American Conference Institute

In Collaboration with the

Council for Responsible Nutrition
The Science Behind the Supplements

Presents:

14th Annual
Legal, Regulatory and Compliance Forum on

DIETARY SUPPLEMENTS

June 25 – 26, 2026 • New York City Bar, New York, NY

EARN CLE CREDITS

Distinguished Co-Chairs:

MEGAN OLSEN
Senior Vice President & General Counsel
Council for Responsible Nutrition (CRN)

CARLOS LOPEZ
Senior Vice President, General Counsel
Niagen Bioscience

Spotlight Interview:

CHRISTINE DELORME
Attorney, Division of Advertising Practices
Federal Trade Commission (FTC)

Fireside Chat:

CARA WELCH, PH.D
Director, Office of Dietary Supplement Programs
FDA

2026 Program Highlights:

- What's Next at FDA? ***The Future of GRAS Determinations, Drug Preclusion, NDINs*** and More
- Navigating ***Tariff Turbulence*** While Maintaining Product Quality, Regulatory Compliance and Market Competitiveness
- Meeting Evolving ***State Law*** Demands: From ***Age Restrictions*** to ***Ingredient Bans, Prenatal Vitamin and CBD Requirements, EPR Mandates***, and More
- Best Practices for ***Post-Market Surveillance, Product Safety*** and ***Adverse Event Management***
- ***Leveraging AI*** for Dietary Supplement ***Quality Assurance and Compliance Operations*** While Mitigating Key Risks
- Avoiding the Latest Enforcement Hotspots in Dietary Supplement Marketing: ***Claim Substantiation, Influencers, Origin Claims, Subscription Practices,*** and Beyond

Insights from Leading Industry Stakeholders:

Amazon
Drink LMNT
Eurofins
IFF
Jamieson Wellness
Kerry Taste and Nutrition
Metagenics
Nestlé Health Science
NAD
Niagen Bioscience
Olly
Pharmavite
Plexus Worldwide
Quincy Biosciences
Radicle Science
Swanson Health
Thorne
Unilever
US Pharmacopeia
Xymogen

Exhibitors APEX COMPLIANCE EAS Consulting Group A Certified Group Company

Speaker Faculty

CO-CHAIRS

Carlos Lopez
Senior Vice President, General Counsel
Niagen Bioscience

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

ESTEEMED SPEAKERS

Cindy Allen
CEO and Managing Director
Trade Force Multiplier LLC

Katherine Armstrong
Deputy Director
National Advertising Division (NAD)

Grace Bandong
Business Unit Manager, Contaminants
Eurofins Food Chemistry Testing

Ann Begley
Partner
Wiley Rein

Tennille Blair
Head of Regulatory
Pharmavite

Katie Bond
Partner
Keller and Heckman LLP

Jennifer Boyd
Vice President, Head of Global Regulatory Affairs
IFF

Jeff Brams
General Counsel & Business Operations
Drink LMNT

Emily Rose Britton
Senior Manager, Market Development, Dietary Supplement & Ingredient Verification Programs
US Pharmacopeia (USP)

Richard Cleland
Of Counsel
Arnall Golden Gregory LLP

Kenny Cloft
Senior Policy Expert, Global Product Safety
Amazon

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

Bob Durkin
Partner, Co-Chair Regulatory Group
Amin Wasserman Gurnani

Greg Fortsch
Assistant General Counsel for Regulatory Affairs
Nestlé Health Science

Miriam Guggenheim
Partner
Covington & Burling LLP

Nicole Drey Huerter
Deputy General Counsel
Thorne

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Senior Counsel
Foley & Lardner LLP

Anastasia Jones
Regulatory Affairs Director
Olly

Richard Kingston
President, Regulatory and Scientific Affairs and Co-Founder
SafetyCall International, PLLC

Kristine Kruger
Senior Counsel
Perkins Coie LLP

Claudia Lewis
Partner
Venable LLP

Jason Loring
Partner & Co-Chair of AI Practice
Jones Walker

David Mallen
Partner, Co-Chair – Advertising Disputes
Loeb & Loeb LLP

Tara Martin
Senior Vice President, General Counsel
Jamieson Wellness

Teddy McCormick
Partner
Baker Donelson

Diane McEnroe
Partner
Sidley Austin

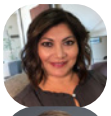
David McPherson
Director of Food Safety and Regulatory Compliance
The Kroger Co.

Danait Mengist
Senior Attorney, Consumer Product Advertising
Arnold & Porter Kaye Scholer LLP

Cynthia Meyer
Partner
Kleinfeld, Kaplan & Becker, LLP

Dakota Miller
Vice President of Sales, eCommerce and Loss Control
Quincy Bioscience

Stacey Murphy
Senior Manager of Quality Control and Continuous Improvement
Nature's Way



Laura Najera
Head of Regulatory, Americas
Metagenics

Trent Norris
Partner
Hogan Lovells

Brooke Ringel
Partner
Kelley Drye & Warren LLP

Taneesha Routier
Senior Regulatory and Advertising Counsel
Xymogen

Jennifer Santos
Program Development Manager Center for Industry Self-Regulation (CISR)
BBB National Programs

Britta Sather
Director of Regulatory Affairs
Swanson Health

Randal Shaheen
Partner
BakerHostetler

Allison Smith
Vice President
Lot Sixteen

Viny Srinivasan
Head of Global Market Vigilance and PV Compliance, Health and Wellness
Unilever

Ashish Talati
Member
Talati Law

Pelin Wood Thorogood
Co-Founder & Executive Chairwoman
Radicle Science

Will Wagner
Partner
Greenberg Traurig LLP

Cara Welch, Ph.D.
Director, Office of Dietary Supplement Programs
FDA

Joseph Wheatley
Senior Corporate Counsel, Counterfeit Crimes Unit
Amazon

Tamar Wise
Commercial Litigation Partner
Cozen O'Connor

Andrea Wong
SVP & Chief Science Officer
Council for Responsible Nutrition

ACI and CRN are excited to welcome you back to New York City this June for our 14th Legal, Regulatory & Compliance Forum on Dietary Supplements.

