American Conference Institute

In Collaboration with the

Council for Responsible Nutrition
The Science Behind the Supplements

13th Annual
Legal, Regulatory and Compliance Forum on

DIETARY SUPPLEMENTS

June 25–26, 2025 • New York City Bar Association, NY

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Distinguished Co-Chairs:

Megan Olsen
Senior Vice President & General Counsel
Council for Responsible Nutrition (CRN)

Taneesha Routier
Director of Regulatory Affairs
XYMOGEN

Fireside Chat with FDA:

Cara Welch, Ph.D.
Director, Office of Dietary Supplement Programs
U.S. Food & Drug Administration

Spotlight Interview:

Christine DeLorme
Attorney, Division of Advertising Practices
Federal Trade Commission (FTC)

2025 Program Highlights:

- Adapting to the **Challenges** and **Opportunities** of the **New Administration**
- Navigating the Impacts of **Evolving Tariffs** on **Global Ingredient Sourcing** and **Supply Chains**
- FDA Activity Round-Up: Updates on the **Future of GRAS**, the **Healthy Rule**, New **Front-of-Package Nutrition Labeling Guidelines**, and More
- Meeting the Demands of **New State Ingredient Bans**, **Health Privacy Laws**, **Extended Producer Responsibility Laws**, and Beyond
- Maintaining Compliance in the **Online Marketplace:** Navigating **Supplement Retailer Requirements** and **Combatting Counterfeits** and Other Threats
- **Leveraging AI in Dietary Supplement R&D**: Harnessing Innovation While Navigating Key Regulatory and IP Risks
- Managing the Latest Risks in **Green Claims**, **Health Claims**, **Consumer Reviews,** and **Testimonials**

Insights from Leading Industry Stakeholders:

- Amazon
- Drink LMNT
- Herbalife
- Jamieson Wellness
- Metagenics
- NAD
- Nature's Way
- Nestlé Health Science
- Niagen Bioscience
- OmniActive Health Technologies
- Pharmavite
- Plexus Worldwide
- Thorne
- Unilever
- Whole Foods Market

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Business Information in a Global Context

ACI and CRN are excited to welcome you back to New York City this June for our 13th Legal, Regulatory & Compliance Forum on Dietary Supplements.

At a time of heightened uncertainty for dietary supplements companies, join us at this year's conference to obtain critical updates on the latest legal, regulatory, and policy developments that will impact industry practices for the remainder of 2025 and beyond.

With a new administration in Washington, it is essential that dietary supplements companies stay agile in response to evolving policies, regulatory priorities and market opportunities.

This year's conference will explore how the political landscape is shaping the industry and provide strategies to navigate regulatory changes, mitigate risks, and capitalize on emerging opportunities in a rapidly evolving market.

As new tariffs are affecting the cost and availability of key ingredients, dietary supplements companies must rethink their sourcing strategies and supply chain operations.

Join us to discuss practical solutions to mitigate business disruptions, adapt to rising costs, explore alternative suppliers, and build a more resilient supply chain in an increasingly complex regulatory and economic environment.

State-level regulations on dietary supplements are become increasingly complex, and companies must adapt to new laws affecting product sales, labeling, and environmental responsibility.

From age restrictions and ingredient bans to health privacy and extended producer responsibility laws, staying compliant requires proactive strategies. Our esteemed faculty will break down key state legislative developments, their impact on the industry, and practical steps for ensuring compliance while maintaining business growth.

Artificial Intelligence continues to create new opportunities and efficiencies for the dietary supplements industry, however concerns around inherent risks and compliance pitfalls abound.

Although AI is transforming dietary supplement research and development, enabling faster innovation, predictive formulation, and enhanced consumer insights, these innovations also introduce complex regulatory, intellectual property, and compliance risks that must be carefully navigated. Attend and learn how companies are navigating complex regulatory requirements and IP challenges when integrating AI into their R&D processes.

Learn about this and more at this year's conference!

Do not miss the chance to join leading industry stakeholders and explore how the changing political, legal and regulatory landscape will impact your business in the coming year.

We look forward to seeing you in New York this June!

