	Examples of Claims
4648	Case Report	3/26/2007	NAD	Airborne Health Inc.	Airborne		Immune Health	•Performance •Implied	•Germs are everywhere. Take Airborne to boost your immune system, fight viruses and help you stay healthy. •Take Airborne. The immune boosting tablet that helps your body fight germs.
4652	Case Report	4/10/2007	NAD	Gelita Health Products	CH-Alpha		Joint Health	•Clinically Proven/Shown •Preventative Health	•CH-Alpha is scientifically proven to promote joint health. •After just two to three months, you will regain the freedom of flexibility.
4653	Case Report	4/10/2007	Proctor and Gamble	lovate Health Sciences Inc.	Cold MD		Immune Health	•Clinically Proven/Shown •Speed •Comparative	•84% faster recovery [from colds] •Increased immune system resistance by 312% •Clinically Proven results •Doctor formulated and approved
4547	Compliance	4/11/2007	NAD	Nutrition 21	Chromax		Blood Sugar Health	•Performance •Insulin •Implied	•Chromax helps your insulin function at its best. •It's an advanced, highly absorbable form of chromium that provides your body with the chromium it needs to help promote healthy blood sugar, fight carbohydrate cravings and support your overall cardiovascular health. •Essential for optimum insulin health.
4672	Case Report	5/1/2007	NAD	Bayer Consumer Healthcare	One-A-Day Women's		Multi-Vitamin	•Exclusivity •Implied	•One-A-Day Women's Multi-Vitamin is the only complete multi-vitamin with more calcium for strong bones, and now more vitamin D, which emerging research suggests may support breast cancer.
4569C	Compliance	5/2/2007	NAD	Pure Pharmaceutical LLC	Sunpill	yes	Skin Care	Performance	• During prolonged sun exposure, take two tablets. • For maximum sun protection, ALWAYS take Sunpill. • Scientists say Sunpill could impact human skin and sun health more than any product in a decade.
4669	Case Report	5/14/2007	NAD	GlaxoSmithKline Consumer Healthcare	OS-CAL		Bone Health	•Exclusivity •Clinically Proven/Shown •Comparative	•Only OS-CAL is proven to help REDUCE the risk of HIP FRACTURES by 29%. *Among calcium supplements. When used as directed.
4676	Case Report	5/21/2007	NAD	Primal Nutrition Inc.	Damage Control Master Formula			•Comparative •Superiority •Ingredient	•To help combat the onslaught of oxidative damage throughout your body, you need the most powerful, natural synergistic broad spectrum antioxidant blend you can find. •The Master Formula is the Best Anti-Aging Supplement in the World •It even has specific nutrients to support normally healthy blood sugar, healthy heart, liver, circulation, cognition, immune system, vision and joints. *...an unparalleled comprehensive all-in-one nutrition supplement.
4677	Case Report	5/22/2007	NAD	Renaissance Health Publishing	Revatrol		Antioxidant Red Wine Extract	•Ingredient •Superiority •Comparative •Competitive Purchasing	•The #1 Red Wine Extract Formula. •It's a powerful combination of the strongest available whole red wine grape extract with 95% OPC, as well as three other key anti-oxidants. •One little capsule a day that can ease dozens of your worst health worries. High Cholesterol, Constant Fatigue, Heart Trouble, Colds and Flu, Memory Loss, Poor Circulation, Aging Skin, and High Blood Pressure. •How to live 42% longer
4684	Case Report	6/21/2007	Wyeth Consumer Healthcare	Bayer Consumer Healthcare	One-A-Day All-Day Energy		Multi-Vitamin Energy	•Energy •Duration •Performance	•Helps You Feel Mentally and Physically Energized All Day. •Helps Support Mental Alertness and Energetic Feeling During Throughout the Day with An Extended Release Guarana Blend. •Specifically Formulated to Support Energy All-Day Long.
4691	Case Report	7/12/2007	NAD	North American Herb & Spice	Oreganol P73	yes	Immune Health	•Clinically Proven/Shown •Implied •Exclusivity	•Research shows heat and germs don't mix...Take Oreganol P73 under the tongue and really feel the heat. *...scientific studies published in Antiviral Research...
4692	Case Report	7/12/2007	NAD	Rexall Sundown Inc.	Osteo Bi-Flex				
4695	Case Report	7/13/2007	NAD	BSN Inc.	N.O.-XPLODE		Sports Nutrition	•Superiority •Speed •Comparative	•Within seconds you feel the shuddering impact throughout your body. •Within minutes, N.O.-XPLODE will jolt you with its immensely gratifying and mind-blowing effects. *...the #1 selling extreme pre-training energy & performance igniter in the world! *...it works better than anything else.
4721	Case Report	9/6/2007	NAD	Natrol Inc.	Promensil		Menopausal health	•Clinically Proven/Shown •Efficacy	•Why Promensil...22 clinical studies can't be wrong •Clinically Proven & Doctor Recommended. •Promensil tablets are standardized to contain 40mg of isoflavones extracted from red clover, one of the richest natural sources of isoflavones, in a unique ratio to maximize its effectiveness.
4722	Case Report	9/11/2007	CRN	Hi-Tech Pharmaceuticals Inc.	Lipodrene	yes	Weight Loss	•Comparative •Clinically Proven/Shown •Ingredient claim •Performance	•Lipodrene is now available in two, incredibly effective formulations, including a proprietary blend that contains 25 mg of ephedra extract that does not violate any federal or state ban... •Reduction of 40-70% overall fat under the skin. •Clinical studies show: Lipodrene increases the metabolic rate, promoting thermogenesis. •Lipodrene is based on the process of stimulating "lipolysis" (the release of fat) and serves to inhibit "lipogenesis" (the storage of fat).
4725	Case Report	9/13/2007	NAD	Irwin Naturals	Green Tea Fat Burner		Weight Loss	•Performance •Speed •Ingredient •Efficacy	•...A powerful blend of natural herbal boosters and nutrients that, when used with a healthy diet plan, has a dual action effect on weight loss which helps you: curb your appetite; kick-start & speed up your fat burning ability (thermogenesis). •Burn Fat & Speed Metabolism •Contains Green Tea Extract, which "accelerates calorie burning through increased thermogenesis, particularly with fat calories."

4726	Case Report	9/14/2007	NAD	Amerifit Brands	Estroven		Menopausal Health	<ul style="list-style-type: none"> Clinically Proven/Shown Competitive Purchasing Preference 	<ul style="list-style-type: none"> Clinically proven Estroven, the natural answer. Estroven is the #1 pharmacist recommended supplement for menopause... Estroven, with clinically proven ingredients, is the #1 choice among women for natural support during menopause. Estroven is America's top-selling women's dietary supplement.
4731	Case Report	9/21/2007	NAD	Sera-Pharma Labs	Amidren		Sexual Performance Men's Health	<ul style="list-style-type: none"> Exclusivity Performance Implied 	<ul style="list-style-type: none"> Amidren is the first complete hormone modulating formula that increases hormonal levels, restoring optimal male balance to reverse the effects of Andropause Decreases body fat Gain Lean Muscle Improve mood
4736	Case Report	10/5/2007	NAD	Bayer Healthcare LLC	Vital & Sharp Mind		Mind Health Memory Focus	<ul style="list-style-type: none"> Performance Ingredient Implied Efficacy 	<ul style="list-style-type: none"> Remember their names? If not, try new Vital & Sharp Mind from Bayer Nutritional Science It supports memory, mental sharpness and healthy brain function. Help keep your mind vital and active Contains Omega-3 (DHA) to support healthy brain function, B vitamins to support mental energy, and Ginkgo to help promote mental sharpness, memory and concentration
4738	Case Report	10/18/2007	CRN	Bioforce USA	Sanhelios Curbita Bladder Caps	yes	Urinary Health	<ul style="list-style-type: none"> Performance Ingredient Exclusivity 	<ul style="list-style-type: none"> Pumpkin Seed Oil supports the entire system of bladder muscles. Has the unique ability to enhance bladder function for men and women. This capsule holds the secret for strengthening the bladder. It helps strengthen bladder muscles while supporting normal emptying of the bladder through the calming effect of this high dosage pumpkin power capsule.
4746	Case Report	10/31/2007	NAD	Cadbury Adams	Halls Pro Health Defense		Immune Health	<ul style="list-style-type: none"> Implied Performance Efficacy 	<ul style="list-style-type: none"> You can't prevent a cold but you can protect yourself by strengthening your immune system. Next time you're on an escalator, don't be afraid to touch the handrail. Arm yourself for the pediatrician's waiting room.
4748	Case Report	11/5/2007	NAD	Bodyhealth.com Inc.	Metal-Free		Detox	<ul style="list-style-type: none"> Ingredient Speed Performance 	<ul style="list-style-type: none"> The solution in Metal-Free, an all-natural dietary supplement, in a spray form that is simple for children and adults to use. It binds to the heavy metals in the body and removes them safely through the stool. Metal-Free is easy, fast, safe and inexpensive to use.
4749	Case Report	11/8/2007	NAD	Living Essentials	5-Hour Energy		Energy Focus	<ul style="list-style-type: none"> Ingredient Speed Duration Performance Implied 	<ul style="list-style-type: none"> Drink it in seconds. Feel it in minutes. Last for hours. Amino acids for focus and better mood. Enzymes to help you feel it fast. It's a great way to focused and alert on the job, experience better workouts and reduce fatigue. Hours of energy now. No crash later and no jitters. Just one quick drink and you'll get hours of energy for work, play and everything in between.
145	NARB Panel	11/13/2007	Wyeth Consumer Healthcare	Bayer Consumer Healthcare	One-A-Day All Day Energy		Multivitamin/Energy	Performance Claim (Product Name)	Advertiser appealed decision that it should discontinue the name "All Day Energy" despite determination that multivitamin did not provide all day energy.
4754	Case Report	11/26/2007	NAD	The Procter & Gamble Company	Metamucil		Fiber	Cardiovascular Health	Metamucil can "help lower your cholesterol."
4756	Case Report	11/27/2007	NAD	Indigene Pharmaceuticals Inc.	Relaxane		Mind Health Stress Management	<ul style="list-style-type: none"> Clinically Proven/Shown Ingredient Performance Efficacy Exclusivity 	<ul style="list-style-type: none"> For the first time - a clinically tested non-addictive product that relieves the symptoms of everyday stress. Relaxane is effective in managing everyday stress, it alleviates multiple symptoms of everyday stress - frustration, irritability, restlessness, stress-related gastrointestinal discomforts (fullness, bloating, cramps) and stress-related minor muscle pain. Roxane is an innovative stress reducer, clinically tested, optimized plant-derived Natural Molecular Composition (NMCT) of Valeriana officinalis (VO), Melissa officinalis (MO), Passiflora incarnata (PI) and Petasites hybridus (PH) that work on the multiple symptoms of stress.
4759	Case Report	11/27/2007	NAD	Biocell Technology LLC	BioCell Collagen II		Skin Health	<ul style="list-style-type: none"> Proven Ingredient claim Structure/Function 	<ul style="list-style-type: none"> BioCell Collagen II, with naturally occurring hyaluronic acid and chondroitin sulfate, can help restore skin to its youthful, supple elasticity... Positive Results: Highly Successful. Major signs of rejuvenation. Substantial tone and wrinkle improvement with more supple elasticity. Significant blemish reduction.
4758	Case Report	11/28/2007	NAD	Health and Fitness Research Group	Ultra Focus		Mind Health Focus Memory	<ul style="list-style-type: none"> Exclusivity Speed Performance Efficacy Clinically Proven/Shown 	<ul style="list-style-type: none"> The first complete memory enhancement formula. Increases mental energy - FAST Clinically proven ingredients Ultra Focus has been shown to...aid in the rebuilding of damaged brain cells caused by stress, exposure to pollution, or aging. The revolutionary product developed to help you think clearer, remember more, increase your mental energy and become more focused.
Case No.	Type	Date of Decision (2008)	Challenger	Advertiser	Product	Referred to Gov Agency for Enforcement?	Category of Supplement	Types of Claims	Examples of Claims

4324	Compliance	1/10/2008	CRN	iSatori Technologies	Lean System 7	Weight Loss	<ul style="list-style-type: none"> •Clinically Proven/Shown •Comparative •Ingredient •Performance •Speed •Efficacy 	<ul style="list-style-type: none"> •In fact, in one recent study, one participant using Lean System 7 was shown to burn up to 930 "extra" calories per day...which is the equivalent of running on a treadmill for almost three hours. •Recently (Lean System 7) was clinically tested and shown to be three times more effective than diet and exercise alone at reducing belly and hip fat. •Lean System 7 is a new dietary supplement clinically proven to promote safe, effective fat loss (not to be confused with weight loss, which is normally mostly water and muscle loss).
146	NARB Panel	1/31/2008	NAD	Rexall Sundown, Inc.	Osteo Bi-Flex	Joint Health	<ul style="list-style-type: none"> •Clinically Proven/Shown •Efficacy •Superiority 	<ul style="list-style-type: none"> • Advanced Double Strength • Advanced Triple Strength • The key ingredient Joint Shield™ is a potent extract of Boswellia serrata that is 10 times more concentrated than the typical Boswellic extracts. •#1 Doctor Recommended Brand
4791	Case Report	2/4/2008	NAD	The Dannon Company	DanActive with L. Casei Immunitas	Immune Health	<ul style="list-style-type: none"> •Clinically Proven/Shown •Efficacy •Exclusivity 	<ul style="list-style-type: none"> •Only DanActive has L. Casei Immunitas. •Clinically proven to help strengthen your body's defenses. •25 studies have shown the beneficial effect of DanActive and L. Casei Immunitas.
4806	Case Report	2/28/2008	Bayer Consumer Healthcare	Wyeth Consumer Healthcare	Centrum & Centrum Silver	Multi-vitamin	<ul style="list-style-type: none"> •Superiority •Competitive Purchasing 	<ul style="list-style-type: none"> •With our better balanced formula, we work together to bring out the best in each other. •Centrum balances combinations of nutrients to help them work to their full potential •There's a lot to choose from, and then there's Centrum.
4812	Case Report	3/6/2008	Resveratrol Partners, LLC	Biotivia N.A.	Transmax and Bioforte Resveratrol	Antioxidant	<ul style="list-style-type: none"> •Superiority •Exclusivity •Comparative •Processing and Manufacturing •Competitive Purchasing 	<ul style="list-style-type: none"> •Our exclusive processing system results in up to a two times increase in availability of the critical isomer compared to trans-resveratrol sold by other suppliers. •Transmax promotes NAD and Sirt1-4 longevity enzymes shown to increase life span in mammals. •Transmax is processed in an oxygen and UV free clean room and packed in nitrogen gas to preserve its bioactivity. •Enhanced bioavailability means a more potent product and a better value for your dollar.
4977	Case Report	3/6/2008	The Procter & Gamble Co.	Novartis Consumer Health	Benefiber	Fiber	Superiority	<ul style="list-style-type: none"> • New Benefiber® Caplets contain twice the amount of fiber as the leading fiber capsule. • You need to take the six caplets of Metamucil to get the same three grams of fiber. • Three Benefiber caplets equals one serving and provide three grams of fiber.
4813	Case Report	3/7/2008	NAD	Lipid Nutrition B.V. North America	PinnoThin	Weight Loss Appetite Suppression	<ul style="list-style-type: none"> •Performance •Clinically Proven/Shown •Exclusivity •Superiority 	<ul style="list-style-type: none"> •PinnoThin significantly increases the release of CCK and GLP-1. •PinnoThin reduces prospective food intake •PinnoThin is a patented, 100% natural ingredient that has been scientifically proven to suppress the desire to eat •PinnoThin is "The New Breakthrough Appetite Suppressant"
4816	Case Report	3/14/2008	NAD	Pure Life, LLC	Gabaprol	Mind Health Stress Management Depression Anxiety Mood Enhancement	<ul style="list-style-type: none"> •Exclusivity •Speed •Ingredient •Performance •Efficacy •Mood enhancing 	<ul style="list-style-type: none"> •Get Quick Relief from Stress, Anxiety and Depression - Guaranteed •Gabaprol is the only 100% all natural product that effectively gives you fast relief from feelings of stress, anxiety, and depression. •Most users report feeling the anti-anxiety effects in as little as 10-20 minutes. •Gabaprol ingredients are healthy and safe and have the safest FDA classification, know as "GRAS" (Generally Regarded As Safe).
4684C	Compliance	4/2/2008	NAD	Bayer Consumer Healthcare	One-A-Day All-Day Energy	Energy	Performance	All Day Energy
4821	Case Report	4/1/2008	CRN	Biotech Corporation International	Cognivin	Mind Health Memory Focus Stress Management	<ul style="list-style-type: none"> •Clinically Proven/Shown •Ingredient •Efficacy •Speed •Mood enhancing •Memory 	<ul style="list-style-type: none"> •Clinically proven ingredients to help reduce 'forgetfulness' •Improve mental focus •It quickly boosts memory, learning and concentration... •Elevate mood •Cognivin contains a proprietary blend of brain specific nutrients that are clinically proven to: •Reduce stress and Anxiety •Provide Sustained Energy •Counteract Cognitive Decline
4785	Case Report	4/7/2008	NAD	eFoodSafety.com	Cinnergien	Blood Sugar Health Insulin	<ul style="list-style-type: none"> •Clinically Proven/Shown •Drug claim •Performance claim 	<ul style="list-style-type: none"> •Clinically proven to control blood sugar. •Doctor Recommended Formula. Guaranteed To Work. •Over half the patients in our clinical study were able to stop taking prescribed medication. •70% of people in our study had a decrease in A1c levels •Cinnergien is a Natural Part of the Diabetes Diet!
4824	Case Report	4/8/2008	CRN	The Green Willow Tree, LLC	Thyodine	Thyroid Health	<ul style="list-style-type: none"> •Competitive Purchasing •Preference •Superiority •Comparative •Efficacy 	<ul style="list-style-type: none"> •Many [customers] prefer [Thyodine] to synthetic prescription medications. •We have had numerous reports from customers who told us that it not only helped their thyroid function, but that in many cases they felt better on Thyodine than on prescriptions. •It is by far the most effective thyroid support we have found. •In some cases, our customers have reported that their laboratory tests for thyroid function improved after using Thyodine.

