

# Food and Dietary Supplement Labeling and Claims

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Claims about food help differentiate products, foster innovation, and convey important information to consumers. But what types of food claims are regulated, and by whom? How can you communicate the potential health benefits of your ingredients without running afoul of FDA and FTC rules and without exposing the company to risk of class action litigation? What ambiguities exist in the regulation of food claims? This session provides an overview of key FDA labeling requirements (including nutrition labeling), the types of food claims governed by specific FDA regulations, claims under the FTC's jurisdiction, applicable standards for each agency, and common issues in competitor challenges and consumer class action litigation.