



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. In its compliance review, NARB concluded that Smile Prep failed to adequately disclose its relationship with NARB and NAD. Subsequently, Smile Prep implemented corrective actions. On March 6, 2024, NARB issued a second decision finding the disclosure sufficient, and closing the matter.

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

Kenneth A. Plevan  
March 6, 2024  
Page 2

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