

Ezra AI Inc.

Medical Service: Full Body MRI

Challenger: *Prenuvo, Inc.*

Product Type: *Drugs / Health / Health Aids*

Issues: *Implied Claims / Consumer Perception; Product Description;
Superiority Claims*

Disposition: *Modified / Discontinued*

BBB NATIONAL PROGRAMS

NATIONAL ADVERTISING DIVISION

PRENUVO, INC.,
Challenger,

EZRA AI INC.,
Advertiser.

Case No. 7445

Closed 04/24/2025

FINAL DECISION

I. Basis of Inquiry

The advertising industry established the National Advertising Division (“NAD”) and the National Advertising Review Board (“NARB”) in 1971 as an independent system of self-regulation designed to build consumer trust in advertising. NAD reviews national advertising in all media in response to third-party challenges or through inquiries opened on its own initiative. Its decisions set consistent standards for advertising truth and accuracy, delivering meaningful protection to consumers and leveling the playing field for business. Challenger Prenuvo, Inc. (“Prenuvo” or “Challenger”) challenged express and implied claims made by Advertiser Ezra AI Inc. (“Ezra” or “Advertiser”) for its Medical Service: Full Body MRI. The following are representative of the claims that served as the basis for this inquiry:

- Ezra’s full body MRI scan is superior overall to Prenuvo’s full body MRI scan.
- “Our Net Promoter Score (NPS) is 70+” implies that Ezra has higher customer satisfaction than Prenuvo.
- Ezra’s use of AI provides consumers with a meaningful benefit over Prenuvo.
- Ezra’s radiologists have greater expertise and specialization than Prenuvo’s radiologists.
- Ezra is superior because it provides “multi-modal” imaging and low-dose Computed Tomography (CT).
- Availability Claims:
 - a. “Available in 20+ cities nationwide”
 - b. “Cities, 20 Ezra, 15 Prenuvo”
 - c. “Facilities, 60 Ezra, 15 Prenuvo”
- Ezra’s “ACR Accreditation” results in superior service.

- It takes 10-15 days for Prenuvo’s patients to receive their scan reports.
- Ezra is “backed by science” and Prenuvo is not.

II. Decision

Prenuvo and Ezra are competitors that each provide medical screening via whole body MRI scans for consumers. Prenuvo challenged express and implied claims that appeared on a webpage on Ezra’s website that compared the services offered by Ezra to those offered by Prenuvo. Prenuvo argued that Ezra’s advertising misleadingly conveyed the unsupported message that Ezra’s services are superior to those offered by Prenuvo.

During the course of the challenge, Ezra represented to NAD that it had voluntarily permanently discontinued the following three claims:

- Ezra’s full body MRI scan is superior overall to Prenuvo’s full body MRI scan.
- Ezra’s use of AI provides consumers with a meaningful benefit over Prenuvo.
- It takes 10-15 days for Prenuvo’s patients to receive their scan reports.

For compliance purposes, NAD will treat the permanently discontinued claims as though NAD recommended their discontinuance and the Advertiser agreed to comply.

Ezra further represented to NAD that it had voluntarily permanently discontinued the eight remaining challenged claims “as they relate to comparative advertising.” However, Ezra represented that it would continue to make such claims in its monadic, non-comparative advertising.

For compliance purposes, NAD will treat the eight claims that were discontinued in contexts that compare the services of Ezra and Prenuvo as though NAD recommended their discontinuance in those contexts and the Advertiser agreed to comply.

III. Conclusion

NAD will treat the following three voluntarily permanently discontinued claims as though NAD recommended their discontinuance and the Advertiser agreed to comply:

- Ezra’s full body MRI scan is superior overall to Prenuvo’s full body MRI scan.
- Ezra’s use of AI provides consumers with a meaningful benefit over Prenuvo.
- It takes 10-15 days for Prenuvo’s patients to receive their scan reports.

NAD will treat the eight claims that were discontinued in contexts that compare the services of Ezra and Prenuvo as though NAD recommended their discontinuance in those contexts and the Advertiser agreed to comply.

IV. Advertiser’s Statement

Ezra agrees to comply with NAD’s recommendations, which were voluntarily undertaken by Ezra. (#7445 SRM, closed 04/24/2025)