As 2026 unfolds, dietary supplement companies are no longer preparing for change—instead they are operating in a constant state of regulatory, enforcement, and policy evolution. This year's Forum is designed to provide clarity, strategies, and practical solutions in the face of ongoing disruption and uncertainty.

One year into the current administration, regulatory priorities impacting the dietary supplements industry continue to evolve—from the proposed overhaul of GRAS determinations, to drug preclusion, NDIN guidance, supplement oversight modernization and beyond.

Join, legal, regulatory, compliance, and business leaders as they discuss how evolving FDA priorities, new HHS leadership, and policy initiatives are reshaping risk tolerance, governance structures, and day-to-day decision-making.

Ongoing tariff turbulence continues to disrupt sourcing, cost structures, and supply chain planning for dietary supplement companies.

This year's conference will provide strategies for tariff payment in this current period of uncertainty, as well as guidance on building flexibility into sourcing and logistics while maintaining quality and regulatory compliance.

State-level regulation is accelerating and fragmenting the compliance landscape for supplement companies. From ingredient bans and age restrictions to sustainability mandates and EPR requirements, companies must now manage a patchwork of obligations.

Our faculty will provide guidance on meeting the demands of conflicting and colliding state law requirements, as well as practical frameworks for determining when to reformulate, relabel, seek enforcement discretion, or exit specific markets.

Marketing scrutiny continues to intensify for the supplement industry—particularly in the digital space.

From claims substantiation to origin claims, endorsements, testimonials, online reviews and subscription practices – understand where regulators – and plaintiffs' attorneys – are focusing next and how to proactively minimize risk.

Retailers are increasingly acting as de facto regulators, imposing unique GMP, testing, labeling, and AI-related marketing requirements.

Our brand new pre-conference "Regulation by Retailer Boot Camp" will provide a deep dive into the latest platform-specific requirements for supplements companies, as well as practical tools for harmonizing compliance across multiple retail platforms.

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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Pre-Conference Workshops:
WEDNESDAY, JUNE 24, 2026

9:00 – 12:30

A Regulation By Retailer Boot Camp: A Comprehensive Guide for the Supplement Industry to Meeting the Complex Requirements of Amazon, Walgreens, Whole Foods, CVS and More

Retailers are increasingly imposing their own requirements for dietary supplements as measures to help ensure that the products they sell are legally compliant and safe for consumers. From GMP third-party audits to unique testing protocols and packaging/label conformance requirements, supplement companies are facing a patchwork of evolving retailer rules, each unique to the given platform or store.

Through case studies and real-world examples, this in-depth workshop will offer a deep dive into navigating these complex compliance programs. Workshop attendees will walk away with a keen understanding of:

- Retailer-Specific GMP Audit Requirements: Understanding the latest Amazon GMP requirements (issued Nov. 2025), and comparing them to Whole Foods, Costco, CVS, GNC, and other programs
- The nuances of different retailer product testing protocols, including required certifications, independent lab testing, and retailer-specific safety standards
- Retailer expectations regarding accurate labeling, ingredient disclosures, claim substantiation, and category-specific rules
- Online vs. In-Store Differences: How compliance requirements vary between digital marketplaces and physical retail shelves
- Managing endorsements, testimonials, and web reviews across platforms - and potential regulatory implications
- Rules and guardrails across retail platforms regarding AI and digital marketing practices—including algorithm-driven product recommendations, dynamic pricing, and content generation
- Shelf-ready packaging requirements regarding formatting, barcodes, expiration dates, and retailer-specific display rules
- Documentation and Recordkeeping: Maintaining proof of compliance to satisfy audits and retailer verification programs
- Best practices for monitoring and implementing changes across multiple retailer programs in real time
- Strategies for aligning legal, regulatory, quality, marketing, and supply chain teams to meet retailer expectations
- Proactive risk management strategies: identifying potential violations before they trigger delisting, penalties, or recalls

Grace Bandong
Business Unit Manager, Contaminants
Eurofins Food Chemistry Testing

