

For Immediate Release

NAD REFERS ADVERTISING FROM VISS BEAUTY TO FTC FOR REVIEW *Company Declines to Participate in NAD Proceeding*

New York, New York – April 5, 2011 – The National Advertising Division of the Council of Better Business Bureaus has referred advertising claims made by VISS Beauty Inc., to the Federal Trade Commission and Food and Drug Administration for further review, following the company's refusal to participate in an NAD review.

NAD, the advertising industry's self-regulatory forum, requested substantiation for claims made in Internet advertising and other national media for the VISS Intense Pulsed Light Hair Removal Device. The claims, challenged by TRIA Beauty, Inc., included the following:

- *"Permanent Hair Reduction. The pulse of light emitted by VISS IPL is absorbed by pigment in the hair shaft beneath the skin surface; this disables the hair follicle activity, preventing the hair from growing back."*
- *"Scientifically-proven permanent hair reduction."*
- *"VISS IPL has been shown effective for both men and women."*
- *"Intense Pulsed Light (IPL) devices, though technically not laser, emit light of all visible wavelengths (like a photo flash) while laser emits a single beam of light at a specific wavelength (like a laser pointer). Although laser and light-based hair removal methods are commonly referred to collectively as 'laser hair removal', one of the advantages of IPL is that the different wavelengths penetrate the skin to different depths, therefore using IPL is like using a group of lasers in a single treatment. Also, IPL treatment heads are up to 6 times larger than the small spot produced by laser devices and therefore treatments are much quicker."*
- *"Do your research, IPL is far better than laser – more effective, and safer on your skin."*
- *"VISS IPL has been developed in conjunction with leading dermatologists, and fulfils all the safety regulations for home-use devices."*

The company acknowledged receipt of NAD's inquiry, but declined to submit a substantive written response.

Pursuant to NAD procedures, the advertising has been referred to the FTC and FDA for further review.

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NAD's inquiry was conducted under NAD/CARU/NARB Procedures for the Voluntary Self-Regulation of National Advertising. Details of the initial inquiry, NAD's decision, and the advertiser's response will be included in the next NAD/CARU Case Report.

About Advertising Industry Self-Regulation: The National Advertising Review Council (NARC) was formed in 1971. NARC establishes the policies and procedures for the National Advertising Division (NAD) of the Council of Better Business Bureaus, the CBBB's Children's Advertising Review Unit (CARU), the National Advertising Review Board (NARB) and the Electronic Retailing Self-Regulation Program (ERSP).

The NARC Board of Directors is composed of representatives of the 4A's (American Association of Advertising Agencies, Inc.) the American Advertising Federation, Inc. (AAF), the Association of National Advertisers, Inc. (ANA), Council of Better Business Bureaus, Inc. (CBBB), Direct Marketing Association (DMA), Electronic Retailing Association (ERA) and Interactive Advertising Bureau (IAB). Its purpose is to foster truth and accuracy in national advertising through voluntary self-regulation.

NAD, CARU and ERSP are the investigative arms of the advertising industry's voluntary self-regulation program. Their casework results from competitive challenges from other advertisers, and also from self-monitoring traditional and new media. NARB, the appeals body, is a peer group from which ad-hoc panels are selected to adjudicate NAD/CARU cases that are not resolved at the NAD/CARU level. This unique, self-regulatory system is funded entirely by the business community; CARU is financed by the children's advertising industry, while NAD/NARC/NARB's primary source of funding is derived from membership fees paid to the CBBB. ERSP's funding is primarily derived from membership in the Electronic Retailing Association. For more information about advertising industry self-regulation, please visit www.narcpartners.org.