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For more information on ACI's CLE process, visit: www.AmericanConference.com/Accreditation/CLE

Distinguished Speaker Faculty

CO-CHAIRS

Megan Olsen
Senior Vice President & General Counsel
Council for Responsible Nutrition (CRN)

Taneesha Routier
Director of Regulatory Affairs
Xymogen

ESTEEMED SPEAKERS

Katherine Armstrong
Deputy Director National Advertising Division
BBB National Programs

David Biderman
Partner
Perkins Coie LLP

Ryan Blaney
Partner
Jones Day

Katie Bond
Partner
Keller & Heckman

Kimberly Bousquet
Partner
Thompson Coburn LLP

Jeff Brams
General Counsel & Business Operations
Drink LMNT

Christine Burdick-Bell
EVP, General Counsel & Corporate Secretary
Pharmavite

Melissa Card-Abela
Senior Regulatory Counsel
Whole Foods Market

Jacqueline J. Chan
Assistant General Counsel, Regulatory & Marketing
Unilever

John Claud
Counsel
Hyman, Phelps & McNamara, P.C.
(Former Assistant Director, Consumer Protection Branch, U.S. DOJ)

Paola Clavijo
US Head of Policy & Advocacy Lead of North America Regulatory Affairs & Quality Assurance
Unilever

Christine DeLorme
Attorney, Division of Advertising Practices
Federal Trade Commission (FTC)

Robert Durkin
Partner and Co-Chair of the Regulatory Group
Amin Wasserman Gurnani

Tara Falsani
VP Legal and HR, General Counsel
Nature's Way

Brittany Johnson, PhD, RDN
Senior Manager, Scientific Affairs
GNC

Filipp Kofman
Partner, Co-Lead, AI Team
Davis Wright Tremaine LLP

Paul Konney
Executive Vice President, General Counsel and Head of Global Regulatory Affairs
Metagenics

Greer Lautrup
Partner
Sidley Austin LLP

Claudia Lewis
Partner
Venable LLP

Carlos Lopez
Senior Vice President, General Counsel
Niagen Bioscience

Tara L Martin
Senior Vice President, General Counsel
Jamieson Wellness Inc.

Sharon Lindan Mayl
Partner
DLA Piper

Theodora McCormick
Partner
Baker Donelson

Michael Meirovitz
Senior Director of Government Relations
Council for Responsible Nutrition (CRN)

Cynthia L. Meyer
Partner
Kleinfeld, Kaplan & Becker, LLP

Steven Mister
President & CEO
Council for Responsible Nutrition (CRN)

Trent Norris
Partner
Hogan Lovells

Stuart Pape
Senior Partner, Head of FDA Practice
Polsinelli PC

Deshanie Rai
Vice President, Global Science, Regulatory and Advocacy
OmniActive Health Technologies

Amy Ralph Mudge
Partner and Chair, Advertising, Marketing & Digital Media Practice Group
Baker & Hostetler LLP

Christopher Reid
Chief Legal Officer
Plexus Worldwide

Patrick Runkle
Senior Litigation Counsel, Consumer Protection Branch
U.S. Department of Justice

Laura Riposo VanDruff
Partner
Kelley Drye & Warren LLP

Ashish Talati
Founding Partner
Talati Law Firm PLLC

Ginny Tong
Director, Privacy Counsel
Herbalife

Suzie Trigg
Partner
Haynes Boone

Eric Unis
Senior Attorney
National Advertising Division (NAD)

Heather Van Blarcom
General Counsel
Thorne

Maria Vanikiotis
Counsel
Crowell & Moring LLP

Will Wagner
Shareholder
Greenberg Traurig LLP

Asa Waldstein
Founder & Principal
Apex Compliance

Cara Welch, Ph.D.
Director, Office of Dietary Supplement Programs
U.S. Food & Drug Administration

Yifang Zhao
Corporate Counsel
Amazon

PRE-CONFERENCE WORKSHOPS
June 24, 2025

WORKSHOP A 9:00 – 12:30

Dietary Supplement GMPs Boot Camp: A Practical Deep-Dive Into Current Dietary Supplement Good Manufacturing Practices (GMPs) and Best Practices for Ensuring Compliance in an Evolving Regulatory Landscape

A deep understanding of current Good Manufacturing Practices (GMPs) is essential for dietary supplement industry stakeholders, particularly as regulatory priorities continue to evolve. With continued scrutiny from enforcement agencies and industry watchdogs, and uncertainty around regulatory expectations amidst the shifting administration—ensuring GMP compliance is more critical than ever.