4852	Case Report	5/22/2008	CRN	New Charter, Inc.	Blockade		Immune Health Anti-viral	<ul style="list-style-type: none"> •Performance •Ingredient •Speed •Efficacy 	<ul style="list-style-type: none"> •Blocks viruses from entering human cells. •The bioactive molecules in Blockade seek out viruses, bind to them and create a coating around them. This coating is like a fence around the virus that blocks its ability to attach to and enter cells. •...up to 100% success in inhibiting the entry of enveloped viruses (like influenza). •Begins working in minutes...not hours. 	
4863	Case Report	6/13/2008		Bohringer Ingelheim Consumer Healthcare Products	Ganeden Biotech, Inc.	Digestive Advantage Irritable Bowel Syndrome (IBS) and Digestive Advantage Crohn's & Colitis	Digestive Health	<ul style="list-style-type: none"> •Ingredient •Clinically Proven/Shown •Exclusivity •Comparative 	<ul style="list-style-type: none"> •Trusted by Thousands of Physicians Nationwide •Digestive Advantage IBS contains a patented probiotic, GanedenBC30 that can help support digestive function •Revolutionary •In a recent clinical study, patients with Crohn's noted a 40% reduction in episodes of diarrhea. 	
4873	Case Report	7/1/2008	NAD	Sure Nature, LLC		Immunasure	Immune Health	<ul style="list-style-type: none"> •Ingredient •Preventative Health •Performance 	<ul style="list-style-type: none"> •ImmunaSure is a blend of six, all natural ingredients that is guaranteed to work. •Help Prevent Cold Sores and other viral infections by strengthening your immune system. •Kiss Your Cold Sores Good-Bye 	
4876	Case Report	7/2/2008	CRN	WellNx Life Science, Inc.		Slimquick Extreme	Weight Loss	<ul style="list-style-type: none"> •Clinically Proven/Shown •Speed •Comparative •Competitive Purchasing •Superiority •Ingredient 	<ul style="list-style-type: none"> •Ingredients clinically proven to increase metabolism by 28% and cut body fat by 10%. •Clinically proven to burn 5.8x the calories during exercise. •The #1 Selling Weight-Loss Supplement for Women. •The Strongest Female Fat Burner •Immediate and time-released fat burning action. •Two types of Yohimbe for immediate and time-released fat-burning action! 	
4868	Case Report	7/9/2008	NAD	Vital Pharmaceuticals, Inc.		Redline Princess energy drink	Energy Mood Enhancement Weight Loss	<ul style="list-style-type: none"> •Superiority •Exclusivity •Comparative 	<ul style="list-style-type: none"> •A New Breakthrough Designed Especially for Women to Enhance: Mood, Energy, Fat Loss •The World's Most Effective Energy Drinks... 	
4891	Case Report	7/30/2008	NAD	Calpis USA		Ameal BP	Blood Pressure	<ul style="list-style-type: none"> •Clinically Proven/Shown •Ingredient •Implied •Preventative Health 	<ul style="list-style-type: none"> •More than 15 clinical studies show that ameal bp promotes healthier blood pressure. •Ameal bp contains AmealPeptide, the break through, naturally derived active ingredients supported by 14 clinical studies. •Diet, exercise, and ameal bp. Proof I'm taking my prehypertension seriously. 	
4894	Case Report	8/5/2008	NAD	IdeaVillage Products Corp.		Slimshots	Weight Loss Appetite Suppression	<ul style="list-style-type: none"> •Performance •Comparative •Speed •Exclusivity •Superiority •Clinically Proven/Shown 	<ul style="list-style-type: none"> •Eat up to 30% less every day without feeling hungry •SLIMShots works by triggering your body's natural appetite suppression mechanism...so you feel full. •Unlike other diet products, the all-natural ingredients in SLIMShots won't cause jitters or embarrassing side effects. •Works from the first day •Demonstrated to work in 4 published clinical studies 	
4677C	Compliance	8/28/2008	NAD	Renaissance Health Publishing		Revatrol	Energy Cardiovascular Anti-aging	Performance	<ul style="list-style-type: none"> •Performance •Ingredient •Implied •Preventative Health 	<ul style="list-style-type: none"> •Just one caplet a day is designed to help you fight fatigue and feel more energized, protect your heart and arteries and maintain better cholesterol levels while keeping your skin looking fresh, firm and vibrant; benefits all associated with moderate red wine consumption and th anti-oxidant formulation in Revatrol.
4904	Case Report	9/3/2008	NAD	The FRS Company		FRS Energy	Energy Focus Immune Health Sports Nutrition	<ul style="list-style-type: none"> •Endorsement •Clinically Proven/Shown •Performance •Efficacy 	<ul style="list-style-type: none"> •Now FRS is used by anyone who wants a sustained healthy energy boost. •Enhances Metabolism •I need a healthy source of energy with all I have going on, I make it happen with FRS. (expert endorsement by Lance Armstrong) •...It was then discovered by endurance athletes who found that it boosted and sustained their peak athletic performance while helping to keep them healthy. 	
4911	Case Report	9/15/2008	NAD	Soft Gel Technologies Inc.		Clarinol	Weight Loss	<ul style="list-style-type: none"> •Clinically Proven/Shown •Ingredient •Efficacy •Performance 	<ul style="list-style-type: none"> •Clarinol CLA (Conjugated Linoleic Acid) has been proven in Clarinol-specific clinicals to help attain and sustain proper ratios of fat to lean muscle tissue. •The clinical results show enhanced fat burning, lean muscle retention, and promotion of optimal BMI. •PureGels Clarinol CLA in a soft gel is a powerful supplement from natural safflower oil which will help you Reshape Up! 	
4909	Case Report	9/19/2008	POM Wonderful, LLC	Bossa Nova Beverage Group		Bossa Nova Acai Juice	Antioxidant	<ul style="list-style-type: none"> •Superiority •Comparative 	<ul style="list-style-type: none"> •Bossa Nova sets the standard for antioxidant potency. The proof is in the numbers... •Bossa nova is higher in antioxidants and lower in sugars 	
4913	Case Report	10/7/2008	NAD	Constellation Wines/Polyphenolics		MegaNatural-BP	Blood Pressure	<ul style="list-style-type: none"> •Clinically Proven/Shown •Efficacy 	<ul style="list-style-type: none"> •Provide relief with half the cost, half the dose and half the time. •In the second study on participants with prehypertension, their systolic blood pressure dropped 8mm and diastolic dropped 5mm when taking 300mg once per day for 2 months. •Nourish your body's "3 Beauty Proteins" Naturally! 	
4916	Case Report	10/16/2008	NAD	Natrol, Inc.		Bio Sil	Anti-aging Skin care	<ul style="list-style-type: none"> •Ingredient •Clinically Proven/Shown •Comparative •Speed 	<ul style="list-style-type: none"> •BioSil, with patented ch-OSA, helps turn on the cells in your body that generate all three health and beauty proteins. Naturally. •Reduces Fine Lines and Wrinkles by 19%. •That's why BioSil is clinically proven to give you a more youthful look in just 20 short weeks. 	
4926	Case Report	10/31/2008	NAD	Biotech Corporation International		DermaSilk Anti-Wrinkle supplement	Anti-aging Skin care	<ul style="list-style-type: none"> •Speed •Clinically Proven/Shown •Efficacy •Performance 	<ul style="list-style-type: none"> •Reduce the appearance of wrinkles and fine lines in just 2 weeks •It's like getting a face-lift without the invasive surgery. •Turn back the years DermaSilk •DermaSilk is clinically proven to help reduce the appearance of wrinkles, fine lines, age spots and premature aging. •Helps repair damage caused by sun exposure. 	

4927	Case Report	11/5/2008	NAD	Nutrition 21 Inc.	Core4Life Advanced Memory Formula		Mind Health Memory Focus	<ul style="list-style-type: none"> -Ingredient -Performance -Efficacy -Memory 	<ul style="list-style-type: none"> -Only Core4Life Advanced Memory Formula offers the unique combination of Chromium Piccolinate, Phosphatidylserine (PS) and DHA to provide nutrition support while promoting healthy glucose metabolism... -Maintains brain fluidity and may help in maintenance of cognitive functions. -Supports communication between brain cells and promotes improved memory
4935	Case Report	11/19/2008	NAD	Park Labs, LLC	Life Fitness Reparagen+ Glucosamine		Joint Health	<ul style="list-style-type: none"> -Comparative -Drug claim -Clinically Proven/Shown -Speed -Efficacy 	<ul style="list-style-type: none"> -A Revolutionary Solution That Works 12x Faster Than Glucosamine and Chondroitin. -Clinical studies showed that 92% of subjects who took Reparagen experienced significantly reduced pain and took less acetaminophen - which is great news for your stomach and liver. -Actually helps relieve arthritis symptoms and actually helps rebuild cartilage. -Results Within 7 Days!
4947	Case Report	12/8/2008	NAD	Hepcare Inc.	Hepzone EST		Liver Health	<ul style="list-style-type: none"> -Drug -Efficacy -Clinically Proven/Shown 	<ul style="list-style-type: none"> -Pharmaceutical grade product to ensure highest quality. -Successfully used by more than 1.5 million people for liver health in Japan. -Especially useful for consumers who failed conventional liver care. -In Phase II clinical trials in New York and San Diego.
Case No.	Type	Date of Decision (2009)	Challenger	Advertiser	Product	Referred to Gov Agency for Enforcement?	Category of Supplement	Types of Claims	Examples of Claims
4961	Case Report	1/20/2009	NAD	Nutritional Science Laboratories	Hyperzosin		Blood Pressure	<ul style="list-style-type: none"> -Efficacy 	<ul style="list-style-type: none"> -Lower your blood pressure. Naturally and Safely.
4962	Case Report	1/21/2009	NAD	Central Coast Nutraceuticals, Inc.	Colotox	yes	Detoxification Weight Loss Energy	<ul style="list-style-type: none"> -Performance -Drug -Efficacy -Superiority -Comparative 	<ul style="list-style-type: none"> -Colotox is the purest and most effective cleansing product on the market today. -Colotox will help to: Remove toxic buildup; Increase your energy levels; Cleanse your entire system...Lose excess weight -Colotox will help relieve these ailments: Chronic Fatigue; Low energy levels; Constipation; Bloating; Bad Breath; Detoxify your organs
4965	Case Report	2/2/2009	CRN	Nutrex, Inc.	Vitrix Maximum Impact		Sexual Performance Men's Health	<ul style="list-style-type: none"> -Clinically Proven/Shown -Efficacy -Ingredient -Performance -Speed 	<ul style="list-style-type: none"> -Have the Best Sex of Your Life -Enhances your sexual stamina for long-lasting performances. -Vitrix is loaded with research-proven muscle-building and libido-enhancing ingredients that are all natural and safe -Whether you are 18 or 80, Vitrix will cause a surge in your body's Luteinizing Hormone levels, which in turn signal your testicles to produce more testosterone.
4970	Case Report	2/19/2009	CRN	Schiff Nutrition Inc.	Megared		Cardiovascular Health Joint Health	<ul style="list-style-type: none"> -Superiority -Comparative -Clinically Proven/Shown 	<ul style="list-style-type: none"> -3x better than fish oil for supporting cardiovascular health -Superior nutritional support when compared to the very best fish oils -Maintain healthy cholesterol levels already within normal range -Clinically shown to support cardiovascular health
4982	Case Report	3/11/2009	CRN	Nature's Healthy Supplements, Inc.	Best Prostate		Prostate Health Men's Health	<ul style="list-style-type: none"> -Comparative -Superiority -Ingredient -Performance -Competitive Purchasing 	<ul style="list-style-type: none"> -World's most prescribed product for an enlarged prostate -3,000 Times more Powerful than Saw Palmetto -Beta-Sitosterol is both natural and safe unlike harsh prescription medications -Best Prostrate will significantly increase your urinary flow
4991	Case Report	4/1/2009	P.L. Thomas	Nutraceuticals Int'l LLC	FucoPure	yes	Weight Loss	<ul style="list-style-type: none"> -Superiority -Exclusivity -Ingredient -Comparative -Clinically Proven/Shown 	<ul style="list-style-type: none"> -The Only Clinical Strength Fucoxanthin 10% Extract from Patented Japanese Wakame -The highest quality Fucoxanthin currently available on the market -FucoPure 10% Extract is 1,000 times stronger than raw seaweed -Scientific research suggests that this new...weight loss product has the ability to specifically target the abdominal region of the body, burning off fat and the cellular level.
5010	Case Report	5/4/2009	NAD	Quality of Life Labs	Kinoko AHCC		Immune Health	<ul style="list-style-type: none"> -Clinically Proven/Shown -Performance -Efficacy 	<ul style="list-style-type: none"> -Immune Supplement Supported by Over 80 Research Studies. -Clinical research shows that Kinoko AHCC and Kinoko AHCC Gold help support normal immune function by...enhancing macrophage and T-cell activity.
5005	Case Report	5/5/2009	NAD	Herbal Groups, Inc.	Prostalex Plus		Urinary Health Men's Health Sexual Performance	<ul style="list-style-type: none"> -Clinically Proven/Shown -Endorsement -Drug claim -Efficacy -Performance 	<ul style="list-style-type: none"> -The amazing new Prostalex Plus drug-free supplement has been scientifically formulated to reduce your need to urinate by combating the natural growth of your prostate... -Revolutionary new drug-free formula helps you regain your youthful prostate function so you'll urinate less often and sleep through the night -All my urination problems - urgency, frequency, low flow, dribble - they're totally gone now!
4909	Compliance	5/11/2009	POM Wonderful, LLC	Bossa Nova Beverage Group	Bossa Nova Acal Juice		Antioxidant	<ul style="list-style-type: none"> -Superiority -Ingredient -Comparative 	<ul style="list-style-type: none"> -Bossa Nova sets the standard for antioxidant potency. The proof is in the numbers... -Bossa nova is higher in antioxidants and lower in sugars -Highest antioxidant fruit; higher antioxidant potency -Reduces free radicals linked to pre-mature aging, heart disease, Alzheimer's and certain cancers.
5021	Case Report	5/22/2009	NAD	Central Coast Nutraceuticals, Inc.	Colotox		Detoxification Weight Loss Energy Cleansing	<ul style="list-style-type: none"> -Preventative Health -Implied -Superiority -Comparative -Efficacy 	<ul style="list-style-type: none"> -Colon cancer is currently the second leading cancer killer in the United States, with 60,000 Americans expected to die from the disease this year... -Colotox will help: Remove toxic buildup; increase energy levels; Decrease gas and bloating... -#1 Product for Cleansing -Purest and most effective cleansing product...
5025	Case Report	5/29/2009	Nestle	CytoSport Beverage Company	Muscle Milk	yes	Sports Nutrition	<ul style="list-style-type: none"> -Ingredient -Implied 	<ul style="list-style-type: none"> -High Protein Milk Shake -Muscle Milk