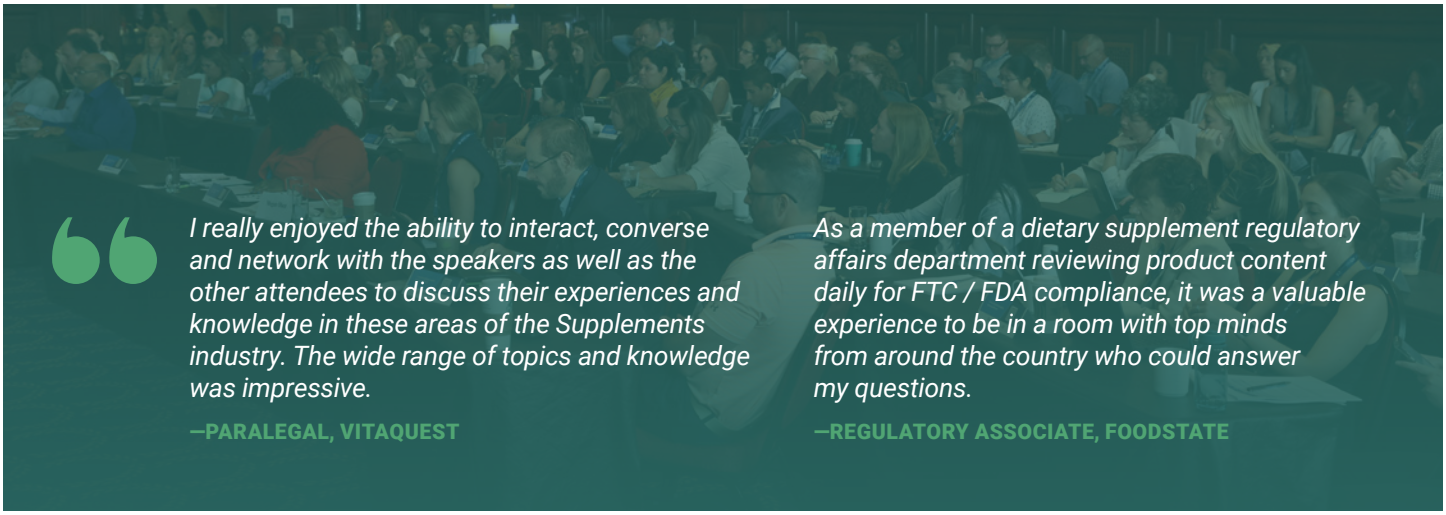
Emily Rose Britton
Senior Manager, Market Development, Dietary Supplement & Ingredient Verification Programs
US Pharmacopeia (USP)

Kenny Cloft
Senior Policy Expert, Global Product Safety
Amazon

David McPherson
Director of Food Safety and Regulatory Compliance
The Kroger Co.

Stacey Murphy
Senior Manager of Quality Control and Continuous Improvement
Nature's Way

MODERATOR:
Teddy McCormick
Partner
Baker Donelson



I really enjoyed the ability to interact, converse and network with the speakers as well as the other attendees to discuss their experiences and knowledge in these areas of the Supplements industry. The wide range of topics and knowledge was impressive.

—PARALEGAL, VITAQUEST

As a member of a dietary supplement regulatory affairs department reviewing product content daily for FTC / FDA compliance, it was a valuable experience to be in a room with top minds from around the country who could answer my questions.

—REGULATORY ASSOCIATE, FOODSTATE

1:30 – 5:00

B **Social Media Claims Compliance Master Class:** A Comprehensive Playbook for Dietary Supplement Advertising and Claims Substantiation in the Digital Marketplace

As social media and online marketplaces continue to dominate dietary supplement marketing, regulators and plaintiffs' attorneys are taking a closer look at how claims are made, substantiated, and amplified online. From influencer partnerships and endorsements to consumer reviews and emerging platforms, compliance in the digital space has become increasingly complex—and increasingly high risk.

This interactive workshop will provide a practical roadmap for making compliant product claims across social media and e-commerce channels, helping companies balance effective marketing with regulatory expectations. Attendees will walk away with actionable strategies to strengthen internal controls and reduce enforcement and litigation exposure.

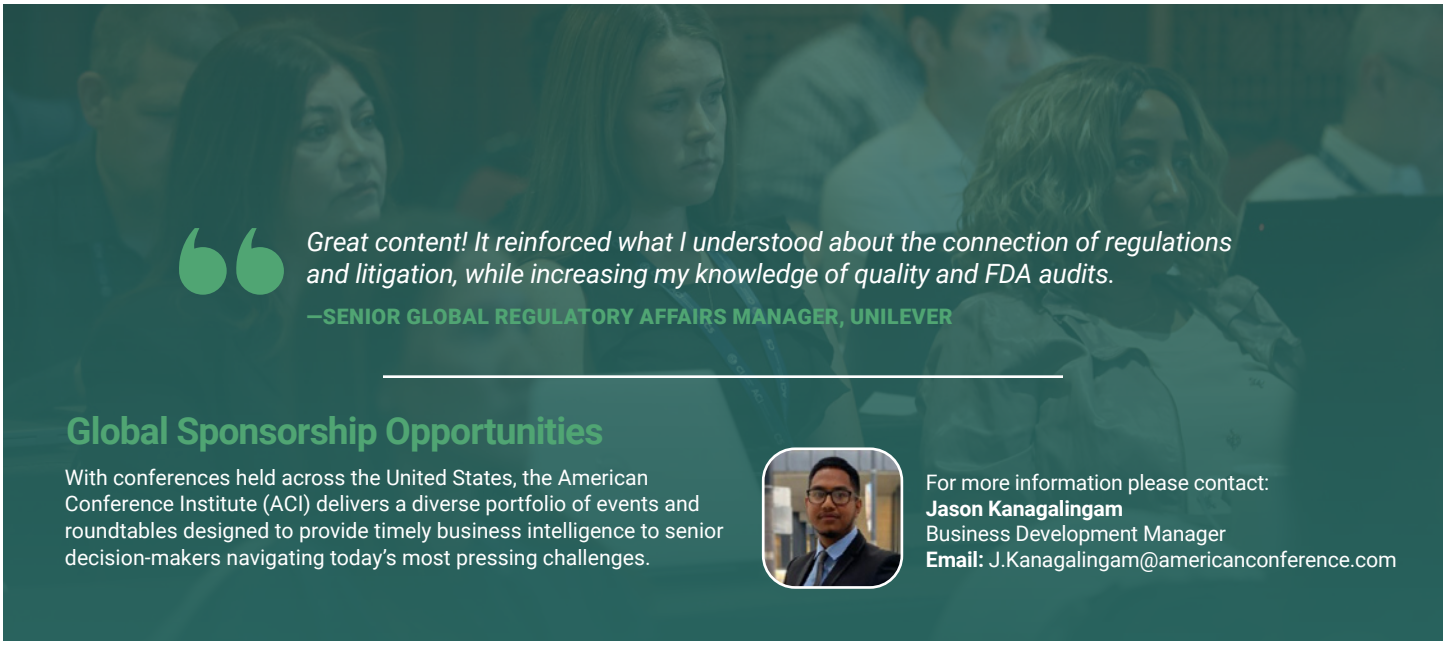
Key discussion topics include:

- Promoting products effectively online while staying within regulatory guardrails
- Recent FTC enforcement actions and guidance affecting supplement claims on social media
- What the FTC's revised Endorsement Guides mean for influencers, brands, and substantiation obligations
- Understanding the FTC's Final Rule on Consumer Reviews and Testimonials, including common compliance traps and grey areas that are continuing to trip companies up
- Scientific substantiation standards for social media claims: what evidence is required and when
- Platform-specific risk considerations for TikTok, Instagram, Snapchat, and major e-commerce sites, including Amazon
- Building a defensible compliance framework for:
  - » Consumer and expert endorsements
  - » Influencer and celebrity partnerships
  - » Consumer reviews on third-party platforms
  - » Clear and conspicuous disclosure of material connections
- Managing influencer risk by setting expectations, monitoring content, and implementing safeguards to prevent unsubstantiated claims

David Mallen
Partner, Co-Chair – Advertising Disputes
Loeb & Loeb LLP

Danait Mengist
Senior Attorney, Consumer Product Advertising
Arnold & Porter Kaye Scholer LLP

Jennifer Santos
Program Development Manager, Center for Industry Self-Regulation (CISR)
BBB National Programs



Great content! It reinforced what I understood about the connection of regulations and litigation, while increasing my knowledge of quality and FDA audits.

—SENIOR GLOBAL REGULATORY AFFAIRS MANAGER, UNILEVER

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With conferences held across the United States, the American Conference Institute (ACI) delivers a diverse portfolio of events and roundtables designed to provide timely business intelligence to senior decision-makers navigating today's most pressing challenges.

For more information please contact:
Jason Kanagalingam
Business Development Manager
Email: J.Kanagalingam@americanconference.com

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Main Conference Day 1

THURSDAY, JUNE 25, 2026

8:30 Co-Chairs' Opening Remarks

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

Carlos Lopez
Senior Vice President, General Counsel
Niagen Bioscience

8:45 When "Business as Usual" No Longer Applies: How Dietary Supplement Companies are Recalibrating Risk and Opportunity in a Shifting Regulatory and Policy Landscape

One year into the current administration, dietary supplement companies are no longer planning for potential change—they are managing it in real time. Join, legal, regulatory, compliance, and business leaders as they discuss how evolving FDA priorities, new HHS leadership, and policy initiatives are reshaping risk tolerance, governance structures, and day-to-day decision-making.

Topics of discussion will include:

- How the dietary supplement industry is adapting to a "new normal" where regulatory and policy shifts seem to be constant rather than episodic—and what that means for long-term compliance planning
- Updates on HHS priorities, impacts of MAHA initiatives, and evolving FDA focus areas
- Have the administration's policies and priorities evolved as the industry projected a year ago?
- Practical strategies for navigating rules, guidance, and enforcement approaches that may be subject to litigation, court challenges, or future administrative reversal
- Designing internal systems, governance models, escalation pathways, and risk frameworks that can withstand regulatory volatility
- How current regulatory and enforcement dynamics are affecting day-to-day operations, resource allocation, and cross-functional decision-making

Jennifer Boyd
Vice President, Head of Global Regulatory Affairs
IFF

Jeff Brams
General Counsel & Business Operations
Drink LMNT

Tara Martin
Senior Vice President, General Counsel
Jamieson Wellness

MODERATOR:
Diane McEnroe
Partner
Sidley Austin

9:45 Keynote Interview with the U.S. Food and Drug Administration

Cara Welch, Ph.D.
Director, Office of Dietary Supplement Programs
FDA

INTERVIEWED BY:
Andrea Wong
SVP & Chief Science Officer
Council for Responsible Nutrition

10:30 Morning Coffee Break

11:00 What's New—and What's Next—at FDA? Industry Projections on the Future of Drug Preclusion, NDIN Guidance and Enforcement, Dietary Supplement Oversight Modernization, Supplement Safety, and More

As 2026 gets underway, FDA policy, enforcement, and legislative activity continues to evolve in ways that carry meaningful compliance and business implications for the dietary supplements industry.

This session will provide an update on the most significant FDA and legislative developments impacting supplements in 2026, with a focus on what these changes mean in practice for legal, regulatory, and compliance teams.