This Boot Camp will equip dietary supplement companies and their legal teams with a comprehensive understanding of 21 CFR 111 and best practices for preparing for GMP inspections and responding to GMP observations in 483s or Warning Letters. As the regulatory landscape continues to shift, participants will gain practical insights into staying ahead of compliance challenges and mitigating enforcement risks.

Greer Lautrup
Partner
Sidley Austin LLP

Cynthia L. Meyer
Partner
Kleinfeld, Kaplan & Becker, LLP

Key topics include:

- Breaking down 21 CFR 111: Understanding the full scope of U.S. dietary supplement GMP regulations
- Discussion GMP areas of regulatory focus
- Core compliance responsibilities: What brand owners, manufacturers, packers, labelers, and distributors need to know and how to focus compliance resources
- Applying GMP requirements in practice: Strategies for ensuring compliance at your facility
- Preparing your site for an FDA inspection – tips and tools
- Analyzing you 483 – how significant is it?
- Best practices when responding to 483 observations and Warning Letters
- What makes a "good" response? – an interactive session that reviews hypothetical observations and potential poor, average and excellent responses
- Regulatory enforcement trends: Analyzing recent FDA Form 483 observations and Warning Letters
  - » What are the most commonly cited issues?
- The potential impact of regulatory changes: How a new administration could influence FDA priorities and enforcement in the dietary supplement space

WORKSHOP B 1:30 – 5:00

Social Media Advertising Master Class: A Comprehensive Guide for Making Compliant Product Claims on Social Media and the Online Marketplace

In today's digital marketing landscape, dietary supplement companies face increasing scrutiny over how they substantiate claims made on social media. With growing reliance on influencers, endorsements, consumer reviews, and emerging platforms, ensuring compliance with evolving regulatory guidance is more complex than ever. Both regulators and plaintiff attorneys are paying closer attention, making it critical for companies to develop a robust playbook for substantiating claims while maintaining consumer trust.

This hands-on workshop will provide practical insights into how supplement brands can leverage social media effectively while adhering to the latest FTC and FDA requirements. Attendees will explore key compliance strategies, best practices for disclosures, and the implications of recent regulatory updates.

Katherine Armstrong
Deputy Director National Advertising Division
BBB National Programs

Amy Ralph Mudge
Partner and Chair, Advertising, Marketing & Digital Media Practice Group
Baker & Hostetler LLP

Heather Van Blarcom
General Counsel
Thorne

Key discussion topics include:

- Balancing marketing success with compliance: how to promote your product effectively while avoiding regulatory pitfalls
- Examining the latest FTC guidelines and enforcement actions surrounding dietary supplement claims made on social media platforms
- Understanding the impact of the FTC's revised Endorsement Guides and new substantiation requirements
- What companies need to know about the FTC's New Final Rule on Consumer Reviews and Testimonials: navigating grey areas and common areas for violations
- Meeting scientific substantiation standards: what level of evidence is required by the FTC to support claims made on social media?
- Navigating advertising risks on popular platforms: examining how enforcement trends affect influencers and brands on TikTok, Instagram, Snapchat, and e-commerce sites like Amazon
- Developing a compliance framework for:
  - » Consumer and expert endorsements
  - » Influencer and celebrity partnerships
  - » Consumer reviews on third-party platforms
  - » Proper disclosures of material connections
- Managing influencer risk: how to prevent influencers from making unsubstantiated claims and implementing safeguards to minimize liability

DAY 1 June 25, 2025

> *I look forward to this conference each year with the great lineup and terrific topics.*
>
> NUTRITION & REGULATORY AFFAIRS, NUSEED NUTRITIONAL

7:45 Registration & Continental Breakfast

8:45 Co-Chairs Opening Remarks

Megan Olsen
Senior Vice President & General Counsel
Council for Responsible Nutrition (CRN)

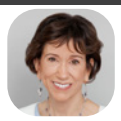
Taneesha Routier
Director of Regulatory Affairs
Xymogen

9:00 **Assessing the Impacts of the Current Administration and Political Landscape on the Dietary Supplements Industry:** Adapting Your Business to New Challenges and Potential Opportunities

With shifting regulatory priorities and leadership changes, the dietary supplements industry faces new challenges and opportunities. This session will explore the evolving landscape, compliance considerations, and strategies for businesses to stay ahead in an era of change.

