

# NAD Decision Provides Guidance on #1 Claims

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The National Advertising Division has weighed in on how advertisers can and cannot make “1+” claims — statements that imply consumers will get at least a certain quantity (e.g., “1+ hours of battery life”) — holding that such claims must be accurately supported and not deceptive when the “+” is not meaningfully substantiated.

Hosted by Simone Roach. Based on a blog post by [Gonzalo E. Mon](#).