

Can You Hear Me Now? NAD Finds Scientific Evidence Insufficient to Support Dietary Supplement's Claims of Ear Discomfort Relief

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Clarion Brands, LLC recently received an earful from the National Advertising Division (“NAD”) about its marketing of the dietary supplement Lipo-Flavonoid Plus. Clarion had been marketing Lipo-Flavonoid Plus with advertising that the NAD found reasonably conveys the message that the supplement substantially reduces or eliminates tinnitus and the symptoms of Ménière’s disease—conditions that affect an individual’s hearing and can cause discomfort in the ears. NAD initiated the inquiry into Clarion’s advertising claims as part of its initiative to expand its review of advertising claims for dietary supplements, and ultimately found this message to be unsubstantiated and recommended that Clarion discontinue certain claims that convey this message...

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