



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Division of Advertising Practices

July 18, 2018

Laura Brett, Esq., Director
National Advertising Division
112 Madison Avenue, 3rd Floor
New York, NY 10016

Re: NAD Referral of Conair Corporation's Advertising for Cuisinart Kitchen Appliances

Dear Ms. Brett:

I am writing to follow up on the NAD's referral to the FTC of its inquiry into Conair Corporation's advertising claim that its Cuisinart kitchen appliances have "The Most Trusted Name in the Kitchen." Your referral indicated that Conair declined to participate in NAD's self-regulatory process. Accordingly, you referred this matter to the FTC for our review.

We have been in contact with Conair to discuss the challenged advertising claim. We understand that the company will modify its advertising and promotional materials to discontinue disseminating the challenged claim going forward. Specifically, the Cuisinart brand will cease printing any further product packaging bearing the "Most Trusted Name" phrase, immediately stop using the phrase on its webpage and other electronic advertising, and discontinue disseminating the phrase further on trade advertising, such as catalogues and trade show materials.

Upon review of the matter, we have determined not to take additional FTC action at this time. The Commission reserves the right to take such further action as the public interest may require. The FTC fully supports the NAD's self-regulatory process, and we appreciate your referral and the opportunity to continue to assist in supporting the NAD.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Devin Willis Domond".

Devin Willis Domond
Chief of Staff for Advertising Practices

Cc: Leonard L. Gordon, Counsel for Conair Corporation