- Examining drug preclusion after NMN: a breakdown of FDA's recent decision confirming NMN as lawful for use in dietary supplements and exploring how this decision could impact the agency's treatment of other ingredients
- An update on FDA's evolving approach to New Dietary Ingredient Notifications (NDINs): how companies are managing the latest guidance, as well as areas that remain unsettled
- Managing NDIN risk in practice: navigating open questions companies are still grappling with, including:
  - » What constitutes "robust" safety evidence?
  - » Under what circumstances is FDA enforcement likely?
  - » What are your options and best practices if products are detained, seized, or challenged by FDA?
- Taking stock of the newly issued 2025-2030 Dietary Guidelines: will FDA's Human Foods Program make changes to the criteria for "healthy" claims in order to align with the new guidelines? How will the Front-of-Package Nutrition Labeling final rule look in light of the new Dietary Guidelines?
- Congressional action and transparency initiatives: a survey of proposed supplement legislation, including Senator Durbin's Dietary Supplement Listing Act of 2026, and what mandatory product listing and public databases could mean for manufacturers and distributors
- How other FDA actions could impact dietary supplements, including the FDA's DSHEA disclaimer enforcement discretion announcement, anticipated caffeine guidelines, online grocery food labeling guidance, and much more

Tennille Blair
Head of Regulatory
Pharmavite

Bob Durkin
Partner,
Co-Chair Regulatory Group
Amin Wasserman Gurnani

Miriam Guggenheim
Partner
Covington & Burling LLP

Claudia Lewis
Partner
Venable LLP

12:00 **GRAS in Transition:** Preparing for FDA's New Rule and Its Impact on Supplement Compliance

A newly proposed FDA rule on Generally Recognized as Safe (GRAS) determinations could significantly alter how dietary supplement ingredients are brought to market. This session will examine available details of a proposed GRAS rule, what it means for self-affirmed GRAS determinations, and how the focus on mandatory FDA submission and review could reshape compliance planning, enforcement exposure, and litigation risk for dietary supplement companies.

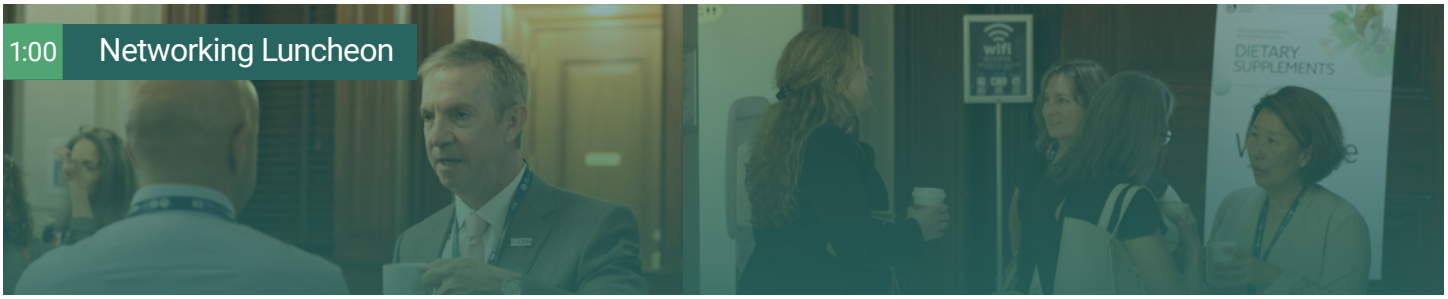
Key topics of discussion will include:

- What's changing under the newly proposed GRAS rule?
- Understanding how existing self-affirmed GRAS determinations may be affected, and what companies should be doing now to assess their ingredient portfolios
- Practical implications for product development, reformulation, supply chains, and go-to-market strategies if FDA review becomes a prerequisite for GRAS recognition
- How a new rule could impact FDA enforcement posture, private litigation, and challenges to ingredient safety determinations
- How in-house counsel and compliance leaders can prepare for the transition, manage uncertainty, and mitigate risk as the rule is finalized and implemented

Ann Begley
Partner
Wiley Rein

Anastasia Jones
Regulatory Affairs Director
Olly

Ashish Talati
Member
Talati Law



1:00 Networking Luncheon

2:00 **Navigating Ongoing Tariff Turbulence:** The Latest Trade Policy Updates and How Supplement Companies Are Managing this Era of Volatility

Evolving trade policy and tariff regimes continue to pose unpredictable challenges for dietary supplement companies. As sourcing strategies, ingredient availability, and cost structures remain vulnerable to policy shifts, legal and compliance teams are being asked to help their organizations manage uncertainty while maintaining product quality, regulatory compliance, and market competitiveness.

This session will examine:

- An update on current and potential tariff regimes, policy signals, and what companies should be watching as trade priorities continue to evolve
- Strategies for addressing the mechanics of tariff payment in this current period of uncertainty
- Mitigating tariff-driven cost increases while maintaining quality standards, supplier oversight, and regulatory compliance
- Planning for policy whiplash: how companies are preparing for tariffs to be overturned, reimposed, expanded, or replaced through alternative trade mechanisms
- Navigating import and export risk management: practical approaches to customs compliance, supplier diversification, contract structuring, and risk allocation for both ingredients and finished products
- Lessons learned and forward-looking strategies for building flexibility into sourcing and logistics amid ongoing disruption

Cindy Allen
CEO and Managing Director
Trade Force Multiplier LLC

Brooke Ringel
Partner
Kelley Drye & Warren LLP

Allison Smith
Vice President
Lot Sixteen

2:55 **The State Law Surge Continues:** Managing Dietary Supplement Compliance in an Increasingly Fragmented Regulatory Landscape

While federal oversight continues to evolve, dietary supplement companies are facing a continuing rise in state-level laws that are creating a complex compliance environment for the industry. This panel will examine the most significant state developments impacting dietary supplements and provide practical guidance on how companies are navigating inconsistent requirements, assessing enforcement risk, and making strategic decisions about compliance, reformulation, labeling, and market participation.

