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Dubious Celebrity Endorsement

Sustainability Claim

CEO/Owner Testimonial

COVID-19 Prevention Claim (Express or Implied)

Satirical Song

International Denigration

Small Font Disclosure

Express Superior Performance Claim

Inspiration Loosely Connected to Product

Product Demonstration

Featuring Social Media Tie-In

Anthropomorphic Animal



Health Claim (Express or Implied)

Express Superior Taste Claim

Celebrity Cameo

Implied Superior Performance Claim

Implied Superior Taste Claim

Exaggerated Performance Claims

Aspirational Claim

Line or Linebacker Claim

Sweepstakes Reference

“Throwback” Nostalgic Endorsement

Expressly False

Quantified Performance Claim