

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

Kelley Drye

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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. **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.

To register for this webinar, please [click here](#).

When: November 17, 2015 2:00 PM - 3:00 PM

Location: Webinar