Key Topics Will Include:

- Developments in weight-loss and muscle-building supplement restrictions in New York and other states, and how companies are responding
- California's new prenatal vitamin law: navigating testing and public disclosure requirements for heavy metals, QR-code labeling obligations, and practical compliance challenges
- Examining emerging state ingredient bans and recent prohibitions on alcohol-based extracts, botanicals, food colors, and food additives
- State packaging and sustainability mandates: navigating new laws regarding use of the "chasing arrows" symbol (NJ and beyond) and implications for national packaging strategies
- How companies are evaluating when to comply, adapt formulations or labeling, seek enforcement discretion, or exit certain state markets altogether

Nicholas Johnson
Senior Counsel
Foley & Lardner LLP

Trent Norris
Partner
Hogan Lovells

Britta Sather
Director of Regulatory Affairs
Swanson Health

3:50 Afternoon Break

4:05 An Inside Look at CRN's Constitutional Challenge to New York's Age Restriction Law

In this timely conversation, the General Counsel of the Council for Responsible Nutrition (CRN) joins litigation counsel from Cozen O'Connor to unpack the high-stakes constitutional challenge to New York's law restricting the sale of certain sports nutrition dietary supplements to minors.

This candid discussion will explore:

- The current procedural posture of the case and what happens next at the Supreme Court stage
- The key constitutional questions CRN is asking the Court to consider
- Broader First Amendment implications for dietary supplement labeling, advertising, and state regulation, as well as the impact across the wider consumer products goods industry
- Why this litigation is important in this era of increasing state scrutiny over food and dietary supplements

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

Tamar Wise
Commercial Litigation Partner
Cozen O'Connor

4:30 **Surviving EPR:** Tactical Compliance Strategies for Meeting New Packaging and Reporting Obligations

Extended Producer Responsibility (EPR) laws have quickly moved from a future concern to a present-day compliance challenge for dietary supplement companies. With multiple states adopting, and continually revising, EPR frameworks for packaging, companies are shifting from understanding the concept to figuring out how to operationalize compliance across jurisdictions with conflicting rules, deadlines, and reporting requirements.

This session will delve into:

- Navigating multi-state EPR regimes: managing overlapping and conflicting rules across CA, CO, ME, MD, MN, OR, WA
- Understanding the requirements set forth in emerging EPR laws in 13 additional states and counting
- Examining the current status of California's EPR program, recent pauses and reconsideration of requirements, and what companies should be doing while timelines and obligations remain in flux
- Getting the data right: practical guidance on calculating material quantities, distinguishing between packaging components, determining exemptions, and avoiding common reporting pitfalls
- Managing competing reporting obligations: strategies for handling differing definitions, reporting formats, and submission timelines across states
- Building internal workflows, tools and cross-functional coordination models for staying compliant as EPR rules continue to evolve

Greg Fortsch
Assistant General Counsel for Regulatory Affairs
Nestlé Health Science

Kristine Kruger
Senior Counsel
Perkins Coie LLP

Will Wagner
Partner
Greenberg Traurig LLP

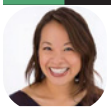
5:15 Conference Adjourns

Main Conference Day 2

FRIDAY, JUNE 26, 2026

8:45 Co-Chairs' Welcome Back

9:00 Spotlight Interview with the Federal Trade Commission



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

9:30 Understanding and Avoiding the Latest Enforcement Hotspots in Dietary Supplement Marketing: Claim Substantiation, Origin Claims, Subscription Practices, Consumer Reviews, and Beyond

Enforcement priorities in dietary supplement marketing continue to evolve, with the FTC increasingly focused on how products are marketed, sold, and experienced by consumers—not just the underlying health claims. At the same time, the appropriate substantiation standard for health-related claims remains a hot topic and important consideration for companies facing regulatory, self-regulatory, and consumer scrutiny. This session will break down the latest enforcement hotspots and provide practical guidance on how legal, regulatory, and marketing teams can identify, mitigate, and stay ahead of emerging risk.

Key discussion topics include:

- The latest enforcement risks tied to wellness marketing, including disclosures and substantiation expectations
- Negative option and subscription practices under increased FTC scrutiny, including enrollment, cancellation, and refund workflows
- The latest guidance, best practices, and scrutiny of consumer reviews
- Common pitfalls in origin and sourcing claims, including "Made in USA" and ingredient provenance messaging
- Recent FTC warning letters and enforcement actions—and what they signal about where regulators are focusing next
- The latest National Advertising Division (NAD) cases regarding health-related claims substantiation and lessons companies can learn when reviewing their own substantiation evidence

Katherine Armstrong
Deputy Director
National Advertising Division (NAD)

Richard Cleland
Of Counsel
Arnall Golden Gregory LLP

Taneesha Routier
Senior Regulatory and Advertising Counsel
Xymogen

Randal Shaheen
Partner
BakerHostetler

10:15 Morning Coffee Break

10:45 AI in Action: Leveraging AI for Quality Assurance, Regulatory Compliance, and Legal Operations While Mitigating Key Risks and Choosing Responsible AI Partners

AI is rapidly moving from experimentation to implementation across the dietary supplements industry—particularly within R&D, quality assurance, and compliance functions. This session will provide a practical, real-world look at how supplement companies are currently using AI, where the biggest opportunities and risks lie, and how to establish the right guardrails as adoption accelerates.