5028	Case Report	6/5/2009	NAD	Removyl Corporation Ltd.	REMOvyl Advanced Formula		Weight Loss	<ul style="list-style-type: none"> •Speed •Ingredient •Endorsement •Superiority 	<ul style="list-style-type: none"> •Some women have already lost up to 22 pounds in one week. •All this can be achieved without willpower, without any strict diet, without strenuous exercise. •This combination of essential oils has become what may be the fastest and most efficient way to lose weight that has ever been observed with an entirely natural product. •I lost 11 pounds in less than a week without changing my eating habits and without strict diets.
5030	Case Report	6/5/2009	NAD	Santica USA Research Labs, LLC	Cellulase Gold/CelluScience		Skin Health	<ul style="list-style-type: none"> •Clinically Proven/Shown •Efficacy •Performance •Ingredient •Endorsement 	<ul style="list-style-type: none"> •In the most recent, published clinical study, 94% reported seeing results with this scientifically advanced anti-cellulite dietary supplement. •...contains the potent Vascolarys Complex that has been clinically proven to actually help reduce cellulite by helping promote healthy cell metabolism... •After treatment with CelluScience, you could see firmer, smoother and better looking skin. •CelluScience can produce results without any changes in diet, exercise or life style.
5038	Case Report	6/24/2009	Nutramax Laboratories, Inc	PatentHEALTH LLC	Trigosamine Fast Acting (Trigo FA)		Joint Health	<ul style="list-style-type: none"> •Speed •Comparative •Superiority •Clinically Proven/Shown •Efficacy 	<ul style="list-style-type: none"> •Trigosamine Fast-Acting has been clinically shown to get results in as little as 3 days. Participants continued to feel improvement throughout the 8 week trial. •Just released clinical study says new pill works 600% faster than Glucosamine alone. •It's a blend of herbal extracts that when combined with glucosamine improves absorption of nutrients and works quickly to improve mobility and flexibility.
5065	Case Report	8/6/2009	Hansen Beverage Company	Living Essentials	5-Hour Energy Drink		Energy	<ul style="list-style-type: none"> •Comparative •Superiority •Implied 	<ul style="list-style-type: none"> •...5 Hour Energy contains zero sugar and only 4 calories. •Over 12 teaspoons of sugar and 200 calories in these [Hansen's Monster] energy drinks.
5071	Case Report	8/18/2009	NAD	Deephaven Nutraceuticals	Bravina		Speech	<ul style="list-style-type: none"> •Endorsement •Efficacy 	<ul style="list-style-type: none"> •Bravina will provide you with the control and confidence you need for public speaking. •It has changed my life and given me the confidence to speak in any situation to any type of crowd - large or small. •I took a Bravina tablet and could feel my stress level decrease.
5072	Case Report	8/19/2009	NAD	Sensa Products, LLC	Sensa Weight Loss System		Weight Loss	<ul style="list-style-type: none"> •Efficacy •Superiority •Clinically Proven/Shown 	<ul style="list-style-type: none"> •Sensa was proven effective in one of the largest clinical studies ever performed on a non-prescription weight loss product. •No other weight-loss product has such extraordinary clinical results. •Sensa works with your body's natural impulses, not against them.
5073	Case Report	8/24/2009	CRN/NAD	Brain Research Labs, LLC	Procera AVH		Mind Health Memory Focus	<ul style="list-style-type: none"> •Speed •Exclusivity •Superiority •Endorsement •Ingredient •Efficacy / Performance 	<ul style="list-style-type: none"> •First University-Validated Mood, Memory & Cognitive Enhancer with Double Proof Efficacy. •Procera AVH is a unique, doctor developed, patent pending, proprietary formula of natural ingredients - proven by one of the world's premier brain research centers to energize the brain, uplift mood, improve memory and sharpen the mind. •Clinically shown to restore the memory and brain power you had 10-15 years ago. •It's a fast-acting formula
5075	Case Report	8/25/2009	NAD	Metabolic Research	Stemulite	yes	Weight Loss Sleep aid	<ul style="list-style-type: none"> •Speed •Efficacy •Endorsement •Comparative 	<ul style="list-style-type: none"> •Increased Muscle Gain and Endurance •Increased Weight Loss and Fat Loss •Using Stemulite, I have seen results in 2-3 weeks. •In just 5 days, my endurance has increased 25%.
5084	Case Report	8/26/2009	NAD	P & G	Align		Digestive Health	<ul style="list-style-type: none"> •Efficacy •Superiority •Clinically Proven/Shown •Exclusivity •Comparative 	<ul style="list-style-type: none"> •Align is the #1 Gastroenterologist-Recommended probiotic supplement that helps you build and maintain a stronger, healthier digestive system. •Only Align contains Bifantis, which gives you a probiotic supplement that is clinically proven against 5 signs of digestive imbalance, providing ongoing protection against episodic constipation, diarrhea, urgency, gas and bloating.
5054	Case Report	9/10/2009	NAD	Slimforce7.com	Slim Force 7	yes	Weight Loss	<ul style="list-style-type: none"> •Performance •Endorsement •Efficacy •Clinically Proven/Shown •Speed 	<ul style="list-style-type: none"> •After 10 days I had lost 20 pounds. •40 lbs in less than a month •You can lose up to 1 pound in 8 hours •You just don't lose weight, your whole metabolism is gradually modified •SlimForce 7 is a weight loss product that has been the subject of many studies and research.
5086	Case Report	9/18/2009	Living Essentials	Hansen Beverage Company	Monster Energy Drinks		Energy	<ul style="list-style-type: none"> •Energy 	<ul style="list-style-type: none"> •(This case involved missing labels on the energy drinks. No express claims were cited other than the drink being labeled as an "Energy Supplement").
5100	Case Report	11/4/2009	NAD	American Reduction Systems, LLC	Cold Turkey Tea	yes	Lung Health Smoking Cessation	<ul style="list-style-type: none"> •Efficacy •Exclusivity •Ingredient •Comparative 	<ul style="list-style-type: none"> •Guaranteed to reduce nicotine withdrawal symptoms by up to 100% or your money back! •...the only true all natural, organic smoking cessation product on the market today. •Our perfect blend of Cold Turkey tea contains alkaloids which specifically bind to the nicotine receptors, thus reducing, and in some cases elimination, nicotine withdrawal symptoms.
5101	Case Report	11/5/2009	NAD	Good Living Labs, LLC	Good Days Herbal Supplement		Mind Health	<ul style="list-style-type: none"> •Ingredient •Performance •Efficacy 	<ul style="list-style-type: none"> •...to calm and refresh your mind and body, and to help you feel energized and strong - both physically and emotionally. •Use Positive Mood Formula Daily for: •Depressed Mood •Low Self Esteem •Fatigue and Loss of Interest and Motivation •L-theanine: Helps you be calm and stay in an alert state.
156	NARB Panel	11/13/2009	Patent Health, Inc.	Nutramax Laboratories	Trigosamine Fast Acting (Trigo FA)		Joint Health	<ul style="list-style-type: none"> •Efficacy •Clinically Proven/Shown 	<ul style="list-style-type: none"> •Trigosamine Fast-Acting has been clinically shown to get results in as little as 3 days. •Just released clinical study says new pill works 600% faster than Glucosamine alone. •2 caplet dose for fast, all day joint relief.

5112	Case Report	12/3/2009	CRN	Hollywood Health and Beauty Ltd.	Trimball EXP 200	yes	Weight Loss Appetite Suppression	<ul style="list-style-type: none"> •Clinically Proven/Shown •Efficacy •Performance •Ingredient •Endorsement •Speed 	<ul style="list-style-type: none"> •The effects were immediate. I ate everything I liked and as much as I liked. •The least amount of weight loss for anyone tested is 33 pounds. •It is the highest concentration of this active ingredient recommended by medical doctors for a 100% safe usage of these capsules. •These two properties have been confirmed by many clinical studies...
5113	Case Report	12/3/2009	CRN	Quten Research Institute	Qunol CoQ10		Blood Sugar Health Blood Pressure Heart Health	<ul style="list-style-type: none"> •Speed •Clinically Proven/Shown •Comparative •Superiority •Efficacy •Preventative Health 	<ul style="list-style-type: none"> •Up to 6X better absorption than regular CoQ10. •Taking Qunol reduces both systolic & diastolic pressure by 10% over an 8 week period. •Medically Proven Efficacy •Doctor recommended CoQ10 formula •This reduces the risk of heart disease, stroke, kidney disease and dementia.
Case No.	Type	Date of Decision (2010)	Challenger	Advertiser	Product	Referred to Gov Agency for Enforcement?	Category of Supplement	Types of Claims	Examples of Claims
5135	Case Report	1/11/2010	NAD	Cobalis	PreHistin		Immune Health	<ul style="list-style-type: none"> •Exclusivity •Clinically Proven/Shown •Performance •Efficacy •Duration / Speed 	<ul style="list-style-type: none"> •PreHistin is the World's First Pre Histamine. •PreHistin was clinically shown to effectively maintain healthy IgE levels which have been linked to allergy symptoms such as sneezing, nasal congestion and runny nose. •PreHistin helps build your immune system and has been shown to keep working for weeks after you stop taking it.
5136	Case Report	1/13/2010	NAD	Lifes2good Natural Healthcare	Viviscal		Hair Health	<ul style="list-style-type: none"> •Endorsement •Ingredient •Efficacy •Performance 	<ul style="list-style-type: none"> •Recommended by top celebrities and models. •Viviscal is doctor recommended. •I have seen slowing down of hair loss and improvement of hair characteristics including hair texture and diameter. •100% natural ingredients make Viviscal safe and free of harmful side effects.
5150	Case Report	3/17/2010	NAD	SYNTRATECH	Syntro-5 Total Body Solution		Blood Sugar Health	<ul style="list-style-type: none"> •Efficacy •Comparative •Competitive Purchasing •Clinically Proven/Shown 	<ul style="list-style-type: none"> •#1 Recommended Blood Sugar Discovery •Clinically Tested for Optimal Support of: •Weight Management •Blood Sugar •Blood Pressure •Fasting Blood Sugar - from 196 to 89
5160	Case Report	4/8/2010	Perrigo Company	Pharmavite, LLC	Pharmavite LLC Nature Made Prenatal + DHA Liquid Softgel		Prenatal Health	<ul style="list-style-type: none"> •Ingredient •Exclusivity •Efficacy •Preventative Health Claim 	<ul style="list-style-type: none"> •... Nature Made offers the first OTC supplement that combines a prenatal multivitamin with DHA in one single softgel. •... formulated with 23 key vitamins, minerals and essential Omega-3 Fatty Acids that may benefit the neurological development of the fetus and health of the mother during pregnancy and may reduce the risk of having a child with brain or spinal cord birth defects.
5163	Case Report	4/10/2010	NAD	FWM Laboratories, Inc.	Acai Berry products		Antioxidant Weight Loss Mind Health	<ul style="list-style-type: none"> •Comparative •Weight Loss •Efficacy 	<ul style="list-style-type: none"> •Fight fat and lose weight •Higher antioxidants than pomegranate and blueberry •Fight free radical damage •Increases energy and fights fatigue
5162	Case Report	4/12/2010	CRN	Health King Enterprise & Balanceuticals, Inc.	JointFlexer		Joint Health	<ul style="list-style-type: none"> •Clinically Proven/Shown •Endorsement •Preventative Health Claim •Performance •Efficacy 	<ul style="list-style-type: none"> •Used for centuries, proven by clinical trials & research in China, made of herbal extracts free of pollutants. •... For the first time in 6 years she can feel her kneecap and is able to use the restroom without pain. •Lubricates joint, reduces friction and prevents injuries of the joints.
5167	Case Report	4/27/2010	Schiff Nutrition Group, Inc.	Imagenetix, Inc.	Inflame Away Celadrin		Joint Health	<ul style="list-style-type: none"> •Clinically Proven/Shown •Superiority •Comparative •Speed •Performance 	<ul style="list-style-type: none"> •Clinically tested and shown to be effective for improving joint comfort. •Because InflameAway Celadrin works 6 times faster, 6 times more effective. •Celadrin's beneficial effects have been proven superior in results to glucosamine, chondroitin, MSM and SAME and other arthritic medications.
5188	Case Report	6/14/2010	CRN	Millennium Health, LLC	Ellagic Acid Professional Grade 1000mg		Breast Health Prostate Health	<ul style="list-style-type: none"> •Preventative Health •Drug •Clinically Proven/Shown •Speed •Efficacy 	<ul style="list-style-type: none"> •Ellagic Acid may be one of the most potent ways to prevent Cancer. •Ellagic Acid is a proven anti-carcinogen, anti-mutagen, and anticancer initiator. •Nine years of study have shown that a natural product called Ellagic acid is causing G-arrest within 48 hours, and apoptosis within 72 hours for breast, pancreas, skin, colon and prostate cancer cells.
5190	Case Report	6/21/2010	NAD	MuscleMeds, Inc.	Methyl Arimatest		Men's Health Testosterone	<ul style="list-style-type: none"> •Efficacy •Exclusivity •Comparative •Superiority •Clinically Proven/Shown 	<ul style="list-style-type: none"> •Increases Testosterone to Over 10,000 pg/mL •... the greatest breakthrough in testosterone supplementation history, featuring a level of hardcore potency and effectiveness that has never been experienced before. •Clinically Tested
5196	Case Report	7/14/2010	NAD	The Elations Company, LLC	Elations Liquid Supplements		Joint Health	<ul style="list-style-type: none"> •Endorsement •Speed •Performance •Efficacy •Clinically Proven/Shown •Ingredient 	<ul style="list-style-type: none"> •Improves joint comfort in six days - faster than any other leading joint supplement brand. •Calcium, Citric Acid & Malic Acid: The combination of these ingredients in CCM can more effectively strengthen bones compared to calcium alone because CCM has better absorbability, meaning your bones will 'drink it up'... whether or not Vitamin D is present. •Clinical studies report that Calcium absorption from CCM was 26% greater than that of calcium carbonate.
5175R	Case Report	7/15/2010	NAD	Harson Holdings, Inc.	Okappa Slim	yes	Weight Loss	<ul style="list-style-type: none"> •Endorsement •Speed •Performance •Efficacy •Clinically Proven/Shown 	<ul style="list-style-type: none"> •Here's how I lost 33 pounds in little more than 1 month without exercise and I ate whatever I wanted! •A group of researchers have succeeded, after numerous tests carried out in laboratories and after years of study, to find the perfect combination of plants that reverse the effect of calories. •...in our studies, we have found weight losses of up to 14 pounds in a week.

