

# Working Together: How Growing FDA and FTC Collaboration Changes the Regulatory Landscape for Food and Dietary Supplement Marketers

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Increased collaboration between FDA and the FTC is creating a notable shift in regulatory enforcement that blurs the jurisdictional lines between the agencies. This growing partnership also requires a new assessment of potential liabilities for companies making health-benefit claims for their products.

This article examines the growing confluence of FDA and FTC regulation, which has been occurring since the beginning of the Obama Administration, and discusses notable interagency collaborations in the past eight months.