

Conference Date: March 12, 2008

AN EMORD & ASSOCIATES' TELECONFERENCE:

Practical Guidance on Label Law

What rules govern the content of your labels and labeling?

The Food and Drug Administration's arcane rules and policies determine whether a statement made on a label is a legal structure/function claim, an illegal health claim, or a misleading representation that can result in a misbranding charge.

In this informative teleconference, we explain:

1. The difference between structure/function claims and health claims
2. The danger of implied claims and how to use context to avoid regulatory pitfalls
3. The health claims FDA permits on labels and labeling
4. The technical regulations governing supplement facts panels
5. The new label requirements imposed by the Adverse Event Reporting rules
6. How to best respond to a misbranding charge

To participate, call Emord & Associates, P.C. (202) 466-6937 or email us at jemord@emord.com. The fee for participation (payable by credit card) is \$225. A pass code and phone number for the March 12 program will be supplied to you upon paying the fee.

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The Power of Persuasion.