

SELLING THE LATEST DIETARY SUPPLEMENT? COSMETIC OR FUNCTIONAL FOOD?

We'll help you get it to market:

Food, drugs and cosmetics are highly regulated by the Food and Drug Administration (FDA). And they face fierce competition for the attention of consumers. The scrutiny by the FDA and the battle in the marketplace demand courage, imagination and extraordinary technical and legal skills.

Regulated consumer products constitute a huge and burgeoning market. Dietary supplements and functional foods alone account for more than \$15 billion per year in sales. Once an FDA-regulated product makes it to market, it becomes one of the most closely regulated products in the world — subject to a diverse set of regulatory concerns. You're in an exciting and challenging industry — and Venable is, too.

Venable's food and drug attorneys have decades of FDA and marketplace experience. We help clients at every step of the product life cycle — from product development and regulatory approval and clearance, to intellectual property protection, advertising, marketing, and distribution.

Food and Drug Administration

Federal Trade Commission

Formulation/Development

FDA Approval Needed?

Packaging/Labeling

Regulatory Enforcement Action

Product Claims

Substantiation Risk

Assessment

Advertising/Dissemination

Assess Scientific Burden

Define Ad Claims

Litigation/NAD/ERSP

Venable has nearly 20 attorneys focused on regulated consumer products issues. Our team includes former agency officials from the Food & Drug Administration and the Federal Trade Commission.

Representative Matters Include:

- successfully representing clients in challenging agency decisions involving labeling, advertising, approval and licensing.
- successfully representing clients in litigation involving the FDA.
- successfully defending against an FTC challenge involving a client accused of making false claims by discrediting the FTC's scientific basis for the challenge.
- successfully protecting clients' patents, trade secrets, trademarks and copyrights.

MEET VENABLE'S DIETARY SUPPLEMENT AND FUNCTIONAL FOOD TEAM



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How can we help you? To learn more, call us at 1.888.VENABLE or visit us online at www.Venable.com/dietary-supplement-cosmetic-and-functional-foods-practices

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