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NAD Refers Advertising for 'Solar D' Sunscreen to Federal Regulators after Company Declines to Participate in Review

New York, NY – Oct. 11, 2016 – The National Advertising Division has referred advertising claims made by Solar D Skincare, LLC, the maker of Solar D Sunscreen, to federal authorities after the company declined to provide substantiation for advertising claims made on the company's website, in social media and in a public relations campaign.

NAD is an investigative unit of the advertising industry's system of self-regulation. It is administered by the Council of Better Business Bureaus.

NAD requested that the company provide its support for express claims that include:

- *"Vitamin D helps strong healthy bones . . . Solar D permits some of the light that our bodies use to make vitamin D . . . Solar-D helps prevent skin cancer."*
- *"The hot new sunscreen that gives skin instant vitamin D."*

- *“With its vitamin D promoting technology, Solar D is the healthier choice when protecting yourself from the sun’s harmful rays.”*
- *“We’ve recognized that part of the sun is very good for you,’ explains Solar D managing director Mathew Collett. ‘We’re letting in as much [of the vitamin D activating rays] as we possibly can, but still getting an SPF of 30.”*
- *“Using Solar D instead of traditional formulas in the same SPF allows up to 50 percent more vitamin D production, says Holick, who has no financial interest in the company.”*

NAD noted that the challenged claims relate to innovative new aspects of the advertiser’s product, that is, the ability to block out harmful UVA and UVB rays while permitting some rays to get through – encouraging the production of vitamin D and helping provide health benefits related to vitamin D. NAD noted that while the advertiser’s SPF claims must comply with rigorous regulations, it was concerned whether or not the advertiser’s claims overstated the potential vitamin D benefits of using Solar D.

NAD further noted that it was disappointed that the advertiser declined to participate in a review of its advertising claims. Given the advertiser’s decision, NAD has referred the matter to the appropriate regulatory authorities pursuant to Section 2.1(F)(iii) of the NAD/NARB Procedures.

Note: A recommendation by NAD to modify or discontinue a claim is not a finding of wrongdoing and an advertiser’s voluntary discontinuance or modification of claims should not be construed as an admission of impropriety. It is the policy of NAD not to endorse any company, product, or service. Decisions finding that advertising claims have been substantiated should not be construed as endorsements.

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