

What You Need to Know About the Law Relating to the Marketing of Dietary Supplements in the U.S., the EU and China

July 22, 2011

Consumers around the world are increasing their use of dietary supplements. In the United States alone, consumers spend almost \$27 billion per year on dietary supplements, and the EU and China are also rapidly developing and promising markets for supplements. With growing demand, dietary supplement companies have diversified their product portfolios and expanded their manufacturing and sales distribution to existing and emerging markets. In so doing, these same companies are confronted with myriad regulations that apply to the registration, sale and advertising of their products, each of which must be evaluated on a country by country or regional basis, as in the case of the EU.

A new article from the Food and Drug Law Institute *Update* magazine explores the differences between the U.S. system of regulating sale and advertising of dietary supplements with those of the EU and China, which have regulations that limit products and claims to defined categories in the name of consumer protection. Click here to access the full article, [“It’s All Local: What You Need to Know About the Law Relating to the Marketing of Dietary Supplements in the United States, the European Union and China,”](#) with permission from FDLI.