

NaaMaste: CARU Recommends Company Revise Toy Play Ad

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The Children’s Advertising Review Unit (CARU) has recommended that Just Play LLC revise its advertising for Daisy the Yoga Goat toy, a plushie that “moves her head, swishes her tail, drinks from her play water bottle, and does downward dog and bird yoga poses.” In its [press release](#) about the decision, CARU noted that the 15 second commercial and product packaging could mislead children about what is included with product purchase, how to activate the toy and use it as shown, and misrepresented that the toy could perform in a particular manner. For example, the ad showed Daisy the Yoga Goat with a yoga mat and a water bottle, and implied that they toy’s movement and reactions are automatic.

CARU’s [advertising guidelines](#) provide that ads should not mislead children about what is included in the initial purchase, including clear disclosure about products shown in an ad that must be purchased separately. They also require that advertisers demonstrate the performance and use of a product in a way that can be duplicated by a child for whom the product is intended. In response to CARU’s recommendations, Just Play reshot the ad to shows and tell children the toy needs to be manually activated and to include appropriate disclaimers (e.g., “yoga mat not included”).

CARU’s decision is an old-school reminder that advertising to younger children requires special care given their limited capacity to evaluate the credibility of information and commercial messaging.

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