



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Division of Advertising Practices

March 6 2024

Kenneth A. Plevan
Chair
National Advertising Review Board
BBB National Programs
7 Times Square, Suite 1705
New York, NY 10036

Re: Referral of Advertising by Smile Prep, LLC

Dear Mr. Plevan

On September 11, 2023, the National Advertising Review Board ("NARB") referred to the Federal Trade Commission ("FTC") a NARB compliance review regarding ravbC40r4 (w)2 (di)JO<(di)-2 (ng) I Advertising Division ("NAD") decision. The NAD decision found that Smile Prep's website contains certain unsubstantiated express claims on its website and clearly and conspicuously disclose that Smile Prep's advertising is for clear aligners of Smile Prep's affiliate partners. As a result of the compliance review, NARB concluded that Smile Prep's advertising is not in compliance with NARB and NAD. Subsequently, Smile Prep implemented corrective actions. On March 24, 2024, NARB issued a second decision finding the advertising sufficient, and closing the matter.

Noted at this time that the decision occurred. This Commission may require. The FTC fully

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supports NAD's and NARB's self-regulatory process, and we sincerely appreciate your referral