

It's All Local: What You Need to Know About the Law Relating to the Marketing of Dietary Supplements in the United States, the European Union and China

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July 26, 2011

Consumers around the world are increasing their use of dietary supplements. With growing demand, dietary supplement companies have diversified their product portfolios and expanded their manufacturing and sales distribution to existing and emerging markets. In so doing, these same companies are confronted with myriad regulations that apply to the registration, sale and advertising of their products, each of which must be evaluated on a country by country or regional basis, as in the case of the EU.

This article explores the differences between the U.S. system of regulating sale and advertising of dietary supplements with those of the EU and China, which are established and emerging markets with regulations that limit products and claims to defined categories in the name of consumer protection.

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