5207	Case Report	8/25/2010	CRN	Bell Lifestyle Products	Bell Shark Cartilage #1		Joint Health	<ul style="list-style-type: none"> •Speed •Endorsement •Performance •Comparative •Superiority •Ingredient 	<ul style="list-style-type: none"> •Pain Free in 2 weeks. •Evidence it works - Over 100 testimonials are on our web site with full names and towns from real people. All 100% true. •Synthetic drugs for rheumatoid arthritis may run up to \$10,000 a year and may not be as effective as Bell Shark Cartilage #1...
5160C	Compliance	9/10/2010	Perrigo Company	Pharmavite LLC	Nature Made Prenatal + DHA Liquid Softgel		Prenatal Health	Performance	<ul style="list-style-type: none"> • ...testing exceeds that which is required by either the FDA or USP for either tablets or softgels. •Testing performed by an expert independent research organization using this model demonstrates that the folic acid in Nature Made® Prenatal Multi + DHA Liquid Softgels is available for absorption at levels exceeding that required by the applicable USP standard and effectively meets the current recommendations for pregnant women.
5217	Case Report	9/17/2010	NAD	Celsius	Celsius		Weight Loss	<ul style="list-style-type: none"> •Clinically Proven/Shown •Comparative •Ingredient •Performance •Efficacy 	<ul style="list-style-type: none"> •Recent scientific studies showed that Celsius burns fat as fuel and may increase lean muscle tissue when consumed before exercising. •114% greater decrease in body fat •Good for you ingredients, such as Green Tea with EGCG, Ginger, Calcium, Chromium, B vitamins, and vitamin C, all which work together to raise metabolism...
5222	Case Report	9/22/2010	NAD	EuroPharma, Inc.	Curamin		Joint Health	<ul style="list-style-type: none"> •Speed •Comparative •Superiority •Efficacy •Endorsement 	<ul style="list-style-type: none"> •90% of satisfied customers experience relief in 45 minutes •After one week of 2 capsules daily, I have more freedom of movement than I've had in 15 years... •Curamin worked better than anything else...
5160	Case Report	9/24/2010	NAD	Urban Nutrition, LLC	RestAid		Sleep Health	<ul style="list-style-type: none"> •Endorsement •Speed •Clinically Proven/Shown •Efficacy 	<ul style="list-style-type: none"> •RestAid is the non-prescription sleeping pill that is clinically proven to help you fall asleep faster, sleep deeper, stay asleep throughout the night, and wake up feeling great. •94% of users fall asleep during the initial 15-30 minutes.
5227	Case Report	9/27/2010	NAD	Vital Pharmaceuticals, Inc.	Meltdown Fat Assault RTD beverage and Fat Incinerator Capsules		Weight Loss	<ul style="list-style-type: none"> •Comparative •Duration •Clinically Proven/Shown •Superiority 	<ul style="list-style-type: none"> •World's 1st Fat Burning Drink •Meltdown Capsules University Proven To: Burn Fat for 6+ hours and Increase Fat Utilization by 56% •972% more powerful than epinephrine. •Increase Metabolism up to 14% for 3+ Hours!
5243	Case Report	11/11/2010	CRN	Sovereign Laboratories, LLC	Colostrum-LD		Immunity Health	<ul style="list-style-type: none"> •Clinically Proven/Shown •Comparative •Performance •Competitive Purchasing 	<ul style="list-style-type: none"> •Colostrum is clinically proven to be 3X more effective than the flu vaccine. No Side effects. •Colostrum is the world's most important and respected supplement. •Helps prevent toxins from entering the body
5250	Case Report	11/18/2010	CRN	Pacific Shore Holdings, Inc.	Burner Balm		Weight Loss	<ul style="list-style-type: none"> •Ingredient •Endorsement •Speed •Efficacy 	<ul style="list-style-type: none"> •Our revolutionary Doctor Formulated Burner Balm lip balm is made with Green Tea, Hoodia Gordonii Extracts, Chromium Picolinate and Caffeine. These ingredients have all been proven for many years to be very effective in dietary supplements. •I lost 8 pounds in 4 weeks with Burner Balm.
5248	Case Report	11/19/2010	CRN	OxyLife Nutritional Supplements	OxyLife HGH		Anti-Aging	<ul style="list-style-type: none"> •Performance •Ingredient •Efficacy 	<ul style="list-style-type: none"> •Age Defying •Decrease in fat and increase muscle tone/Boost energy •Improves brain functions such as memory and concentration
5266	Case Report	12/21/2010	NAD	Marabou Limited	GenFX		Anti-Aging	<ul style="list-style-type: none"> •Clinically Proven/Shown •Performance •Efficacy •Drug claim 	<ul style="list-style-type: none"> •GenFX has been formulated to help replenish your body's lost levels of Youthfulness, Vitality and Attractiveness. •HGH injections cost up to \$15,000 and are available only to the super-rich! But now you can achieve the same results, simply and affordably. •Clinical tests prove it! GenFX has no reported side effects, is all-natural and is designed to work with your body to produce its own HGH in the pituitary gland.
5267	Case Report	12/22/2010	NAD	DSM Nutritional Products, Inc.	i-flex		Joint Health	<ul style="list-style-type: none"> •Performance •Clinically Proven/Shown •Speed •Endorsement •Comparative •Exclusivity 	<ul style="list-style-type: none"> •Proven in 3 published clinical studies to dramatically improve joint health and daily mobility. •i-flex is truly unlike any other joint product out there. •i-flex works faster glucosamine. •After a month of using i-flex, I began feeling that I could go longer practicing without discomfort. •Green and sustainable ingredient.
5268	Case Report	12/30/2010	CRN	Supple Beverages, LLC	Supple		Joint Health	<ul style="list-style-type: none"> •Ingredient •Speed •Performance •Efficacy •Superiority 	<ul style="list-style-type: none"> •The active ingredients in Supple are prescribed by medical doctors as a first-line standard of care for joint suffering relief all around the world. •Supple uses the highest strength of glucosamine and chondroitin that is highly regulated and sold as natural joint rebuilding agents in over 40 countries. •Supple can help you realize complete and fast relief from joint suffering and can help you regain full mobility.
Case No.	Type	Date of Decision (2011)	Challenger	Advertiser	Product	Referred to Gov Agency for Enforcement?	Category of Supplement	Types of Claims	Examples of Claims

5273	Case Report	1/5/2011	CRN	Skymall, Inc.	Reversital		Anti-aging Red Wine Extract Antioxidant	<ul style="list-style-type: none"> •Superiority •Comparative •Exclusivity •Efficacy 	<ul style="list-style-type: none"> •Revolutionary New Discovery Stimulates Longevity Gene! •Reversital (patent pending), a superior quality, highly purified supplement, reverse oxidative damage to cells and provides greater efficacy and performance than resveratrol alone. •It is the only natural supplement that contains the necessary combined molecules to activate the SIRT-1 enzyme and increase the body's defense mechanism by 35% more than resveratrol alone.
5280	Case Report	1/18/2011	CRN	Iceberg Labs, LLC	Immune Shield	yes	Immunity Health	<ul style="list-style-type: none"> •Superiority •Exclusivity •Preventative Health •Performance 	<ul style="list-style-type: none"> •World's Most Complex and Beneficial Health Dietary Supplement •Preventative Medicine for any Form of Flu •Recent John Hopkins' publications have started to advise us that "Chemotherapy" IS NOT the ONLY manner to "Eliminate Cancer Cells"!
5284	Case Report	1/31/2011	NAD	Pharmavite, LLC	Nature Made GreatMind		Mind Health	<ul style="list-style-type: none"> •Ingredient •Performance •Efficacy 	<ul style="list-style-type: none"> •Nature Made GreatMind has a unique patent-pending formula that enhances mental performance, clarity and short-term memory with daily use. •Enhances mental clarity and performance. •Keep your mind great with Nature Made GreatMind.
5038C	Compliance	2/14/2011	Nutramax Laboratories, Inc	Patent Health, LLC	Trigosamine Fast Acting (Trigo FA)		Joint Health	<ul style="list-style-type: none"> •Clinically Proven/Shown •Speed •Efficacy 	<ul style="list-style-type: none"> •Imagine a pill that can start helping you get around more easily in just a matter of days. •During the very first week 83% of the participants taking Fast Acting Trigosamine reported that their joints were already starting to feel better
5292	Case Report	2/23/2011	NAD	Peak Life, LLC	Somnapure		Sleep Health	<ul style="list-style-type: none"> •Ingredient •Performance •Exclusivity •Efficacy 	<ul style="list-style-type: none"> •Somnapure's superior formula contains herbal ingredients such as Chamomile and Passionflower, which have a calming effect on the body, in addition to melatonin. •Together, this scientifically formulated, intelligent blend of high quality ingredients is what makes Somnapure effective and non-habit forming. •Wake up feeling refreshed, energetic and free of grogginess or negative side-effects.
5113	Compliance	3/14/2011	CRN	Quten Research Institute	Qunol CoQ10		Blood Sugar Health	<ul style="list-style-type: none"> •Comparative •Preventative Health •Clinically Proven/Shown •Performance •Speed 	<ul style="list-style-type: none"> •Medically Proven Efficacy •Taking Qunol reduces both systolic and diastolic pressure by 10% over an 8 week period •This reduces the risk of heart disease, stroke, kidney disease and dementia
5304	Case Report	3/14/2011	NAD	Urban Nutrition, LLC	Neurostin		Mind Health	<ul style="list-style-type: none"> •Ingredient •Endorsement •Preventative Health •Efficacy •Performance •Clinically Proven/Shown 	<ul style="list-style-type: none"> •I started taking Neurostin and I was me again. I feel as sharp as I did 15 years ago. •The Scientifically Advanced Product for Preventing and Reversing Memory Loss, Providing an overall boost for the brain and for stopping damage to brain cells. •Neurostin's four primary ingredients have all been Clinically Proven Multiple Times.
5317	Case Report	3/28/2011	NAD	DSE Healthcare Solutions, LLC	Cystex		Urinary Health	<ul style="list-style-type: none"> •Drug •Efficacy •Competitive purchasing •Comparative •Performance 	<ul style="list-style-type: none"> •Cystex Helps Manage UTIs...and Now promotes Urinary Health! •Cystex is the trusted urinary health brand that has helped millions of women manage the pain and discomfort of urinary tract infections. •Cystex both manages the pain associated with a UTI and reduced the progression of the bacteria.
5325	Case Report	5/2/2011	NAD	ABBOTT LABORATORIES	Ensure Muscle Health		Muscle Health	<ul style="list-style-type: none"> •Exclusivity •Performance •Ingredient •Efficacy 	<ul style="list-style-type: none"> •New scientific advances have led to a breakthrough in the fight against muscle loss. •Promotes muscle growth by increasing protein synthesis to help your body produce more muscle. •New Ensure Muscle Health has Revigor, the amino acid metabolite HMB, and protein to help rebuild muscle and strength naturally lost over time.
5330	Case Report	5/9/2011	Pfizer Healthcare	Bayer Healthcare, LLC	Citricl Bone Density Builder with Genistein		Calcium Supplements	<ul style="list-style-type: none"> •Performance •Ingredient •Efficacy 	<ul style="list-style-type: none"> •Clinically Proven to Significantly Increase Bone Density Up to 5%
5331	Case Report	5/10/2011	NAD	LifProducts, Inc.	First Defenz		Immunity Health	<ul style="list-style-type: none"> •Ingredient •Preventative Health •Exclusivity 	<ul style="list-style-type: none"> •Dr. Formulated and Approved All Natural Ingredients. •Uniquely formulated with 100% natural essential oils and herbal extracts •Perfect for Doctors, Nurses, Flight Attendants, Teachers, All Retail & Office Employees.
5333	Case Report	5/12/2011	NAD	New Nordic US, Inc.	Mulberry Zuccarin Dietary Supplement		Weight Loss Blood Sugar Health	<ul style="list-style-type: none"> •Endorsement •Efficacy •Ingredient •Performance 	<ul style="list-style-type: none"> •I went down 6 clothing sizes!...Very quickly I felt a decrease in my sugar cravings and an increase in energy. •Stabilize your blood sugar levels with this new highly concentrated mulberry leaf extract. •Mulberry Zuccarin is a natural product which helps maintain healthy blood sugar levels.
5334	Case Report	5/18/2011	NAD	Rexall Sundown, Inc.	Osteo Bi-Flex		Joint Health	<ul style="list-style-type: none"> •Competitive Purchasing •Speed •Efficacy •Performance 	<ul style="list-style-type: none"> •Joint support formula designed to show improvement in joint comfort within 7 days! •Features 5-LOXIN Advanced - a patent pending special natural extract of Boswellia Serrata that shows improvement in joint comfort within 7 days. •#1 Doctor & Pharmacist Recommended Brand

