

The NAD: A Force in Shaping Food and Dietary Supplement Advertising

[John E. Villafranco](#)

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Partner [John Villafranco](#) co-authored the *FDLI Update* article “The NAD: A Force in Shaping Food and Dietary Supplement Advertising.” In this article, John describes the National Advertising Division (NAD) and its role in shaping advertising for a FDA-regulated products. John notes that, in the past year, the NAD has handled nine cases on conventional food and beverages and 26 cases on dietary supplements. He goes on to analyze examples of those cases and recent developments in NAD procedures.