

Ad Law Access Podcast - Health Claims 101: Key Considerations For Making Compliant Health Claims

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The latest episode of the Ad Law Access Podcast discusses three keys to making compliant health claims: determining the product regulatory classification, claim substantiation standards, and the importance of context. This episode is a prequel to her earlier [Health Claims in the Context of COVID-19](#) episode which focused on recent [FTC](#) and [FDA](#) enforcement relating to false COVID-19 health claims and the importance of considering the current pandemic context in health-related marketing.

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