5343	Case Report	6/16/2011	NAD	Pharmavite, LLC	TripleFlex Liquid Softgels		Joint Health	•Speed •Performance •Comparative	•Unlike pain relievers, TripleFlex works with your body to naturally improve joint comfort, mobility and flexibility in as little as 7 days. •Triple Strength
5344	Case Report	6/27/2011	Zone Labs, Inc.	Nordic Naturals, Inc.	Ultimate Omega Sport 90		Fish Oil	•Superiority •Comparative	•Nordic Naturals has perfected fish oils by offering great taste, purity and unmatched freshness levels. •Our products consistently test far below acceptable national and international pharmaceutical limits.
5330C	Compliance	6/28/2011	Pfizer, inc.	Bayer HealthCare, LLC	Citracal Bone Density Builder with Genistein		Calcium Supplements	Performance	with Genistein -- as you age, it gets harder to build bone density with calcium and Vitamin D alone.
5321	Case Report	6/30/2011	NAD	Any, Inc.	KetoMist Spray	yes	Weight Loss	•Endorsement •Speed •Efficacy •Performance	•Average loss is 30 lbs. in 30 days. •Virtually 100% Success Rate •Lose FAT, not Muscle! •This has been the absolute best thing I've ever done for weight loss and I now know I can lose the next 20 pounds.
5349	Case Report	7/8/2011	NAD	Cambridge Institute for Better Vision	EYEMAX-plus		Multi-Vitamin	•Comparative •Superiority •Endorsement	•This comprehensive, balanced formula has more vision-protecting nutrients than other popular brands. •The people who take EYEMAX-plus can sense it, and research proves it too. •Now his eye doctors tell us that his vision has completely stabilized.
171	NARB Panel	7/18/2011	NAD	Vital Pharmaceuticals, Inc.	Meltdown Fat Assault RTD Beverage and Fat Incinerator Capsules		Weight Loss	Performance	• Meltdown Capsules University Proven To: Burn Fat for 6+ hours and Increase Fat Utilization by 56%. • Increase Metabolism up to 14% for 3+ Hours! • 273% better than the infamous caffeine plus ephedrine stack.
5356	Case Report	7/25/2011	CRN	Nu Century Herbs	Resprin		Respiratory Health	•Drug •Clinically Proven/Shown •Ingredient	•The natural herbal breathing enhancer is specially formulated with a unique blend of 23 herbs, clinically shown to support respiratory health and clearer breathing. •The natural solutions for your asthma/allergy customers growing healthcare concerns.
5280	Case Report	8/10/11	CRN	Iceberg Labs, LLC	Immune Shield		Immunity Health	•Efficacy •Performance	• Preventive Medicine for any Form of Flu • improve your metabolism & energize you every time • protects us against diseases by identifying and destroying "Pathogens" and "Tumor Cells"
5373	Case Report	9/1/11	NAD	NNC, LLC	Vitali-T-Aid™		Sexual Performance Men's Health	•Efficacy •Performance •Ingredient	•Supports Healthy Erectile Functions •helps make men strong, sexy and virile again •85% of the clinical trial group reported an improvement in sexual desire and performance in just 21 days
5382	Case Report	10/5/11	CRN	Dr. Enrico's Nutritionals, Inc.	Neuropasil		Pain Relief	•Efficacy •Establishment •Safe	•America's Leading Remedy for Nerve Relief •Neuropasil relieves the pain and symptoms associated with Nerve Pain, Peripheral Neuropathy, Diabetic Neuropathy, Carpal Tunnel Syndrome, Fibromyalgia, back and neck pain and numbness, tingling and burning in the hands and feet •Help relieve your pain with safe and all-natural doctor recommended Neuropasil
5389	Case Report	10/27/2011	NAD	Flora Inc.	Udo's Oil 3-6-9 Blend		Sports Performance	•Establishment •Performance •Testimonials	• 42% More Endurance • Athletes around the world are experiencing greater strength, improved stamina and faster recovery using Udo's Oil. Now it's your turn. • Lose tremendous amounts of body fat, feel less depressed, sleep better.
5396	Case Report	11/3/2011	NAD	Proprietary Nutritionals, Inc.	Sytrinol®		Cardiovascular Health Antioxidant	•Efficacy •Establishment •Safe	•30% improvement in Cholesterol in just 30 days! • Clinically Studied • Lowers Total Cholesterol/Lowers LDL/Lowers Triglycerides •proven to be safe/safe
5408	Case Report	12/22/2011	NAD	Nature's Way Product, Inc.	Umcka Cold Care Tablets		Immune Health	•Efficacy •Establishment •Comparative	•While other cold medicines just mask symptoms, Umcka ColdCare speeds recovery- naturally. • Get better faster with homeopathic Umcka ColdCare • It's safe, natural and clinically proven to shorten duration and reduce the severity of coughs, colds, sore throats and sinus/bronchial infections.
Case No.	Type	Date of Decision (2012)	Challenger	Advertiser	Product	Referred to Gov Agency for Enforcement?	Category of Supplement	Types of Claims	Examples of Claims
5393	Case Report	11/7/2011	CRN	Proven Health Results	Diab-X		Diabetes	•Efficacy •Establishment	• Promote healthy blood levels • More than 100 clinical trials by leading Universities! • Defeat diabetes naturally!
5419	Case Report	1/20/2012	NAD	Direct Digital, LLC	Instaflex		Joint Health	•Efficacy •Revolutionary	•Breakthrough! • Lubricates joints
5421	Case Report	1/25/2012	CRN	Barlow Herbal Specialties, Inc.	LDM-100		Antibiotic	•Efficacy •Establishment	• broad spectrum plant antibiotic • implied claim that it provides the same benefits as a pharmaceutical grade antibiotic
5424	Case Report	2/3/2012	NAD	EyeScience Labs, LLC	Computer Eye Scan Formula		Eye Health	•Establishment	Our clinically proven ingredients ... help increase blood flow, improve accommodation, and reduce inflammation for a noticeable difference while using the computer."
5428	Case Report	2/13/2012	CRN	Western Research 3000, Inc.	ReZerect		Erectile Dysfunction, cardio health, blood sugar regulation, weight control, fitness, memory	•Efficacy	• Perform like you're 18 again!!! • "ReZerect™" is not only good for your sex life – it's good for you, period!...supports cardiovascular and prostate health, blood sugar regulation, weight control, fitness, and even memory
5435	Case Report	2/28/2012	NAD	Inwin Naturals	Doctor Developed Clear Pure Complexion		Skin Health	•Efficacy •Ingredient	• Advanced pro-nutraceutical complex targets internal factors that influence problematic skin. Revolutionary skin care product that addresses acne prone skin. • Implied claim that it treats and eliminates acne

5441	Case Report	3/27/2012	CRN	Good Health Naturally, LLC	Serranol Supplements		Blood Pressure Cardiovascular Diabetes Memory Pain, Erectile Dysfunction, Weight Loss	•Performance •Establishment	<ul style="list-style-type: none"> • Powerful astonishing formula to fight everything from joint problems to life-threatening conditions like cancer. • This product, which contains an incredible formulation of unique ingredients also, has a remarkable ability to increase energy levels and improve the condition of all cells in the body. Fight premature aging and unhealthy body with this amazing natural formulation.. •No reports of serious side effects or interactions with drugs.
5433	Case Report	2/24/2012	NAD	Vitanergy, Inc.	Urinozinc Supplements		Prostate Health	•Performance	Shown in clinical studies to help: reduce symptoms associated with an enlarged prostate, improve urinary flow rate.
5451	Case Report	3/29/2012	NAD	Dream Brand, LLC	Add Lib		Energy, Mood Female Sexual Health	•Performance •Health	<ul style="list-style-type: none"> • All natural supplement for women to feel better physically, mentally and emotionally – a holistic approach to sustain energy and reduce anxiety. • Promotes energy, a healthy mood and sexual desire...Inglite your desire.
5466	Case Report	5/24/2012	NAD	Lunada Biomedical, Inc.	Amberen		Menopause	•Efficacy	<ul style="list-style-type: none"> • Provides an effective all-in-one solution for common symptoms of menopause. Most women begin experiencing relief in just a few days • Completely natural; contains no artificial hormones or harmful ingredients, and is clinically proven to rejuvenates your natural neuroendocrine mechanisms
5467	Case Report	6/1/2012	CRN	Generix Laboratories, LLC	BiphedAdrene Weight-Loss & Energy-Boosting Supplements	Yes	Energy Weight Loss	• Performance	<ul style="list-style-type: none"> • While the pills do cause rapid weight loss (no doubt about that), most people buy them as 'speed pills.' • These amphetamine-like compounds provide not only very substantial weight-loss, but also a similar mood and energy boost.
5471	Case Report	6/13/2012	NAD	i-Health, Inc.	BrainStrong		Cognitive Health Memory Children	•Performance •Establishment	<ul style="list-style-type: none"> • You nurtured his brain with DHA when he was in the crib. Why stop now when he is expanding his territory? (Implied claim that "[a] child's brain will not develop and function well without DHA supplementation.") • Provides an important brain nutrient lacking in most kids' diets.
5474	Case Report	6/19/2012	CRN	EuroMedica, Inc.	PhosphOmega-3/Vectomega Supplements		Omega-3	•Performance •Establishment	<ul style="list-style-type: none"> • Up to 50 times greater absorption than fish oil. • Greatly enhanced bioavailability and stability than fatty acids on triglyceride carriers such as fish oil. •100% sustainable.
5475	Case Report	6/21/2012	NAD	Vital Pharmaceuticals, Inc. d/b/a VPX Redline	Medivin 100% Natural Liquid Vitamin & Mineral Delivery System		Sports Nutrition	•Performance •Establishment	It's not the amount you take, it's what you absorb and utilize.
5478	Case Report	6/29/2012	Pfizer Healthcare	Bayer HealthCare	Citrical Slow Release 1200		Calcium Supplements	•Efficacy	You only have to take it once per day for your daily dose.
5485	Case Report	7/10/2012	NAD	Interceuticals, Inc.	BetterWOMAN		Female urinary control	•Efficacy •Establishment	<ul style="list-style-type: none"> • Clinically tested herbal supplement. • Reduce urinary frequency; improves urine control.
5489	Case Report	7/16/2012	CRN	Pharmapro, Inc.	Steroidrol Supplements		Body Building	•Efficacy •Clinically proven	<ul style="list-style-type: none"> • The most powerful size and strength gaining compound available. • The most powerful legal steroid alternative
5501	Case Report	8/22/2012	Nestlé Healthcare Nutrition Inc.	Abbott Nutrition	Ensure Clinical Strength Nutrition Supplement		Nutritional Supplement	•Efficacy •Clinically proven	<ul style="list-style-type: none"> •Ensure nutritional drink is "clinical strength" and provides "clinical nutrition" that will help ailing patients to recover more quickly. •3 out of 4 doctors recommend the Ensure Clinical Strength variety and is the number one doctor recommended drink and as opposed to the Ensure brand (implied claims).
5512	Case Report	10/4/2012	CRN	Healthy Directions, LLC	Joint Gold Advantage		Joint Health	Efficacy	<ul style="list-style-type: none"> • Reduce joint pain - in as little as 7 days! • Build healthy joint cartilage. • Eliminate stiffness.
5421C	Compliance	12/7/2012	CRN	Barlow Herbal Specialities, Inc.	LDM-100		Antibiotic	•Efficacy •Establishment	<ul style="list-style-type: none"> • Broad spectrum plant antibiotic. Virastatic, Bacteriostatic, Fungicidal (influenza, colds, respiratory and urinary infections, staph and strep infections, skin infections, warts, etc.)" • Implied claim that LDM-100 performs like a pharmaceutical grade antibiotic.
5529	Case Report	12/10/2012	NAD	Borba, Inc.	Skin Balance Water Products (Age Defying / Clarifying / Firming / Replenishing)		Skin Health	Performance	<ul style="list-style-type: none"> • Scientifically designed blend of nutrients intended to help with clogged pores, troubled skin and multiple impurities and allow your body to help skin regenerate its natural support system and improve clarity. • Age-fighting skin renewsers intended to enhance your youthful appearance by softening the appearance of fine lines and wrinkles and renew skin's natural glow. • Intended to promote the skin's natural support system, helping to nourish and tone the skin.
5536	Case Report	12/20/2012	CRN	Nature's Answer, LLC	Bio-Strath Food Supplement		Immune Health Memory/Concentration Children (ADD/ADHD)	•Efficacy •Clinically proven	<ul style="list-style-type: none"> • Bio-Strath groups yielded better results in terms of the general state of health, concentration, fatigue, vitality and stress, along with fewer absences from work, than the flu vaccination group and the control group. • 76% improvement in ADD/ADHD; better grades as a result of higher levels of concentration.
5535	Case Report	12/20/2012	CRN	Proactive Life, LLC	Diabetes Support Supplements		Diabetes Cholesterol Inflammation	Performance	<ul style="list-style-type: none"> • Lower bad cholesterol. • Turmeric lowers insulin levels by 20%.
5538	Case Report	12/28/2012	CRN	Body Dynamics, Inc.	Mega Cleanse		Liver, Kidney, Colon Health Weight Loss Blood Sugar Digestive Health	Efficacy	<ul style="list-style-type: none"> • Contains 42 herbs and super foods to cleanse toxins from the liver, colon, kidneys, lymphatic system and blood. • Herbs in this formula help to stabilize blood sugar levels. • May help to treat metabolic problems, including obesity, glucose intolerance, and unhealthy lipid profiles.
5539	Case Report	12/31/2012	CRN	Ampersand Industries, LLC	Trimedisyn Prenatal Vitamin		Prenatal Health	Performance	<ul style="list-style-type: none"> • Daily intake of Folic Acid (400 mcg) can help prevent having a child with a brain or spinal cord birth defect. • Scientific evidence suggests that calcium supplements may reduce the risk hypertension and pregnancy-related hypertension and preeclampsia during pregnancy. • Probiotics can help reduce occurrences of eczema shown in double-blind randomized placebo-controlled trials.
Case No.	Type	Date of Decision (2013)	Challenger	Advertiser	Product	Referred to Gov Agency for Enforcement?	Category of Supplement	Types of Claims	Examples of Claims
5545	Case Report	1/15/2013	Matrixx Initiatives, Inc.	ProPhase Labs, Inc.	Cold-EEZE®		Immune Health	•Establishment •Efficacy •Implied •Comparative Performance •Superiority	<ul style="list-style-type: none"> • Clinical Studies have shown: the Cold-EEZE® proprietary formula reduces the duration and severity of colds by nearly half. • Cold-EEZE® . . . releases zinc ions, which interfere with the cold virus' ability to reproduce.

