

# Smart Strategies for Marketing Brain Health Products

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Partner [Kristi Wolff](#) authored “Smart Strategies for Marketing Brain-Health Products” for *Nutritional Outlook*. The article discusses the joint jurisdiction of the FDA and FTC over many brain health products – foods, dietary supplements, as well as games and apps - and highlights recent enforcement actions brought by both agencies. The article also offers practical tips for companies marketing products in this space.

To read the full article, please [click here](#).