Points of discussion include:

- Taking stock of legislative priorities, regulatory shifts and enforcement trends impacting the supplements industry
- Understanding how the current administration's policies and confirmation of RFK Jr. as HHS Secretary could reshape FDA oversight, labeling, and marketing regulations
- Navigating emerging regulatory frameworks, mitigating risks, and ensuring adherence to evolving compliance requirements
- Rethinking market opportunities: Identifying growth areas, innovation trends, and ways to position your business for success amidst regulatory uncertainty
- Exploring the role of industry stakeholders in shaping future policies and maintaining a competitive edge



Christine Burdick-Bell
EVP, General Counsel & Corporate Secretary
Pharmavite

Paul Konney
Executive Vice President, General Counsel and Head of Global Regulatory Affairs
Metagenics

Michael Meirovitz
Senior Director of Government Relations
Council for Responsible Nutrition (CRN)

Christopher Reid
Chief Legal Officer
Plexus Worldwide

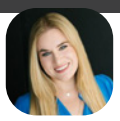
Moderator: Robert Durkin
Partner and Co-Chair of the Regulatory Group
Amin Wasserman Gurnani

10:00 **Navigating the Implications of New Tariffs** on Global Ingredient Sourcing and Supply Chain Operations for Dietary Supplement Companies

As the Trump administration implements new tariffs and has signaled that more could be forthcoming, dietary supplement companies face heightened challenges in sourcing key ingredients and maintaining efficient supply chains. This panel will explore how companies can mitigate risks, manage costs, and ensure compliance while maintaining product quality and market competitiveness.

Points of discussion include:

- Understanding the scope of new tariffs: which ingredients and raw materials are affected, and how these tariffs could reshape the global supply chains for supplement companies
- Supply chain diversification strategies: exploring alternative sourcing options, reshoring possibilities, and supplier negotiation tactics to minimize cost impacts
- Maintaining regulatory and trade compliance: navigating import regulations, potential exemptions, and risk mitigation tactics
- Exploring how dietary supplement companies can adjust pricing models, contracts, and operational efficiencies to offset tariff-driven cost increases



Suzie Trigg
Partner
Haynes Boone

Maria Vanikiotis
Counsel
Crowell & Moring LLP

10:45 Morning Coffee Break

11:15 Spotlight Interview with the FDA

Cara Welch, Ph.D.
Director, Office of Dietary Supplement Programs
U.S. Food & Drug Administration

12:00 **FDA Activity Round-Up and Industry Projections:** Updates on the future of GRAS, the Healthy Rule, Front-of-Package Nutrition Labeling, Implications of *Loper Bright* and More

This session will provide key insights into recent FDA developments and what they mean for compliance, labeling, and future industry practices. Key topics include:

- Examining RFK Jr.'s recent criticisms of the Generally Recognized as Safe (GRAS) framework: projections for possible future GRAS reform and the potential impacts on food and supplement regulation and practices
- Revisiting the FDA's "Healthy" Rule – assessing the latest updates, industry impact, compliance strategies, and projected next steps by the FDA
- Assessing the FDA's Proposed Rule on Front-of-Package Nutrition Labeling: the latest developments, potential challenges, and implementation timelines
- Projected implications of *Loper Bright* on FDA regulatory authority: understanding potential shifts in agency deference and the implications this may have on the dietary supplements industry
- Examining broader FDA enforcement trends – lessons and takeaways from recent warning letters, inspections, detentions and enforcement activity

Paola Clavijo
US Head of Policy & Advocacy Lead of North America Regulatory Affairs & Quality Assurance
Unilever

Sharon Lindan Mayl
Partner
DLA Piper

Ashish Talati
Founding Partner
Talati Law Firm PLLC

12:45 Networking Luncheon

1:45 **Leveraging AI in Dietary Supplement R&D:** Harnessing Innovation While Navigating Key Regulatory and IP Risks