#184	NARB Panel	3/13/2013	CRN	Healthy Directions, LLC	Joint Advantage Gold		Joint Health	•Establishment •Performance/Testimonials	• Reduce joint pain - in as little as 7 days!
5550	Case Report	3/25/2013	CRN	Star Herbs, LLC	My Low Press		Blood Pressure	•Establishment •Performance	• Star Herbs' My Low Press herbal formula offers powerful, all-natural support for lowering blood pressure and maintaining it at normal levels without any side effects • My Low Press also helps alleviate blood related deficiencies such as anemia and dizziness
5557	Case Report	2/19/2013	Europharma, Inc.	Natural Factors, Inc.	CurcuminRich Tumeric Root Extract Theracurmin & Theracurmin-Pro 300		Inflammation	Superiority/Performance	• Theracurmin is the only curcumin preparation to demonstrate a clear dose response. • The only product that has shown to actually increase the free curcumin form is Theracurmin. As free curcumin is significantly more active than the metabolites, it is extremely likely that Theracurmin is not only better absorbed, but it also produces additional benefits compared to other supplemental forms of curcumin.
5569	Case Report	4/8/2013	Nutrition 21, LLC	InterHealth Nutraceuticals, Inc.	Zychrome		Insulin Management	•Establishment •Performance	• 2x more effective than chromium picolinate in improving insulin function. • Zychrome outperformed chromium picolinate on multiple key parameters tested. • 88% of diabetic educators prefer Zychrome over chromium picolinate for insulin management...
5571	Case Report	4/9/2013	NAD	USPlabs, LLC	AP Dietary Supplement		Weight Loss/Carbohydrates	•Establishment •Implied	• Clinical study demonstrates first dose effectiveness. • Taking AP dietary supplement before eating renders carbohydrates non-digestible (implied).
5576	Case Report	4/25/2013	NAD	UPSlabs, LLC	Jack3d Products		Energy Sport Nutrition	•Express/Implied •Establishment	• Being three-quarters through your workout and feeling like you've got a full tank. • The Original, University Studied legend.
5588	Case Report	5/20/2013	CRN	Institute for Wellbeing, Inc.	Virasyl		Immune Health Detoxification	•Establishment •Performance	• Formulated in a medical clinic and backed by research to support...GI Tract & Immune System, Nerves & Mental Clarity, Joint & Muscles, Detox & Purification. • Properties of humic acid benefit people seeking immune support.
5596	Case Report	5/30/2013	NAD	The Winning Combination, Inc.	Abrexin Weight Loss Supplement		Weight Loss	•Establishment •Performance •Testimonials	• Lose Weight While You Sleep! • No need to alter your lifestyle with hard to follow diets or impossible to stick to workouts. • A 40% reduction in the fat that hides just under your skin.
5598	Case Report	4/29/2013	NAD	Media Consumer Healthcare, Inc.	MidNite PM		Sleep Aid	Performance	• The only one you can take in the middle of the night. • Promotes healthy sleep and manages minor pain.
5601	Case Report	6/4/2013	CRN	Green Tea Hawaii, LLC	Raspberry Ketone Drink	yes (re-opened 9/17/13) closed 10/18/2013	Weight Loss Energy Blood Sugar	Establishment	• Fat cells exposed to these adiponectin rich ketones become "excited" and start reducing immediately... in as few as 5 days. • By reducing drops or spikes in blood sugar, you increase energy and regulate mood. This will prevent bingeing due to sudden hunger spells.
5603	Case Report	6/10/2013	NAD	GAT (German-American Technologies)	NITRAFLEX Hyperemia & Testosterone Enhancing PWD		Sports Nutrition/Testosterone	•Establishment •Performance	• Clinically proven to increase strength! Vasodilation Testosterone Reactive Hyperemia (Muscle Pumps) Strength Energy Hardness. • In just 2 short weeks, pilot test subjects...increased muscle work capacity by 21.6%...Bench press increased up to 10 lbs...increased their free testosterone by avg. 13.4%.
5606	Case Report	7/25/2013	NAD	New Nordic USA, Inc.	Hair Volume		Hair Growth	•Testimonials •Performance	• Strengthens your hair. With hair growth factors and minerals for hair follicles, skin and nails.
5611	Case Report	7/12/2013	NAD	DrFuhrman.com, Inc.	Immunotect		Immune Support	•Ingredient	A carefully selected combination of ten powerful immune-supporting, cancer-fighting mushroom species with varying and synergistic immune strengthening action
5612	Case Report	7/29/2013	NAD	BPI Sports, LLC	SAAs Energy Dietary Supplement		Energy Sport Nutrition	Performance	• Perfect anabolic aminos. • Go Faster. Build Muscle.
5613	Case Report	7/29/2013	NAD	BPI Sports, LLC	1 M.R. (One More Rep) Pre-Workout Powder		Sports Nutrition	Superiority	• #1 Strongest Pre-Workout Formula. • #1 Professional Bodybuilding "Dialed In" Vehicle.
5614	Case Report	7/29/2013	NAD	BPI Sports, LLC	Go Performance Pre-Training Powder		Energy Sport Nutrition	Superiority	• Stronger than 13 DMAA. • Hits You Harder. Lasts Longer. Crazy Energy. Zero Crash.
5620	Case Report	8/8/2013	NAD	NourishLife, LLC	SpeechNutrients Speak		Speech Development	•Establishment •Efficacy •Implied •Performance •Testimonials	•...special blend of nutrients provides targeted benefits including: nutritional support of verbal and motor skills, reduction in oxidative stress, and promotion of a healthy inflammatory response. • See benefits "as soon as the first week". • ...combination of omega-3 within vitamin E together had a dramatic impact on these children's symptoms, not only helping with speech, but also improved eye contact and helping to improve pain sensation.
5621	Case Report	8/21/2013	CARU	Pharmacare US, Inc.	Kid Smart Fish Oil		Fish Oil	Unsafe/Inappropriate Advertising	Omega-3 can help support brain function, normal focus and mood.
5627	Case Report	9/9/2013	NAD	Supragenix, LLC	CB-1 Weight Gainer		Weight Gain	•Implied •Performance	Average weight gain of 9.4 lbs. in only 4 weeks.
5629	Case Report	9/10/2013	NAD	WellNx Life Science, Inc.	NV Hollywood Weight-Loss Supplements		Weight Loss	•Establishment •Efficacy •Implied •Performance •Testimonials	• ...Drop 1 jean size in 2 weeks. • Backed by 2 clinical studies. • Implied claim that normal weight individuals will see fast weight loss.
5631	Case Report	9/11/2013	NAD	Maximum Human Performance, LLC	MYO-X		Muscle Enhancement	•Establishment •Performance	• Clinically shown to reduce myostatin in 100% of human test subjects... • Backed by more than a decade of evolutionary bench work and published scientific research showing it can truly reduce human myostatin levels!

187	NARB Panel	11/9/2013	NAD	Media Consumer Healthcare, Inc.	MidNite PM		Sleep Aid	•Establishment •Performance	Advertiser can not make a "fast" sleep claim for the ingredient melatonin
5641	Case Report	10/10/2013	CRN	HealthyLife Sciences, LLC	Healthe Trim		Weight Loss	•Establishment •Performance	<ul style="list-style-type: none"> ...safely suppresses your appetite and speeds your metabolism so you can lose weight without feeling hungry or deprived. • With all natural ingredients and clinically proven results, Healthe Trim equips your body to maximize weight loss.
5647	Case Report	10/25/2013	NAD	Maxam Nutraceuticals, LLC	PCA Dietary Supplement	yes	Toxins	•Establishment •Performance	<ul style="list-style-type: none"> • PCA is the only product ever specifically developed to naturally help your body safely and effectively remove all toxins, poisons, chemicals or anything that is not part of a healthy living biological system. • PCA has been used and proven over the last 15 years to be the most effective toxin remover available
5660	Case Report	12/10/2013	NAD	Bremmen Clinical, LLC	Vysera-CLS	yes	Weight Loss	Performance	<ul style="list-style-type: none"> • A Pill That Can Reshape Your Entire Body in 30 Days. • ...dropping inch upon inch of unsightly fat from your waist, hips, thighs and tummy... even if you're eating more than 2,000 calories a day! • last but not least... cause a significant loss of actual fat mass from all over your body...
5606C	Compliance	12/11/2013	NAD	New Nordic USA, Inc.	Hair Volume		Hair Health	•Health •Performance	<ul style="list-style-type: none"> • The composition is a unique innovation and reinvention of the old hair, skin and nail tablet. • Thousands of people have already experienced the benefits of Hair Volume, which has made it the world's leading hair tablet with natural apple hair growth. • Strengthens hair.
5662	Case Report	12/13/2013	CRN	Prescription Vitamins, LLC	Statinzyme		Muscle Pain Cardiovascular Health	Health & Safety Claims	<ul style="list-style-type: none"> • The composition is a unique innovation and reinvention of the old hair, skin and nail tablet. • ...may reduce cardiovascular risk in patients who are suffering from statin induced vitamin D deficiency.
5665	Case Report	12/18/2013	NAD	American Media, Inc.	Shape Water Boosters		Energy Beauty	Native Advertising/Implied Claims	Advertising appeared to be editorial content and may mislead or confuse consumers who may attach a different weight or significance to editorial content versus pure advertising content.
5672	Case Report	12/20/2013	NAD	COORGA Nutraceuticals Corporation	Grey Defence	yes	Hair Health	Performance	<ul style="list-style-type: none"> • Reverse Grey Hair in 6 Months! • Grey defence neutralizes hydrogen peroxide on contact, helping to stop, stop and reverse grey hair due to oxidative stress.
5671	Case Report	12/20/2013	NAD	Rainbow Light Nutritional Systems	Omega Skin & Mood Dietary Supplement		Mood Anti-aging	Performance	<ul style="list-style-type: none"> • The unique combination of DHA, EPA, along with astaxanthin, ResVino1-25 and GLA, work to reduce visible signs of aging... • Omega Skin and Mood is formulated to reduce fine lines and support a healthy mood.
4749C	Compliance	12/23/2013	NAD	Living Essentials	5-Hour Energy		Energy	Performance	No crash!
5666	Case Report	12/23/2013	NAD	Trinity Sports Group, LLC	NeuroImpact		Brain Health	•Establishment •Testimonials	<ul style="list-style-type: none"> • Brain Recovery Support for Contact Sports. • Clinically Tested • Patent-pending product clinically proven to support proper neurological function after contact sports
Case Number	Type of Case	Date of Decision (2014)	Challenger	Advertiser	Product	Referred to Gov Agency for Enforcement?	Category of Supplement	Types of Claims	Examples of Claims
5073C	Compliance	1/14/2014	NAD	Brain Research Labs	Procera AVH	yes	Cognitive Health	Performance	Vinpocetine, a substance that helps deliver increased oxygen and glucose to your brain.
5675	Case Report	1/14/2014	NAD	Pharmavite, LLC	NatureMade Letter Vitamins, Fish Oil, Flaxseed Oil, CoQ10 and Diabetes Health Pack Supplements		General Health	Superiority	#1 Pharmacist Letter Vitamin Brand (US News & World Report - Pharmacy Times Survey)
5680	Case Report	1/30/2014	CRN	Elements of Health Care, LLC	L-arginine Plus	yes	Anti-aging Cardiovascular Health General Health	•Establishment •Performance •Testimonials	<ul style="list-style-type: none"> • L-arginine Plus™ is based on a Nobel Prize winning medical breakthrough that some consider to be one of the most important advancements in the fight to naturally lower High Blood Pressure, Stroke, High Cholesterol, and Heart Attack in the last 50 years! • L-arginine supplementation has been shown to encourage the pituitary gland to release human growth hormone (HGH).
5690	Case Report	2/25/2014	NAD	geneME, LLC	geneME Wellness Supplements		Personalized Wellness	•Establishment •Performance	<ul style="list-style-type: none"> • Scientifically-Validated Wellness Formula Made Just for You. • Only geneME is scientifically formulated to reverse your personal and specific genetic weaknesses.
5706	Case Report	4/24/2014	CRN	Akeso Health Sciences, LLC	MigreLief Original Formula for Adults & Children's Migrelief		Migraine Relief	•Establishment •Performance •Testimonials	<ul style="list-style-type: none"> • MigreLief contains a patented 'Triple Therapy' approach to reestablishing normal cerebrovascular tone and function which is disrupted in children who have migraines. • Puracol, MigreLief's proprietary blend of two unique feverfew sources, magnesium from two sources and high dose, highly absorbable riboflavin (Vitamin B-2) have all independently been shown to be of significant therapeutic benefit to chronic migraine sufferers.
5709	Case Report	5/7/2014	CRN	Lutimax Nutraceuticals, LLC	Lutimax Pediatric Powder & Pediatric Powder with L-Theanine		Children (ADD/AHD)	•Performance •Testimonials	<ul style="list-style-type: none"> • ...can help with speech improvement, emotional attachment, cognitive functions, coordination, behavior outbursts, attention span, intimacy, interaction, and comprehension. • If you have a hyper-active child Lutimax Pediatric Powder with L-Theanine would be recommended as a first choice. • ...clinically shown to help improve the quality of life in children.
5714	Case Report	5/16/2014	NAD	iSatori, Inc.	Energize- The All-Day Energy Pill		Energy	•Establishment •Performance	<ul style="list-style-type: none"> • Just take two Energize tablets in the morning for all-day energy. • No Jitters, No Crash, No Bitter Taste! • 8-Hour Efficacy Shown in Clinical Testing.
5713	Case Report	6/014/2014	NAD	Cleanhealth Nutrition/Hyperion Management	Garcinia Cambogia Formula and saferColon		Weight Loss	•Establishment •Performance	<ul style="list-style-type: none"> • Promotes 4 Times More Weight Loss Than Diet and exercise Alone. • Boost Energy • Scientifically Proven to tear fat away from your body.
5663	Case Report	6/10/2014	NAD	DSM Nutritional Products LLC	life'sDHA Omega-3 Supplements		Memory	•Establishment •Performance	<ul style="list-style-type: none"> • Looking for a better way to remember things? Remember life'sDHA. • life'sDHA is the only omega-3 clinically shown to improve memory.
5331	Compliance	6/12/2014	NAD	LifProducts, Inc	F'rst Defenz		Immunity Health	•Ingredient/Preventative Health •Exclusivity •Testimonials	<ul style="list-style-type: none"> • Helps: Stop a Cold and Sore Throat, Maintain Healthy Gums & Teeth, Remove Plaque and Tartar, Freshen Breath. • Uniquely formulated with 100% natural essential oils and herbal extracts.
5725	Case Report	6/16/2014	NourishLife, LLC	Pursuit of Research, LLC	Nutriveda Dietary Supplement		Speech Development Cognitive/Behavioral	•Establishment •Performance	<ul style="list-style-type: none"> • ...many others seeing the same surges in their children (of all ages from 2 years old to teens to adults) with diagnosis of apraxia, autism, TBI, global delays, ADHD. • Nearly 100% success rate...results within a few days.

