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Food and Consumer Health Product Claims Substantiation: A Comprehensive Guide

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Food and Drug Law Institute Resources

If you're a food advertising stakeholder, how many times have you heard the questions: "Can we say that?" or "Can we make them stop them from saying that?" At some point lawyers, scientific and regulatory advisors, and marketing professionals of food and consumer health products will address these questions as they assist their clients in developing new product benefit claims or executing new marketing campaigns. This book will provide guidance on how to evaluate marketing concepts and claims during a pre-launch phase; legal and regulatory requirements governing marketing communications; and the rules-of-the-road on product marketing claims.

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