

National Advertising Division (NAD)

Health Effects

<https://bbbprograms.org/programs/advertising/nad>

The U.S. advertising industry founded the National Advertising Division (NAD) and the National Advertising Review Board in 1971 as a system of independent industry self-regulation to build consumer trust in advertising and support fair competition in the marketplace. NAD holds national advertising across all media types to high standards of truth and accuracy by reviewing truth-in-advertising challenges from businesses, trade associations, consumers, or on its own initiative.

Through its work, thousands of misleading advertising claims have been removed from the marketplace and NAD's case decisions represent the single largest body interpreting advertising law in the country.

In August 2025, the NAD issued a [decision](#) on advertising claims (CSA v Caraway). The decision concluded that the advertiser did not meet its burden of providing a reasonable basis for claims that competing [PTFE] nonstick cookware is toxic. Further, NAD found that the advertiser did not substantiate the claim that competitor nonstick [PTFE] cookware is unsafe or is less safe than [ceramic] cookware. Therefore, NAD concluded that the advertiser did not provide a reasonable basis for the claim that its cookware is comparatively safer than competitor cookware.

In a 2012 NAD decision on advertising claims (DuPont v Greenpan), it states that US Consumer Product Safety Commission noted that the petitioner, the Environmental Working Group, had “not established whether humans will experience adverse health effects when Teflon or other coated cookware is used at normal cooking temperatures” or that toxic chemicals “are released in amounts during a consumer’s use of a product that would cause human illness or injury.” NAD recommended that the advertiser discontinue its PTFE-free claims or modify them to avoid conveying the unsupported message that its Thermolon (ceramic) coated products are healthier and safer than all PTFE type non-stick products. The NAD recommended that the advertiser discontinue its “eco-friendly” claims, its implied comparative health and safety claims, and its “natural,” “mineral,” and “mineral based” claims as the product in its final form has been chemically altered. NAD determined that the message reasonably conveyed “that the product is natural, in whole or in substantial part” was not supported. Similar to the Olean and Arm & Hammer cases, while the sol-gel process which forms the Thermolon (ceramic) coating may start off with compounds that are found in nature, these materials undergo a chemical process which ultimately creates a synthetic compound.