5333	Compliance	6/19/2014	NAD	New Nordic US, Inc.	Mulberry Zuccarin Dietary Supplement		Blood Sugar	•Endorsement •Efficacy •Ingredient •Performance	• Stabilize your blood sugar levels with this new highly concentrated mulberry leaf extract. • Block carbohydrate digestion and regulate your blood sugar with this new unique and highly concentrated mulberry leaf extract.
5606	Compliance	6/20/2014	NAD	New Nordic US, Inc.	Hair Volume		Hair Health	•Testimonials •Performance	After a few weeks with Hair Volume I was impressed. My hair looks great. I'm so happy I have found these tablets.
5727	Case Report	6/17/2014	CRN	RDK Global Pharmaceuticals	Provailen	yes	Joint Health	•Establishment •Performance •Testimonials	• Stops Arthritis Pain At The Source! • 87.6% of clients asked experience up to 90% reduction in arthritis pain. • ...why would you not try this fungus which has proven to help alleviate the majority of arthritis issues?
5738	Case Report	6/6/2014	CRN	Bell Lifestyle Products	Virus Viral Infections #42		Immune Health	Health Claims	• Helps you with sexually transmitted diseases, herpes, cold sores, and influenza. • African plant base that has the ability to inhibit virus replication in our bodies. • Virus works immediately to lessen or kill herpes and other viruses (implied claim).
5739	Case Report	7/1/2014	Bayer Consumer Healthcare	Nature's Way Brands, LLC	Alive! Women's Energy, Alive! Men's Energy, Alive! Women's 50+, and Alive! Men's 50+ Multivitamins		Multi-Vitamin	•Establishment •Performance	• Made with 26 fruits and vegetables. • Superior Potency – 100%+ daily value of 20 vitamins/minerals.
5393	Compliance	8/18/2014	NAD	Proven Health Results	Diab-X		Diabetes	•Establishment •Performance	• Defeat Diabetes Naturally! • Shown to normalize blood sugar..." • Reduce body weight 3-times faster than diet and exercise alone.
5485	Compliance	9/8/2014	NAD	Interceutical, Inc.	BetterWOMAN		Urinary Health	Performance	Results in reducing frequent urination and urine leakage when you start to use BetterWOMAN
5761	Case Report	9/10/2014	CRN	Cerebral Success	SmartX Premium Brain Supplement		Cognitive Health	•Performance	• Designed to enhance memory, focus & mental agility: boost focus & concentration; stimulate mental energy & agility; enhance memory & recall; improve brain health & function; and reduce anxiety. • Cerebral Success was specifically designed as a study pill to provide an Adderall alternative for students who are taking the drug without a prescription.
5433	Compliance	9/12/2014	NAD	Vitanergy, Inc.	Urinozinc Supplements		Urinary Health	Ingredient	The natural supplement for men that promotes normal prostate health and function
5373	Compliance	9/17/2014	NAD	NNC, LLC	Vital-T Aid		Testosterone Levels	Performance	Promotes muscle mass • increases and maintains healthy testosterone levels.
5770	Case Report	10/7/2014	CRN	Neogenis, LLC	Neo40 Daily Dietary Supplements		Cardiovascular Health	•Establishment •Performance	Neo40 Daily is proven to help the body naturally increase its nitric oxide level (which helps support): Blood Pressure, Triglycerides, Energy Levels, Workout Endurance, Sexual Function.
5725	Compliance	10/23/2014	Nourishlife LLC	Pursuit of Research, LLC	Nutriveda Dietary Supplement		Speech Development Cognitive/Behavioral	•Testimonials •Performance	Strong parental and professional anecdotal reports that it's helping those with autism, apraxia, ADHD, seizures, TBI and other conditions within days of use.
5777	Case Report	10/24/2014	NAD	IMNatural.com	Garcinia Cambogia Powder with 50% HCA Dietary Supplements		Immune Health/Ebola Virus	Performance	Some of the possible health benefits of Garcinia Cambogia [is that it]... fights... [the] ebola virus.
5785	Case Report	11/2/2014	CRN	Add-Care, LLC	ADD-Care Supplements		ADD/ADHD	Performance	"Strong parental and professional anecdotal reports that it's helping those with autism, apraxia, ADHD, seizures, TBI and other conditions within days of use." "Medical doctors and therapists are now recommending NV due to the positive results they see in their patients"
5784	Case Report	11/6/2014	CRN	LifeCaps Nutraceuticals, LLC	LifeCaps		Meal Replacement/Survival Pill	•Health & Safety •Performance •Ingredient •Nutrition	• LifeCaps (Emergency Food-Replacement Pill) will not only help sustain your life in an emergency, it will help keep you healthy, satiated and comfortable as well • ...contains the perfect amount of nutrients that work together with our proprietary micro-particulate blend to create a metabolic trigger... [t]his allows your brain and vital organs to utilize the sugars, proteins and carbohydrates that are stored within body fat for energy. • LifeCaps is safe for children over 4 years of age.
5786	Case Report	11/21/2014	CRN	Obesity Research Institute	Lipozene	yes	Weight Loss	•Establishment •Performance	• Lipozene is an all-natural weight loss supplement that is clinically proven to help you lose weight and pure body fat. • In an independent study, not only did participants taking Lipozene lose weight, but 78% of each pound lost was pure body fat.
5787	Case Report	12/2/2014	NAD	Nature4Life	Tomato Natural Weight Loss Capsule		Weight Loss	•Establishment •Performance	• Acts as a powerful appetite suppressent, increase metabolism in the stomach. • Lower the level of triglycerides and cholesterol in the blood, tomato pills beat heart disease.
5794	Case Report	12/22/2014	NAD	Lifes2Good, LLC	Visiscal		Hair Loss	•Establishment •Performance	• Discover the clinically proven answer to thicker, fuller, hair. • Promotes Existing Hair Growth.
5606CIII	Compliance (#3)	12/29/2014	NAD	New Nordic	Hair Volume		Hair Loss	•Testimonials •Performance	Testimonial that product will halt hair loss
Case Number	Type of Case	Date of Decision (2015)	Challenger	Advertiser	Product	Referred to Gov Agency for Enforcement?	Category of Supplement	Types of Claims	Examples of Claims
5739C	Compliance	1/26/2015	Bayer Consumer Healthcare	Nature's Way Brands, LLC	Alive! Women's Energy, Alive! Men's Energy, Alive! Women's 50+, and Alive! Men's 50+ Multivitamins		Multivitamin	Implied	With Alive! you will find Orchard Fruits™ and Garden Veggies™ in every multivitamin.
5804	Case Report	1/26/2015	Europharma, Inc.	Natural Factors, Inc.	CurcuminRich Tumeric Root Extract with Theracurmin, Theracurmin-Pro 300, Theracurmin-Pro 600		Curcumin	•Establishment •Superiority	• The most absorbable curcumin on the market. • Clinically proven as the most bioavailable curcumin. • Number one absorbed form of curcumin.

5807	Case Report	2/3/2015	Minnesota Weight Control, LLC	SlimGenics, LLC	SlimGenics Weight-Loss Clinics		Weight Loss	•Testimonials •Performance	• I was amazed at how fast the weight came off and I was never hungry. • I lost 40 pounds ... [and] learned how to keep the weight off for good. • Individualized, step-by-step nutritional plan that gives you the framework to eat the right foods at the right times, resulting in rapid weight-loss.
5770	NARB Panel	3/3/2015	CRN	Neogenis, LLC	Neo40 Daily Dietary Supplements		Cardiovascular Health	•Establishment •Performance	Neo40 Daily is proven to help the body naturally increase its nitric oxide level (which helps support): Blood Pressure, Triglycerides, Energy Levels, Workout Endurance, Sexual Function.
5831	Case Report	4/14/2015	CRN	Iovate Health Sciences International, Inc.	Six Star Whey Protein Plus		Muscle Building	•Establishment •Performance •Testimonials	• Scientifically Shown To Build 70% More Muscle. • Test Subjects Gained 4x The Muscle. • ...Clinically Shown To Build More Muscle And Strength Than Whey Protein Alone.
5837	Case Report	4/24/2015	CRN	All Health Supplement Systems, LLC	Big "C" Dietary Supplements		Immune Health	Performance	• Research the 16 ingredients, they all have shown different positive results in battling cancer in various lab studies and may help. • As many as 70% of known causes of cancers are avoidable and are related to diet and lifestyle.
5840	Case Report	5/5/2015	CRN	Silver Star Brands, Inc.	Native Remedies® A+ TestCalmer		Cognitive Health	•Testimonials •Performance	• Herbal supplement for a calm mood and memory function during test taking. • Supports nerves without 'dulling' the mind or affecting concentration. • Supports confidence to maximize study efforts.
5266C	Compliance	5/13/2015	NAD	Marabou Limited	GenFX		Cognitive, Sleep, Vision Health Anti-aging, Sexual Health Weight-loss Bone Health, Cholesterol	•Testimonials •Performance	• GenFX will boost HGH levels to "more youthful levels". • Skin that looks and feels firmer and smoother, weight loss with decreased body fat, increased lean muscle, greater memory and focus, better mood, stronger bones and increased bone density, lowered cholesterol, clearer healthier vision, better sleep and reinvigorated sex drive and performance.
5725C	Compliance	5/22/2015	NourishLife, Inc.	Pursuit of Research, LLC	Nutriveda Dietary Supplement	Yes (Discontinued as per FTC closing letter)	Speech Development Cognitive/Behavioral	•Testimonials •Performance	• Strong parental and professional anecdotal reports that it's helping those with autism, apraxia, ADHD, seizures, TBI and other conditions within days of use.
5850	Case Report	6/5/2015	CRN	Health Solutions, LLC	PhytoZon Supplements		Cognitive Energy Heart Health Joint Health	Performance	• Forget Pain Today. • Proven Effective Results.
5852	Case Report	6/10/2015	CRN	Institute For Vibrant Living	Alleviate		Joint Health	•Establishment •Performance •Testimonials	• Bone-on-bone pain is history. • ...also includes an herbal painkiller SO powerful, many of our customers have reported almost instant relief. • Alleviate nourishes every joint in your body—not just your knees...you get relief in your shoulders, elbows, hands, and even your back.
5857	Case Report	6/18/2015	CRN	Inspired Nutrition, LLC	Ultimate Bio-Fibrin		Fibrin Dissolution Various disease claims	•Establishment •Performance	• The Best Enzymes Clinical Studies Show to Dissolve Fibrin Blofims, Cysts and Internal Scarring!" "New hope for conquering chronic diseases like MRSA staph, Lyme disease, HIV, Hepatitis, Shingles, Herpes."
5861	Case Report	7/8/2015	Van-Stokely Camp, Inc.	Aspire Beverage Company	Aspire Sports Drink		Functional Food Immunity Health	•Performance •Superiority	• The vitamin B3 in ASPIRE has been proven to increase HDL levels (good cholesterol)...thus decreasing the risk of cardiovascular disease. • The antioxidants in ASPIRE make ...it easier to fight colds, flu, and infections. • Gatorade is "junk," "artificial junk," or "old neon colored junk."
5865	Case Report	7/14/2015	NAD	Motherlove Herbal Company	More Milk Plus		Lactation Support	•Performance •Superiority	• A safe and effective herbal formula designed to quickly increase breast milk for breastfeeding mothers. • Best selling breastfeeding supplement in the U.S.
5870	Case Report	7/28/2015	CRN	Great HealthWorks, Inc.	Omega XL		Omega-3 Joint Pain Comparative Superiority	•Performance •Testimonials	• Omega XL is pure and contains no levels of harmful toxins or PCBs that are sometimes associated with fish oil products sourced from other parts of the world. • Makes It Easy For You To Get Back What Joint Pain And Inflammation Are Limiting You From Doing Because Omega XL Works!
5871	Case Report	7/31/2015	CRN	Arthri-D, LLC	Arthri-D3		Joint Health Performance	•Performance •Testimonials •Implied	Testimonials: "Just like you I suffered with arthritis pain in my knees, my shoulder, and my lower back, so much that I could barely get out of bed in the morning. Then I found Arthri-D." "After just a few weeks on Arthri-D3, all my joint pain was gone. No back, shoulder, or knee pain. Now I go hiking, biking, and kayaking all the time." "I am so thankful because I can walk. My legs are better than people who have had knee surgery. I wouldn't live without Arthri-D3."
5872	Case Report	8/13/2015	The Procter & Gamble Company	Benefiber	Novartis Consumer Health, Inc.		Digestive Health Fiber	•Performance	Benefiber "Helps Maintain Regularity."
5739CII	Compliance (#2)	8/27/2015	Bayer Consumer Healthcare	Nature's Way Brands, LLC	Alive! Women's Energy, Alive! Men's Energy, Alive! Women's 50+, and Alive! Men's 50+ Multivitamins		Multivitamin	•Implied Claims •Ingredient	• Orchard Fruit and Garden Veggies • Pictures of fruit and vegetables on packaging
5879	Case Report	8/31/2015	NAD	Clarion Brands, LLC	Lipo-Flavonoid Plus		Tinnitus Meniere's Disease	•Performance •Establishment •Testimonial	• The only product supported by 50 years of clinical use. • Lipo-Flavonoid Plus provides dietary support to improve circulation in your ear. • Helps ease the ear ringing that characterizes tinnitus.
5881	Case Report	9/2/2015	Lifes2Good	Lang Pharma Nutrition, Inc.	CVS Hair Nourishing Supplement		Hair Growth	Comparative/Unsurpassed	• Compare to Viviscal
5606CIV	Compliance (#4)	9/14/2015	NAD	New Nordic USA, inc.	Hair Volume	Yes - advertiser returned to NAD to participate	Hair Growth	•Performance •Testimonial	Testimonial: "My hair became thinner and I was totally freaking out. After a few weeks with Hair Volume I was impressed. My hair looks great. I'm so happy I have found these tablets.
5852C	Compliance	9/15/2015	CRN	Institute for Vibrant Living	Alleviate		Joint Pain Immune Health	•Establishment •Performance	• Bone-on-bone pain: gone • Knee surgery: canceled • Pain shots: no way
5882	Case Report	9/21/2015	NAD	Moon Juice	MesoSilver Colloidal Silver Mineral Supplement		Detoxification Disease Claims (Infection)	•Performance •Bioavailability	• With the highest bioavailability of any colloidal silver, MesoSilver's small particle size and high particle concentration of nanoparticle silver combats fungus, viruses and harmful bacteria on contact. • It helps the body to reach a deeper detoxification while strengthening the immune system."
5890	Case Report	10/7/2015	NAD	American Dream Nutrition, LLC	PhytoZon Dietary Supplement	Yes	Cognitive Energy Heart Health Joint Health	•Performance •Establishment	• Brain/Body Balance – Mental Clarity, Focus/Recall • Energy, Vitality, Increased Strength, Well Being • Pain, Inflammation, Arthritis, Osteoarthritis
5891	Case Report	10/8/2015	NAD	Advanced Orthomolecular Research	UTI Cleanse, Now with Cranberry		Urinary Tract Infections	•Performance •Establishment	• A natural solution for urinary tract infections. • Provides plant extracts for preventing UTIs. • Helps fight off acute UTIs and prevent their recurrence. • Safe and effective relief without the side effects of antibiotics.

