

“It's Good For You”: Advertising Health-Related Benefits of Food & Dietary Supplements”

ANA Advertising Law & Public Policy Conference

Speaking Engagement

March 15, 2011

Washington, DC

On March 15, 2011, partner [John Villafranco](#) spoke at the Association of National Advertiser's Advertising Law & Public Policy Conference in Washington, D.C. The session examined recent enforcement and litigation trends in health-related advertising, including guidelines for weight loss claims, certain disease claims, and ingredient testing as claim substantiation.

Related Services

Dietary Supplements and Functional Foods

Advertising and Marketing

State Attorneys General

Food and Drug