

FINAL SEMINAR PROGRAM

Discussion of
essential regulatory
and legal issues
affecting the dietary
supplement, food and
medical device weight
loss industries.

Register Today!

Attendance restricted
to first **300** registered
individuals

Deception in Weight Loss Advertising:

FTC / FDA Initiatives in 2004



February 13, 2004

Huntsman Cancer Institute
Salt Lake City, Utah

SPONSORED BY:



American Herbal Products Association

Utah Natural Products Alliance **UNPA**



Utah Life Science Association

S U M M A R Y

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Recently, the U.S. Federal Trade Commission (FTC) launched new initiatives to address false or deceptive weight loss advertising. The major focus is dietary supplements, although FTC has also proceeded against weight loss related claims for medical devices and exercise equipment.

On December 30, 2003, the Food and Drug Administration (FDA) announced a ban on Ephedra—which in the past was an ingredient used in many weight loss supplements. Companies are now marketing weight loss products containing a variety of other ingredients. The scope and content of the claims made for these supplements will be the subject of FDA and FTC scrutiny in the future, if only because of Ephedra's high profile and reputation.

Combined, these two events signal major changes in how weight loss products may be marketed and regulated. This one-day seminar explores the essential legal and regulatory issues affecting the multi-million dollar dietary supplement, food, and medical device weight loss industries.

This one-day seminar will:

- Explain FTC's weight loss advertising guideline and how it will be used as an enforcement tool.
- Detail the dietary supplement industry's reaction and role in working with FTC to stop misleading weight loss advertising.
- Review recent FTC cases against companies. Who got in trouble and why?
- Examine FDA's actions against weight loss products and its regulatory plans for the future.
- Look at the post-Ephedra market with respect to claims and safety substantiation for Ephedra substitutes.

Who should attend?

- Any company selling or advertising conventional foods, dietary supplements, medical devices, exercise equipment or cosmetics that make express or implied weight loss claims:
 - Senior-level management
 - Marketing and sales staff
 - In-house counsel & regulatory managers
 - Product developers
- Television, radio and newspaper advertising executives
- Insurance and risk managers
- Advertising agencies

P R O G R A M

8:00 – 8:30 am	Registration / Morning Coffee & Tea	
8:30 – 8:45 am	Welcome and introduction	Introduction: Loren Israelsen Executive Director <i>Utah Natural Products Alliance</i>
8:45 – 9:20 am	FTC Weight Loss Advertising Guide: What it Says and What it Means.	Presenter: Rich Cleland, Esq. Assistant Director, Advertising Practices <i>Bureau of Consumer Protection, Federal Trade Commission</i>
9:20 – 9:55 am	How Industry is Working to Prevent Fraudulent Weight Loss Claims.	Presenter: Michael McGuffin President, <i>American Herbal Products Association</i>
9:55 – 10:30 am	Recent FTC Cases and Consent Agreements: Who Got in Trouble and Why?	Presenter: Anne Maher, Esq. Partner <i>Kleinfeld, Kaplan & Becker, LLP</i>
10:30 – 10:45 am	BREAK	
10:45 – 12:15 pm	Panel Discussion and Questions	All presenters joined by Brian Moss, Executive Director <i>Utah Life Science Association</i>
12:15 – 1:15 pm	LUNCH	
1:15 – 1:50 pm	FDA Action and Initiatives Against Weight Loss Foods, Drugs, Dietary Supplements and Devices: Where is FDA Headed?	Presenter: Tom Henteleff, Esq. Partner <i>Kleinfeld, Kaplan & Becker, LLP</i>
1:50 – 2:30 pm	Substantiation of Weight Loss Claims: How the FTC Evaluates Claims — Creating a Corporate Checklist to Assure Compliance.	Presenters: John Zenk, MD President and Medical Director <i>Minnesota Applied Research Center</i> Rich Cleland, Anne Maher
2:30 – 3:15 pm	Safety and Claims Substantiation in the Post-Ephedra Market.	Presenter: Loren Israelsen <i>Utah Natural Products Alliance</i>
3:15 – 3:30 pm	BREAK	
3:30 – 5:15 pm	Industry Reaction Panel Summary Comments	All presenters

R E G I S T R A T I O N

Deception in Weight Loss Advertising: FTC / FDA Initiatives in 2004

Registration Info:

Attn: Lindsay Wright, Utah Natural Products Alliance (UNPA)
1075 Hollywood Avenue, Salt Lake City, UT 84105
Tel: (801) 474-2572 / Fax: (801) 474-2571 / e-mail: lindsay@unpa.us

Registration Fees:

	# of Attendees	Fees
All AHPA, ULSA and/or UNPA Members:		
\$295 first person	1	x \$295 = _____
\$95 each additional from same company	_____	x \$95 = _____
All Others:		
\$495 per person	_____	x \$495 = _____
	Total Fees	_____

Registration Form: (No On-Site Registrations Accepted)

NAME (LAST, FIRST)

POSITION

ORGANIZATION

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL

Payment Method:

Check: Payable to "UNPA". Please note "February 13 Seminar" on the check. Send payment to the UNPA address listed above.

Credit Card: Visa MasterCard

CREDIT CARD NUMBER

EXPIRATION DATE

SIGNATURE OF CARDHOLDER

February 13, 2004

Huntsman Cancer Institute
Salt Lake City, Utah

Suggested Hotel:

**Marriott Salt Lake City
University Park**

480 Wakara Way
Salt Lake City, UT 84108
Call 1-800-228-9292

Ask for the UNPA room block rate
of \$89.00 per night. Must reserve
by January 31st for discount.

About the Sponsors:

American Herbal Products Association (AHPA) is comprised of growers, processors, manufacturers, and marketers of herbs and herbal products; and serves these members by promoting the responsible commerce of products that contain herbs. AHPA has published Herbs of Commerce (2000), now proposed for incorporation by reference in federal labeling regulations; the Botanical Safety Handbook (1997); and numerous trade recommendations regarding labeling of botanical supplements.

Utah Natural Products Alliance (UNPA) represents the leading dietary supplement companies in the state of Utah. Our members are some of the world's most respected natural healthcare companies. Utah is the largest dietary supplement manufacturing center in the world, with annual sales of Utah-based companies exceeding \$2.5 billion. World class production and quality control systems are a basic segment of UNPA membership, as are rigorous raw materials specifications, in-process controls, and analytical testing methods.

Utah Life Science Association (ULSA) is committed to developing and promoting life science industries by bringing members together in partnership to foster education; facilitate innovation, excellence and international competitiveness in our products/services; gain consensus for action; and be proactive in matters relating to policy formation, legislation and regulations that impact our industries.