5892	Case Report	10/8/2015	CRN	Eok Marketing, LLC d/b/a Marine Essentials	OmegaFlex Dietary Supplements		Joint Pain	•Establishment •Performance •Comparative Superiority	• Scientists have made an amazing breakthrough that can dramatically reduce your joint pain...And In As Little As Seven Days... • ...another natural powerful joint pain fighter in OmegaFlex as well...over 17 studies reveal how effective this nutrient is against joint pain. • Here's what's most amazing about calamarine...It Gives You a Whopping 85% More DHA Than Fish Oil
5895	Case Report	10/13/2015	NAD	Health Energetic Labs	HeightGrowth Plus	Yes (Discontinued as per FTC closing letter)	Height gains (adults)	•Performance •Establishment	• People Between The Ages Of 22 To 35 Can Expect To Grow Anywhere From 1"-3" Inches Every 6 Months With HeightGrowth Plus®. • People Between The Ages Of 16 To 21 Can Expect To Grow Anywhere From 3"-5" Inches Every 6 Months With HeightGrowth Plus®. • Clinically proven to make you taller!
5901	Case Report	11/9/2015	NAD	New Nordic USA, Inc.	Skin Care Collagen Filler		Anti-aging	•Performance •Establishment	• Helps reduce the formation of new wrinkles. • Promotes the skin's own formation of collagen.
5904	Case Report	11/23/2015	Lifes2Good, Inc.	Brock Beauty	Hairfinity		Hair Growth/Thickness	•Performance •Establishment	• Clinically proven to decrease number of hairs shed and increase hair growth. • Our B-Vitamin complex nourishes and supports a healthy scalp and hair growth. • Hairfinity Hair Vitamins are formulated with hair specific nutrients to nourish your hair from the INSIDE OUT and promote faster growing, longer, thicker, stronger hair, and more vibrant hair.
5907	Case Report	12/7/2015	NAD	Neuracel.com	Neuracel Nerve Pain Relief		Nerve Pain Relief	•Performance •Testimonials	• The Complete Natural Everyday Nerve Pain Miracle • One New Supplement Does Everything and Keeps You Comfortable ALL Day Long. Plus, you can say "good bye" to dangerous side effects. • No More Nerve Pain. Surgery Is Not An Option.
5873	NARB Panel	12/17/2015	The Procter & Gamble Company	Novartis/GSK Consumer HealthCare	Benefiber		Bowel regularity	Performance	• Helps maintain regularity.
5912	Case Report	12/21/2015	NAD	Vital G-NETICS	Flexsure		Joint health	•Performance •Establishment •Testimonials •Comparative Superiority	• Researchers Conclude: FlexSure has been clinically proven to be effective AND safe. • Clinical trials showed that FlexSure users had significant increases in joint comfort, mobility and flexibility. • Significant results were seen in 7 DAYS!
5914	Case Report	12/23/2015	NAD	Brain Fire	Brain Fire		Cognitive Health	•Performance •Establishment •Implied	• Mental Clarity – Enhances Neurotransmitters in the brain naturally. • Improved memory. • Effective nootropic – proven scientific ingredient profile that works.
Case Number	Type of Case	Date of Decision (2016)	Challenger	Advertiser	Product	Referred to Gov Agency for Enforcement?	Category of Supplement	Types of Claims	Examples of Claims
5918	Case Report	1/11/2016	NAD	Silver Star Brands, Inc.	JuniorSlim		Children's Weight Loss	•Performance •Implied •Testimonials	• Supports the digestive system by maintaining the natural breakdown of fats. • Addresses the tendency to comfort eat.
5879	NARB Panel	1/14/2016	NAD	Clarion Brands LLC	LipoFlavoniod		Tinnitus Meniere's Disease	•Performance •Implied •Testimonials	• The only product supported by 50 years of clinical use. • Helps ease the ear ringing that characterizes tinnitus.
5931	Case Report	2/17/2016	NAD	NuScience Corporation	Cellfood		Cell Function Hydration Detoxification	Performance	• Cellfood's unique formula helps keep your body well hydrated throughout the day and night. • By adding 24 drops of Cellfood to your water bottle each day, you'll clean and detoxify, help to eliminate free radicals and bring oxygen, hydrogen and plant nutrients into your body.
5901C	Compliance	3/1/2016	NAD	New Nordic USA, Inc.	Skin Care Collagen Filler	Yes	Anti-aging	•Performance •Ingredient •Testimonials	• Skin Care works from the inside – by nourishing the deep layers of the skin, where traditional skin care treatments seldom reach.
5975	Case Report	7/25/2016	NAD	Erikson Bioscience/Basic Research, LLC	The European Wrinkle Pill	Yes	Anti-aging	Performance	• This incredible oral compound has the power to make your skin younger. It won't just look younger... it will actually be younger. • It's able to improve the skin everywhere, from the face, neck, and décolleté to crepey arms, loose abdominal skin... even buttock sag and elbow wrinkles. • It is sort of like a facelift for your whole body: it works from the end of your nose to the tips of your toes.
5952	Case Report	5/11/2016	CRN	Mega-T, LLC	Mega-T Green Tea Fat Burning Supplement		Weight Loss Digestive Health	Performance	• Probiotics help you to better digest carbs and proteins and green tea is clinically proven to help you burn fat and boost your metabolism. • Every Mega-T product is scientifically formulated to help boost your metabolism so that your body works more effectively to use the fuel consumed, store less fat, and lose more weight.
5959	Case Report	5/25/2016	CRN	Advance Nutritional Innovations, Inc.	ionDEFENDER		Radiation/Cell Protection	•Performance •Establishment	• Protect the body against damaging radiation! • ...clinically proven to reduce oxidative stress by stimulating the body to produce more of its own protective antioxidant enzymes. • It also helps protect the body against free-radicals generated by toxins, including hangover (alcohol), airline cabin air (ozone), and those created by normal metabolism, all factors in aging.
5966	Case Report	7/6/2016	Great HealthWorks, Inc.	Prevention Pharmaceuticals Inc.	Omax3 Ultra Pure Dietary Supplement		Fish Oil	•Performance •Establishment •Superiority	• And unlike other fish oils, Omax3 will not raise low-density lipoproteins (LDL). • While most fish oil products can help with blood lipids, Omax3 has been shown to help people with LDL, something other fish oil products don't. • Nearly 100% purity: Omax3 is the most concentrated omega-3 available. Most fish-oil/omega-3 supplements only contain 30-50% omega-3.
5976	Case Report	7/16/2016	NAD	Moon Juice	Moon Juice Action Dust and Brain Dust				• Made with enlightening herbs like astragalus and ginkgo, used for centuries by great thinkers and meditators, this adaptogenic elixir is designed to maintain healthy systems for superior cognitive flow, clarity, memory, creativity, alertness, and the capacity to handle stress. • Medicinal Grade, Adaptogenic Potion, All Organic or Wild.
5977	Case Report	7/26/2016	NAD	Goop, Inc.	Moon Juice Action Dust and Brain Dust		Cognitive Health Energy Stress	•Performance •Product Description	• Made with enlightening herbs like astragalus and ginkgo, used for centuries by great thinkers and meditators, this adaptogenic elixir is designed to maintain healthy systems for superior cognitive flow, clarity, memory, creativity, alertness, and the capacity to handle stress. • Medicinal Grade, Adaptogenic Potion, All Organic or Wild.
5980	Case Report	7/29/2016	NAD	M&M/Mars	CocoaVia Cocoa Extract		Heart Health	•Performance •Health and Safety	• ...delivers the highest concentration of cocoa flavanols, which are scientifically proven to promote a healthy heart by supporting healthy blood flow, helping firefighters, or anyone, maintain who they are for years to come.
5982	Case Report	8/3/2016	Kyowa Hakko Bio Co., Inc	Legacy Labs, LLC	Cognitine		Cognitive Health	•Performance •Establishment •Superiority	• Reverse age related cognitive decline. • You will have incredible focus and mental health in a matter of days and stabilize your mood as well. • ...a safe natural dietary supplement that was developed by Legacy Labs, backed by proven research studies...

5985	Case Report	8/9/2016	CRN	Verified Forskolin.com	Verified Forskolin	Yes	Weight Loss Various Disease Claims	Quantified Performance/ Performance	<ul style="list-style-type: none"> • Fast results. 71.8% of our forskolin users claim they have started witnessing positive, satisfying results within 4-6 days. • ...works in a natural way where it will help you get rid of cancer without any side effects. • ... through the use of capsules containing Forskolin it is very easy to treat asthma. • Through use of forskolin it is possible to get rid of excess fats from the body...will lead to opening the blood vessels for effective working of the heart where it will pump blood to different parts of the body easily.
5890	Case Report	8/17/2016	CRN	American Dream Nutrition, LLC	PhytoZon		Cognitive Energy Heart Health Joint Health	<ul style="list-style-type: none"> •Performance •Establishment 	<ul style="list-style-type: none"> • Brain/Body Balance – Mental Clarity, Focus/Recall • Energy, Vitality, Increased Strength, Well Being • Pain, Inflammation, Arthritis, Osteoarthritis
5991	Case Report	8/22/2016	NAD	DSE Healthcare, LLC	Prerelief		Urinary Health Digestive Health	<ul style="list-style-type: none"> •Performance •Testimonials 	<ul style="list-style-type: none"> • Prerelief helps prevent the discomfort of food-caused bladder irritations, heartburn and other food acid problems before they happen. • Prerelief is the only acid fighter that is designed to take irritating acids out of the foods you eat, while leaving your protective stomach acid untouched...
5995	Case Report	8/30/2016	NAD	Nootrobox, Inc.	Nootropics - RISE™, SPRINT®, and YAWN™		Cognitive Health Energy	<ul style="list-style-type: none"> •Performance •Testimonials 	<ul style="list-style-type: none"> • Increase your baseline cognition. Shown to increase working memory and resilience to stress. • Conquer exams, deadlines or any mentally demanding task. • ...helps you get to sleep faster, sink into deep sleep more reliably and wake up more refreshed and rejuvenated.
5998	Case Report	9/1/2016	VDF FutureCeuticals, Inc	BAI Brands, LLC	BaI5 Beverages		Functional Foods/Antioxidants	<ul style="list-style-type: none"> •Express •Ingredient/Content/Nutrition •Implied 	<ul style="list-style-type: none"> • Express and implied claims related to the amount of antioxidants.
6000	Case Report	9/9/2016	CRN	HFL Solutions, Inc.	Blood Sugar Optimizer		Blood Sugar Energy	<ul style="list-style-type: none"> •Performance •Testimonials 	<ul style="list-style-type: none"> • Improves carb sensitivity & glucose metabolism. • Promotes insulin sensitivity and antioxidant protection. • Prevent mood swings & energy crashes. Reduce sugar & carbohydrate cravings.
6003	Case Report	9/20/2016	CRN	UltraMax Health, Inc.	Max Synapse	Yes	Cognitive Health	<ul style="list-style-type: none"> •Performance •Establishment •Testimonials •Comparative Superiority 	<ul style="list-style-type: none"> • Drastically increase long term memory. • Improves your energy levels. Increase concentration • ...the #1 natural cognitive enhancer that is guaranteed to noticeably improve your focus and memory within the first week as well as increase your energy levels and get rid of that feeling of mental fatigue forever.
6008	Case Report	10/6/2016	NAD	IsoSensuals	IsoSensuals TIGHT Vaginal Tightening Pills		Vaginal Health	<ul style="list-style-type: none"> •Performance 	<ul style="list-style-type: none"> • Enjoy Tighter, Permanent Results! Help restore the vagina's suppleness. Contract & reshape the vaginal walls. Restore lubrication & eliminate vaginal dryness. • ...an all natural supplement that will reverse the loss of elasticity from childbirth, hormonal changes, and aging.
6017	Case Report	10/31/2016	NAD	Princeton Nutrients, LLC	VitaPulse		Cognitive Energy Sleep Joint Health/Muscle Pain	<ul style="list-style-type: none"> •Express Claims •Testimonials 	<ul style="list-style-type: none"> • Ease Joint Pain & Stiffness. • Improves Sleep and Reduces Anxiety. • Feeling of Mental Sharpness & Clarity.
6021	Case Report	11/4/2016	NAD	BioPharmX Inc.	Violet Iodine Breast Health Supplement		Breast Health	<ul style="list-style-type: none"> •Performance •Establishment 	<ul style="list-style-type: none"> • Violet Iodine is a daily iodine supplement clinically demonstrated to alleviate the common symptoms of cyclic mastalgia and fibrocystic breast condition (FBC), including swelling, tenderness, aches and heaviness and promotes optimal breast health. • Molecular iodine is a form of iodine that has been demonstrated to reduce the symptoms of premenstrual breast discomfort...and help restore the natural, healthy balance of breast cells. • Feel the effects within the first 30 minutes. • ...improves mental functions such as cognition, memory, intelligence, motivation, attention and concentration. • ProBrain is scientifically proven to drastically boost your memory and guard your neural function against brain fog syndrome.
6031	Case Report	9/20/2016	CRN	Yukon Reyes Consulting, LLC	ProBrain Dietary Supplements		Cognitive Health	<ul style="list-style-type: none"> •Performance 	<ul style="list-style-type: none"> • ProBrain is scientifically proven to drastically boost your memory and guard your neural function against brain fog syndrome.
6032	Case Report	12/8/2016	Health Logic, Inc.	NEOCELL CORPORATION	NeoCell Collagen Dietary Supplement		Joint Health	<ul style="list-style-type: none"> •Performance •Ingredient •Implied •Product Description 	<ul style="list-style-type: none"> • The true science of collagen. • Supports joint comfort and mobility
6039	Case Report	12/21/2016	NAD	Slim-Fast Foods Comapny	Slim-Fast 100 Calorie Snack		Functional Food/Weight Loss	<ul style="list-style-type: none"> •Implied/Consumer Perception •Native Advertising 	<ul style="list-style-type: none"> Article titled "Snack Your Way to Slim," told the stories of three women who "met their weight loss goals the easy way – by picking a plan that works and giving in to their cravings" and claiming Slim-Fast is the "superfast slim-down secret" - cover story and article appeared to be editorial content but were in fact advertisements for Slim-Fast.
6040	Case report	12/21/2016	Brock Beauty, Inc.	Mane Choice	Manetabolism Plus		Hair Growth	<ul style="list-style-type: none"> •Performance •Establishment 	<ul style="list-style-type: none"> • Physician formulated and clinically studied to promote healthy hair, nails and skin by supplying nourishment to the body and by directly targeting hair follicles, nail beds and skin layers. • A complete formula that can also serve as a multi-vitamin to aid in a healthier nutritional intake. • Manetabolism Plus works to nourish hair follicles, prevent hair loss, remove scalp toxins and speed up hair growth.
6042	Case Report	12/28/16	NAD	Fit Products, LLC	FitTea		Weight-Loss Energy Immune Health	<ul style="list-style-type: none"> •Express Claims •Testimonials 	<ul style="list-style-type: none"> • Boost Energy, Boost Immunity, Boost Metabolism, Burn Fat • "It did everything it said and more, it curbed my appetite, last month I found out that it lowers blood pressure and cholesterol levels, that was incredible."
Case Number	Type of Case	Date of Decision (2017)	Challenger	Advertiser	Product	Referred to Gov Agency for Enforcement?	Category of Supplement	Types of Claims	Examples of Claims
5706C	Compliance	1/3/2017	CRN	Akeso Health Sciences, LLC	MigreLief Dietary Supplements		Migraine Relief	<ul style="list-style-type: none"> •Performance •Establishment 	<ul style="list-style-type: none"> • In addition of high doses of riboflavin, a specific combination of two forms of magnesium which maximize absorption and efficacy are used in MigreLief...contains high levels of parthenolides and other active components which other feverfew products cannot guarantee. • MigreLief combines all three of these ingredients into one formula, at the dosages the clinical studies show are beneficial. • ...can safely be used with your migraine prescription medications or by itself.
6046	Case Report	1/18/2017	NAD	KARDASHIAN, Kourtney, et. al.	FitTea		Weight-Loss Energy Immune Health	<ul style="list-style-type: none"> •Endorsement/Implied Claim 	<ul style="list-style-type: none"> The endorsers of FitTea failed to disclose when they were paid to endorse FitTea and did not disclose in any way their material connection to FITTea, a connection that consumers would not expect when viewing their social media posts about the product.
6048	Case Report	1/24/2017	NAD	Jelly Belly Candy Company	Jelly Belly Sports Beans Energizing		Functional Foods Energy Fat Burning Antioxidant	<ul style="list-style-type: none"> •Establishment •Ingredient/Content/Nutrition 	<ul style="list-style-type: none"> • Sports Beans Energizing Jelly Beans are formulated to help fuel the body during intense exercise. • Clinically proven to maximize sports performance, each bean is loaded with carbs for fuel, electrolytes to help maintain fluid balance and vitamins to optimize energy release and protect cells against oxidative damage. • Scientifically Formulated to Maximize Sports Performance
6051	Case Report	1/26/2017	Bayer Healthcare, LLC	The Procter & Gamble Company	MiraFIBER		Fiber/Bowel Discomfort	<ul style="list-style-type: none"> •Performance 	<ul style="list-style-type: none"> • Less likely to cause gas

6052	Case Report	2/1/2017	Euopharma, Inc.	UltraBotanical, Inc.	UltraCur		Curcumin Inflammation/Pain Antioxidant	<ul style="list-style-type: none"> •Performance •Testimonials 	<ul style="list-style-type: none"> • High Absorption: most advanced Curcumin available – speeds absorption in less than 20 minutes. • Potency Strength: Achieve clinically relevant serum levels, with 15,000 times the bioavailability of standard curcumin and 100 times the bioavailability of piperine curcumin combination products. • Only curcumin complex to achieve clinically-relevant serum levels.
6055	Case Report	2/21/2017	Brock Beauty, Inc.	Beauty Science Group, Inc.	Hair La Vie		Hair Growth	<ul style="list-style-type: none"> •Performance •Testimonial •Endorsement 	<ul style="list-style-type: none"> • The ingredients in Hair La Vie help promote existing hair growth. • Whether you want to give the appearance of naturally healthy hair, need help to strengthen your strands, fortify your follicles, support your scalp, or promote vibrant, beautiful hair we've got you covered. • Hair La Vie uses natural and safe ingredients; no fillers, harsh chemicals or artificial flavoring/coloring. • Editorial content and claims on a third-party website.