Key discussion topics include:

- How companies are using AI for regulatory intelligence, horizon scanning, and monitoring enforcement and policy trends
- Practical applications of AI in GMP compliance, including training programs, SOP management, document control, and complaint handling
- Identifying and managing key AI risk areas, including data integrity, confidentiality, claims substantiation, and required disclosures
- Establishing internal AI governance frameworks and policies that align with regulatory expectations and quality system requirements
- Lessons learned from early adopters and forward-looking considerations as AI tools continue to evolve

Jason Loring
Partner & Co-Chair of AI Practice
Jones Walker

Laura Najera
Head of Regulatory, Americas
Metagenics

Pelin Wood Thorogood
Co-Founder & Executive Chairwoman
Radicle Science

11:30 Protecting Your Brand Online: A Case Study on Combating Online Counterfeits and Policing Bad Actors

As dietary supplement sales continue to shift online, the digital marketplace has become a hotspot for counterfeit products, unauthorized sellers, and misleading listings. In response, leading retailers and brand owners are increasingly taking enforcement into their own hands—using a mix of technology, data, and coordinated action to police bad actors and protect consumers. This session will feature a real-world case study led by Amazon and Quincy Biosciences, offering a practical look at how industry self-regulation and counterfeit prevention efforts operate on digital shelves—and what supplement companies can learn from these initiatives.

Dakota Miller
Vice President of Sales, eCommerce and Loss Control
Quincy Bioscience

Joseph Wheatley
Senior Corporate Counsel, Counterfeit Crimes Unit
Amazon

12:00 Managing Supplement Safety After Market Entry: Best Practices for Post-Market Surveillance, Adverse Event Management, and FDA Engagement

Ensuring consumer safety does not end with product launch. As FDA continues to signal interest in enhanced post-market data collection and safety monitoring, dietary supplement companies must maintain robust systems for identifying, evaluating, reporting, and documenting to adverse events.

This session will provide a practical, behind-the-scenes look at how companies should manage post-market surveillance in real time—from intake and triage to FDA engagement—while balancing legal risk, regulatory obligations, and consumer protection priorities.

Richard Kingston
President, Regulatory and Scientific Affairs and Co-Founder
SafetyCall International, PLLC

Viny Srinivasan
Head of Global Market Vigilance and PV Compliance, Health and Wellness
Unilever

Cynthia Meyer
Partner
Kleinfeld, Kaplan & Becker, LLP

12:45 Inside the Plaintiffs' Bar Playbook Against the Supplement Industry: Analyzing the Latest Class Action Litigation Trends and Minimizing Your Risk of Being a Target

Class action litigation continues to present significant and evolving risk for dietary supplement companies. Understanding what issues are the focus of the plaintiffs' bar—and why—can help companies reduce exposure and take proactive steps before becoming a target. This session will provide an in-depth look at recent and emerging class action activity in the supplement space, highlight the practices most likely to draw scrutiny, and offer practical guidance for strengthening defenses and minimizing risk.

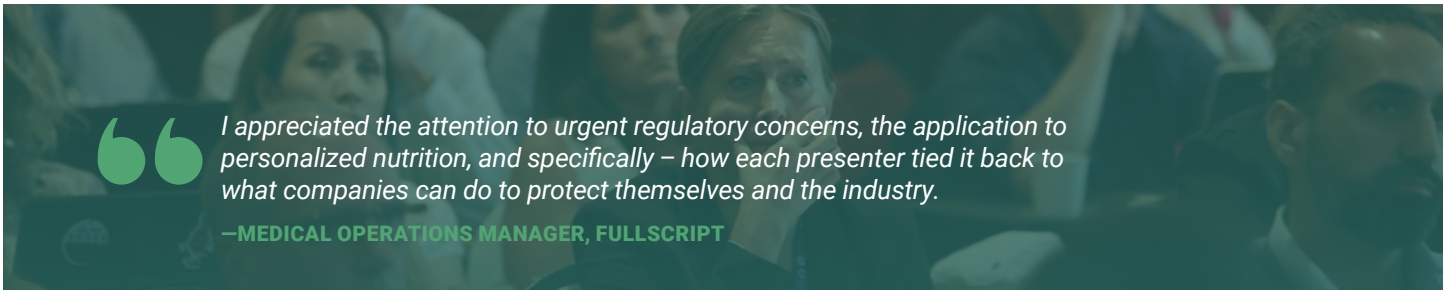
Katie Bond
Partner
Keller and Heckman LLP

Nicole Drey Huerter
Deputy General Counsel
Thorne

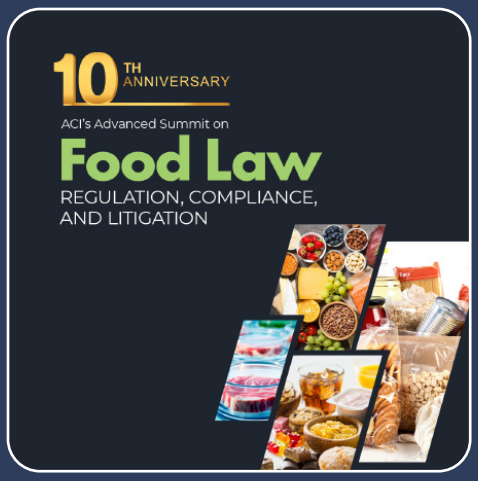
Key discussion topics include:

- Recent class action trends impacting the dietary supplements industry and how they are evolving
- Advertising and labeling practices most frequently targeted by litigation
- The latest trends in TCPA claims, ADA claims, pixel-tracking claims, and more
- Common themes emerging from recent cases and the lessons companies can take away
- Areas plaintiffs' counsel may focus on next, based on current filings and enforcement signals
- Recognizing early warning signs and developing pre-suit strategies to reduce the likelihood of becoming a class action target

