measurement for sodium is milligrams. As a result, consumers were left with the false impression that Lean Cuisine entrees were superior because they had lower sodium content than other frozen entrees (Andrews and Maronick 1995).

The case against Doan’s pills\textsuperscript{24} involved implied claims to a special ingredient that made Doan’s more effective in relieving back pain. The challenged claims included “If nothing seems to help try Doan’s. It relieves back pain no matter where it hurts. Doan’s has an ingredient these pain relievers don’t have.” The FTC argued and survey evidence demonstrated that this and similar claims were interpreted by consumers to say that Doan’s was more effective than Advil, Aleve, Bayer, Motrin and Tylenol for relieving back pain. In fact, there was no substantiating evidence that the extra ingredient in Doan’s relieved back pain. The FTC held that consumers were being economically injured given that Doan’s was priced significantly higher than all other over-the-counter analgesics.

Challenges to Implied Superiority Claims under Section 43(a) of the Lanham Act

Given the volume of competitive lawsuits filed under Section 43(a), an exhaustive review of such cases is beyond the scope of this dissertation. However, challenged comparative advertisements under the Lanham Act generally involve defendants who falsely imply that their products are superior or equivalent because their products alone

\textsuperscript{24} Novartis Corporation and Novartis Consumer Health Inc., FTC Docket 9279, 1998.