As the dietary supplements industry continues to evolve, innovation is driving new product development and improved efficiencies. From AI-powered R&D to advancements in manufacturing and supply chain optimization, companies are embracing cutting-edge technologies to stay competitive. However, these innovations also introduce complex regulatory, intellectual property, and compliance risks that must be carefully navigated. Join industry leaders and experts as they explore:

- AI's role in dietary supplement R&D and product development: how artificial intelligence is transforming ingredient discovery, formulation, and clinical research
- Understanding the applicable guidelines for using AI to support regulatory submissions/documents (GRAS, NDI, claims registrations, etc.) focused on safety, quality and efficacy of ingredients
- Navigating evolving FDA oversight and safety considerations when utilizing AI in product development
- Understanding the IP and competitive risks: navigating issues that can arise regarding the patentability of AI-discovered ingredients and formulations

Filipp Kofman
Partner, Co-Lead, AI Team
Davis Wright Tremaine LLP

Deshanie Rai
Vice President, Global Science, Regulatory and Advocacy
OmniActive Health Technologies

Asa Waldstein
Founder & Principal
Apex Compliance

SPOTLIGHT ON THE STATES

2:45 Analyzing the Latest Developments on Age Restrictions, Ingredient Bans and More: Managing Compliance Hurdles and Forecasts on Future Areas of State Rulemaking Authority

State governments are ramping up regulatory oversight of dietary supplements, introducing new age restrictions, ingredient bans, and testing requirements that could reshape the industry. Companies must navigate a growing patchwork of laws to ensure compliance, avoid enforcement actions, and maintain market access. This panel will break down the latest state legislative trends and share projections on future areas of rulemaking where the states may fill in the gaps.

- An overview of the latest developments in state age restriction laws and legislation, ingredient bans, testing requirements, and other laws impacting the supplements industry
- Compliance strategies for multi-state operations: best practices for tracking legislative changes and adapting compliance programs accordingly
- Understanding how to manage ingredient sourcing, packaging adjustments, and claims practices to comply with new laws
- Best practices for avoiding penalties, lawsuits, and reputational damage through proactive compliance and advocacy efforts
- Forecasts on future areas of rulemaking that may have implications for the supplements industry

Melissa Card-Abela
Senior Regulatory Counsel
Whole Foods Market

Stuart Pape
Senior Partner, Head of FDA Practice
Polsinelli PC

Taneesha Routier
Director of Regulatory Affairs
Xymogen

3:30 Afternoon Break

3:45 New Risks and Considerations Arising from State Health Privacy Laws: A Blueprint for Dietary Supplement Company Compliance

While dietary supplement companies are not bound by the same stringent health privacy laws as healthcare providers, evolving state regulations on consumer health data are creating new compliance challenges. As many supplement companies collect, store, or share health-related information, they must stay informed to mitigate risk and ensure compliance with emerging legal frameworks. This panel will break down key state regulations and provide practical strategies for staying ahead of evolving privacy laws. Key points of discussion include:

- An overview of relevant state health privacy laws and their impact on supplement companies
- Key risks associated with collecting and sharing consumer health-related data
- Best practices for data protection, consent management, and compliance frameworks
- Strategies to adapt to evolving regulations and avoid enforcement actions

Ryan Blaney
Partner
Jones Day

Laura Riposo VanDruff
Partner
Kelley Drye & Warren LLP

Ginny Tong
Director, Privacy Counsel
Herbalife

4:30 Navigating Extended Producer Responsibility (EPR) Laws and Other New Environmental Requirements for Supplement Companies

With the recent rise of Extended Producer Responsibility (EPR) laws, dietary supplement companies must adapt to new packaging, recycling, and sustainability requirements. This panel will break down key EPR obligations, provide an overview of other new environmental requirements popping up across the states, and provide actionable insights for supplement brands navigating this evolving landscape. Key discussion points include:

- An overview of new and upcoming EPR regulations and their implications for supplement companies
- Understanding what dietary supplement companies must now do to track, report, and manage their packaging waste obligations under EPR regs
- Exploring how supplement companies can redesign packaging to meet EPR requirements, and navigate cost and supply chain implications caused by EPRs
- Taking stock of other new state environmental laws affecting dietary supplement companies in the U.S. and globally

David Biderman
Partner
Perkins Coie LLP

Will Wagner
Shareholder
Greenberg Traurig LLP

5:15 Conference Adjourns

DAY 2 June 26, 2025

Comprehensive and in-depth review of leading regulatory issues for the dietary supplement industry.