1:30 Conference Ends

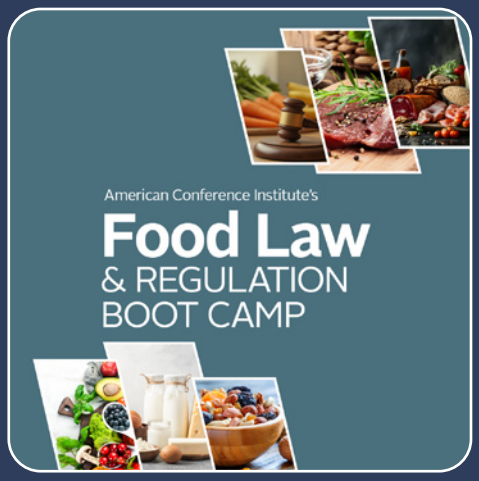


Upcoming Events

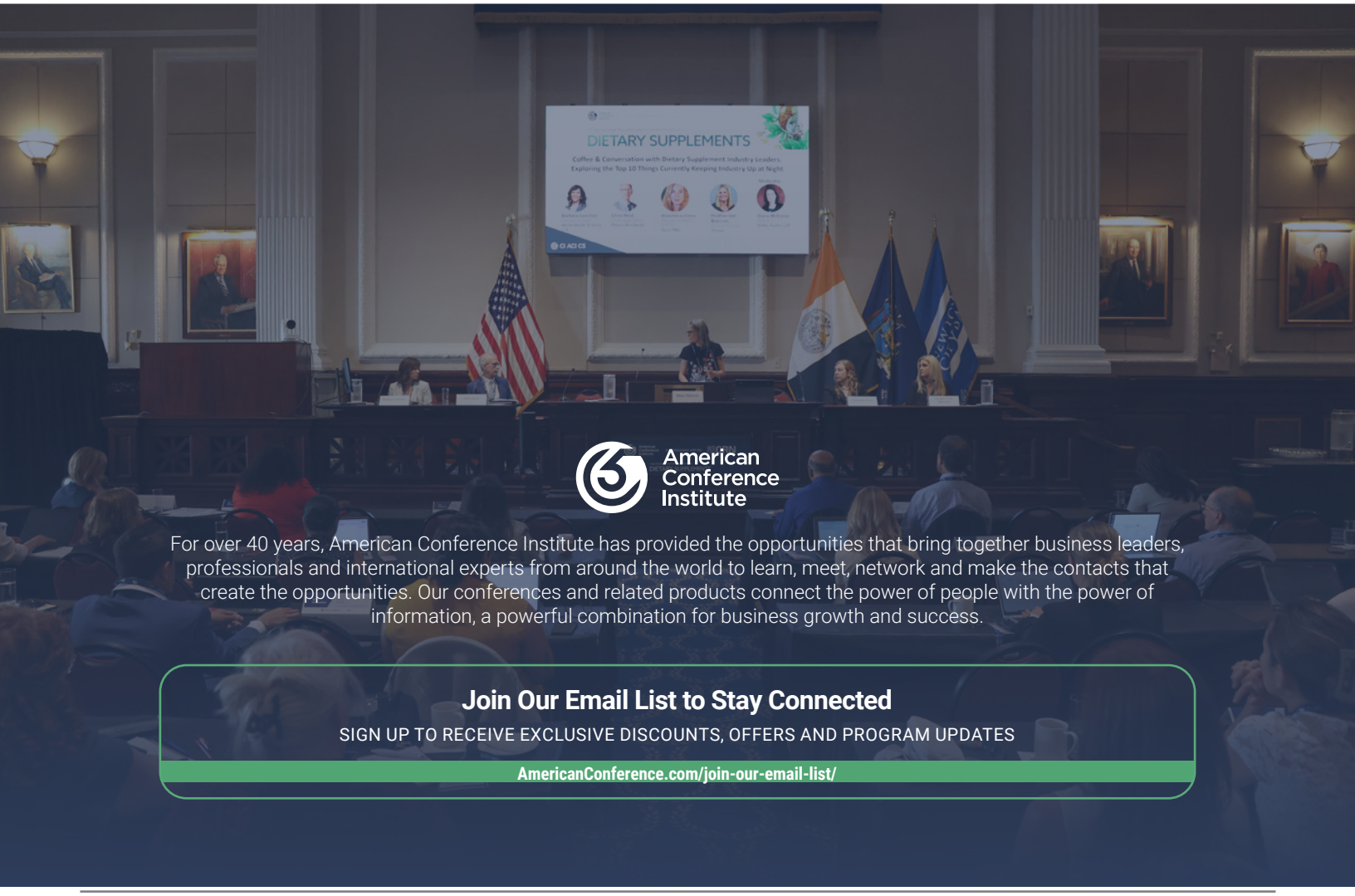


April 28—29, 2026
Chicago, IL

May 28—29, 2026
New York, NY



July 2026
Virtual Event



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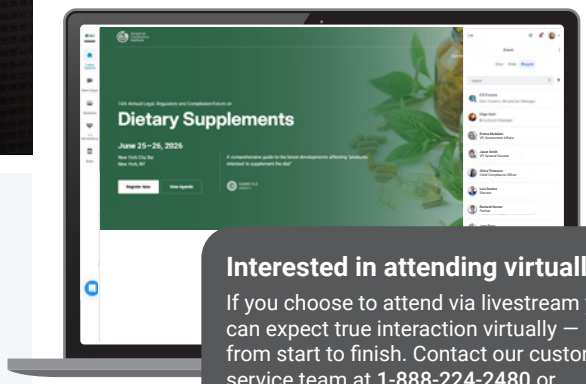

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