

Preparing for the Worst: A Step by Step Guide to Understanding how the FTC Advertising Claims Enforcement Process Works

Kelley Drye Webinar

Firm Event

November 17, 2015 from 2:00 pm to 3:00 pm (EST)
Washington, DC

Industry scored an important victory in the recent *DOJ vs. Bayer* case. But, despite that outcome, health claim enforcement will remain a key priority for the FTC going forward. This presentation is a practical discussion of how the FTC enforcement process works and advocacy steps that companies should consider along the way, including selecting and utilizing scientific experts. Kelley Drye & Warren LLP special counsel **Kristi L. Wolff** and **Dr. Steven Weisman**, Head of Clinical and Regulatory Support at Innovative Science Solutions, will discuss the advertising enforcement process and provide key takeaways that companies can use to advocate their position before the agency.

Speakers:

Kristi Wolff is special counsel in the firm's Washington, D.C. office. Kristi's practice focuses on food, dietary supplements, medical devices, and emerging health/wearable technology and privacy issues. She has extensive experience advising clients whose products are within the overlapping jurisdictions of the Food and Drug Administration and the Federal Trade Commission. Having served as in-house counsel in the healthcare and food products industries, Kristi is particularly attuned to balancing business objectives with legal considerations. Her skill in the consumer protection area was recently recognized as she was named a 2015 Washington, DC, *Rising Star* by *Super Lawyers* magazine.

One of **Dr. Steven Weisman's** special skills is his ability to bridge the gap between science and marketing to achieve business goals, so it's not surprising that he's sought after by many pharmaceutical and healthcare clients for his competence in recognizing problems and developing solutions. It's in this capacity that Steve helps clients plan and execute all phases of product marketing and communications platforms from pre-approval through launch to on-going promotion. Steve is well-known for developing and promoting the cardiovascular uses of aspirin for heart attack and stroke prevention. He is a leading authority on the switch of prescription only products to OTC status and is widely published in these areas.

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