CHIEF OPERATING OFFICER, UNIVERSAL NUTRITION

8:45 Co-Chairs Welcome Back

Megan Olsen
Senior Vice President & General Counsel
Council for Responsible Nutrition (CRN)

Taneesha Routier
Director of Regulatory Affairs
Xymogen

9:00 Spotlight Interview with the FTC

Christine DeLorme
Attorney, Division of Advertising Practices
Federal Trade Commission (FTC)

DIETARY SUPPLEMENT ADVERTISING ESSENTIALS

9:30 **The Latest and Greatest in Green Claims, Health Claims,** and New Trends Marketing Teams Should be Aware of in 2025

As consumer demand for clean-label, health-conscious products rises, dietary supplement companies must carefully craft their advertising claims to stay compliant with evolving regulations. From "green" and sustainability claims to health benefit statements, regulatory agencies are keeping a close watch. This panel will provide key insights into the latest trends, compliance risks, and best practices for ensuring truthful and substantiated claims. Discussion points include:

- Understanding the latest FTC, FDA, and state regulatory standards and enforcement priorities for health claims and environmental/ "green" claims
- Best practices for substantiating and defending supplement health benefit claims
- How product composition affects marketer's legal and regulatory risks, including how the alleged presence of microplastics, heavily scrutinized food additives like food dyes, and heavy metal contaminants could lead to legal trouble and tips for avoiding scrutiny
- Identifying the latest buzz words and marketing trends, like "ultra-processed", ingredient emphasis or avoidance claims, quality and sourcing descriptions, and the legal challenges for substantiating such claims
- Strategies to minimize enforcement risk and align marketing with compliance expectations

Katie Bond
Partner
Keller & Heckman

Jeff Brams
General Counsel & Business Operations
Drink LMNT

Theodora McCormick
Partner
Baker Donelson

Eric Unis
Senior Attorney
National Advertising Division (NAD)

10:15 **A Case Study on GLP-1 Support Products:** The Dos and Don'ts of Marketing Dietary Supplement Products to Address the Unique Nutritional Needs of GLP-1 Users

With the rising popularity of GLP-1 agonists for weight management and diabetes, dietary supplement companies are increasingly interested in marketing products to support the overall nutrition and wellness needs of these pharmaceutical users. When promoting these support products, companies should consider the regulatory framework for structure/function claims and any unique substantiation requirements. This panel will explore:

- Innovative ways that dietary supplements and functional food may support GLP-1 users
- How to navigate structure/function claim requirements and avoid disease claim pitfalls
- Best practices and unique considerations for supporting claims related to nutrition and wellness when marketing products to support GLP-1 users

Claudia Lewis
Partner
Venable LLP

Brittany Johnson, PhD, RDN
Senior Manager, Scientific Affairs
GNC

10:45 Morning Break

11:15 **Safeguarding Supplements on the Digital Shelves:** Ensuring Compliance with the Latest Retailer Requirements and Combatting Counterfeits and other Threats in the Online Marketplace

Dietary supplement companies operating in the online marketplace face a unique challenge: they must not only comply with rigorous testing and quality requirements imposed by major retailers like Amazon but also act as watchdogs to protect their brands from counterfeit products, and increasingly to raise to identify and challenge non-compliant competitor products. This panel will explore how brands can effectively navigate these dual responsibilities to protect their reputation, maintain consumer trust, and ensure a fair marketplace. Points of discussion include:

- Meeting online retailer compliance standards: understanding the testing, quality assurance, and other requirements set by platforms like Amazon and how to stay ahead of evolving policies
- Policing the marketplace: strategies for identifying and reporting counterfeit, non-compliant, or misleading competitor products and working with platforms to remove them
- Best practices for challenging fraudulent products while avoiding potential legal and regulatory pitfalls

John Claud
Counsel
Hyman, Phelps & McNamara, P.C.
(Former Assistant Director, Consumer Protection Branch, U.S. DOJ)

Carlos Lopez
Senior Vice President, General Counsel
Niagen Bioscience

Patrick Runkle
Senior Litigation Counsel, Consumer Protection Branch
U.S. Department of Justice

Yifang Zhao
Corporate Counsel
Amazon

CLASS ACTION LITIGATION SERIES

12:00 **Class Action Trends to Watch in 2025:** Exploring the Latest Litigation Threats to the Dietary Supplements Industry

The dietary supplements industry continues to face increasing scrutiny from the plaintiff's bar, with evolving class action litigation shaping the regulatory and business landscape. This panel will explore the latest class action trends and key legal vulnerabilities that supplement companies should be aware of in the year ahead.

- Examining recent lawsuits alleging misleading claims on ingredient efficacy, structure-function claims, and "natural" product labeling
- The rise of consumer suits targeting supplements over alleged contamination with heavy metals, or other ingredients for which safety has been questioned
- A look at legal challenges against subscription-based supplement sales, including claims of deceptive auto-renewal practices under state and federal laws
- Identifying key lessons and takeaways from the latest litigation activity, and insights on what the plaintiff's bar may target next

Kimberly Bousquet
Partner
Thompson Coburn LLP

Tara Falsani
VP Legal and HR, General Counsel
Nature's Way

12:45 **Implementing Proactive Strategies** to Shield Yourself from Being a Plaintiff's Bar Target

- Predicting when you may be a class action target and developing pre-suit defense strategies
- Designing thorough internal class action prevention and preparedness protocols
- Strengthening quality control, testing and substantiation practices to mitigate risks and stay ahead of litigation threats
- Tracking government and consumer protection group enforcement activity on which the plaintiff's bar might try to piggy-back

Tara L Martin
Senior Vice President, General Counsel
Jamieson Wellness Inc.

Trent Norris
Partner
Hogan Lovells

1:30 Conference Ends

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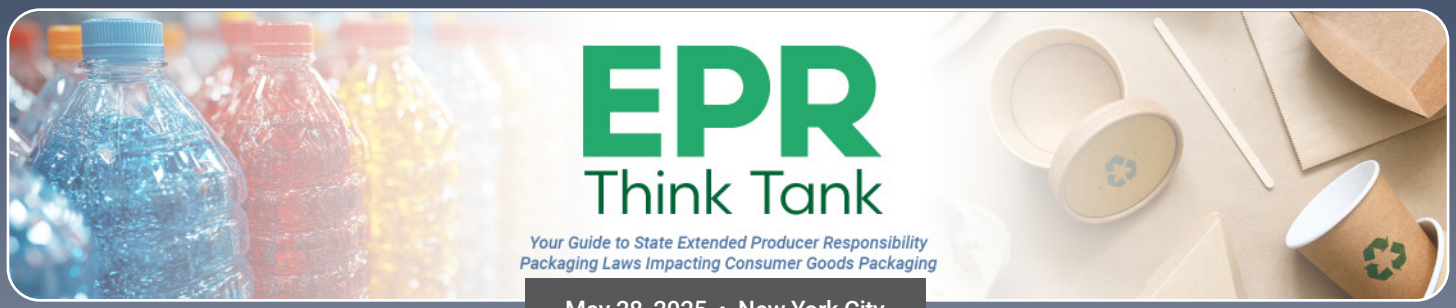
Upcoming Events



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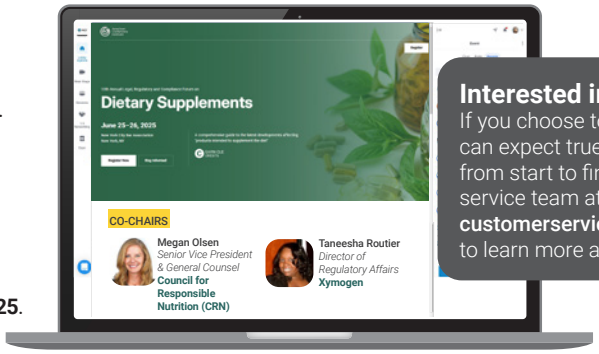

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