Structure/Function Claims on Foods and Supplements

November 2, 2011 (Arlington, Virginia)

Why should you attend?

- To hear directly from the U.S. FDA and FTC
- To understand if the same substantiation standard applies to foods and dietary supplements
- To recognize the triggers of FDA’s and FTC’s enforcement actions
- To learn how to minimize your risk in the U.S. marketplace

Is Your Evidence "Competent and Reliable"?
Cantox is pleased to welcome the following distinguished guest speakers:

**Richard Cleland, Esq.**  
Assistant Director, Division of Advertising Practices, Federal Trade Commission (FTC)  
Mr. Richard Cleland is the Assistant Director of FTC's Division of Advertising Practices. His primary area of expertise is the advertising and marketing of health-related products and services. Richard supervises many of the Commission’s health fraud and weight loss product law enforcement initiatives and has an interest in immunity claims on dietary supplements and foods. Previous positions at the FTC include Assistant to the Director of the Bureau of Consumer Protection and Assistant Director of the Division of Service Industry Practices.

**Daniel Fabricant, Ph.D**  
Director, Division of Dietary Supplement Programs, Food and Drug Administration (FDA)  
Dr. Daniel Fabricant is responsible for the full implementation of the Dietary Supplement Health and Education Act (DSHEA) through the interpretation and enforcement of dietary supplement requirements that ensure the safety and truthful labeling of dietary supplements. He also is responsible for supporting legislative compliance, as well as enforcement and public affairs’ initiatives. Dr. Fabricant previously served as Natural Products Association’s Vice President of Scientific and Regulatory Affairs.

**Intertek Cantox Food and Nutrition Group Consultants:**

**Ashley Roberts, Ph.D**  
Senior Vice President  
Dr. Ashley Roberts provides global scientific and regulatory advice and assistance to international clients. Dr. Roberts assists with the design and development of scientific research programs for those developing regulatory strategies for food and dietary supplement ingredients. With over 25 years experience in the food industry, Dr. Roberts has published extensively in the area of food toxicology and has been an invited speaker at a number of national and international conferences.

**Kathy Musa-Veloso, Ph.D**  
Associate Director  
Dr. Kathy Musa-Veloso oversees a team of nutritionists and scientists who are dedicated to the conduct of scientific evidence-based systematic reviews for health claims. Her specific areas of expertise include comprehensive evaluations of scientific data to determine sufficiency for health claim substantiation; identification of data limitations and gaps; and assistance in the design, placement, and management of clinical trials. Dr. Musa-Veloso has assisted several companies with the compilation of health claim submissions to regulatory authorities in the United States (U.S.), the European Union (EU), and Canada.

**Lina Paulionis, M.Sc., M.H.Sc., RD**  
Senior Scientific & Regulatory Consultant  
Lina Paulionis' area of expertise is the conduct of evidence-based systematic reviews for health claim substantiation. Lina has prepared health claim applications for submission to regulatory authorities in Canada, the EU, and the U.S. and has spoken on health claims at national and international conferences. With 5 years of experience in health claim substantiation, Lina is a recognized leader and advisor on health claims in Canada and co-authored Canada's guidance document on health claims.

**Andrea Wong, Ph.D**  
Senior Scientific & Regulatory Consultant  
Dr. Andrea Wong critically evaluates and interprets clinical and non-clinical study data used for health claim substantiation and safety assessments of food ingredients, food additives, and dietary supplements. Dr. Wong has played a key role in numerous successful petitions evaluated by regulatory authorities in the U.S., EU, and Canada. She has experience in preparing documentation for health claim submissions, Generally Recognized as Safe (GRAS) determinations, and novel food petitions.
## Symposium Agenda: November 2, 2011

10:00  Welcome and Introductory Remarks

10:15  **U.S. Structure/Function Claim Regulations and Guidance Documents: Allowances, Prohibitions, and Inferences**  
**Presenter:** Lina Paulionis, Intertek Cantox

10:45  **U.S. FDA’s and FTC’s Perspectives on Standards for Structure/Function Claim Substantiation**  
**Presenters:**  
Daniel Fabricant, Center for Food Safety and Applied Nutrition, U.S. FDA  
Richard Cleland, Bureau of Consumer Protection, U.S. FTC

12:30  Question/Answer Period

1:00  Lunch

1:45  **Lessons Learned from U.S. FDA’s Objection Letters and U.S. FTC Case Law**  
**Presenter:** Kathy Musa-Veloso, Intertek Cantox

2:20  **U.S. FDA and FTC Enforcement Priorities & Actions for Structure/Function Claims**  
**Presenters:**  
Daniel Fabricant, Center for Food Safety and Applied Nutrition, U.S. FDA  
Richard Cleland, Bureau of Consumer Protection, U.S. FTC

3:30  Question/Answer Period

4:00  Closing Remarks

4:15  Symposium Adjourns

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### Who Should Attend?

The symposium is intended for scientific, regulatory, or marketing personnel involved with the substantiation or compliance of structure/function claims on foods or dietary supplements.

### Location?

This full day symposium will be held at:  
Hyatt Regency Crystal City, Arlington, Virginia, 22202, USA. Attendees are responsible for booking their own accommodations. Details are available on the Registration Form.

### Registration Fee?

**The cost of our workshop is:**  
$650.00 USD

The registration fee for this symposium includes applicable taxes, coffee breaks, lunch, and presentation materials. Reservations with full payment must be made in advance by facsimile or e-mail.*

### Need More Information?

Heather Cormack, Conference Coordinator  
Intertek Cantox  
Phone: (1) 905-542-2900  
Fax: (1) 905-542-1011  
E-mail: hcormack@cantox.com

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*Cancellations received in writing on or before October 24, 2011 will be eligible for a full refund minus a $50.00 administration fee. No refunds will be made available after this time.

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Agenda is final, barring unforeseen circumstances
REGISTRATION FORM
Structure/Function Claims on Foods and Supplements

Personal Information Please print; use a separate form for each registrant
Prefix (please select one): Dr. / Mr. / Ms. / Mrs.
First Name: ___________________________ Last Name: ___________________________
Title: ___________________________ Email Address: ___________________________
Company Name: __________________________________________________________________________________
Address: ________________________________________________________________________________________
Telephone No.: __________________________ Ext: _____________ Facsimile No.: ___________________________

Badge Information (If different from above, please provide your name as you would like it to appear)
Badge Name: ____________________________________________________________________________________

Payment Options
☐ $650.00 US
☐ Charge to the following: ☐ Visa ☐ Mastercard Total: $__________________ USD
Card No. ____________________________ Exp. Date: ___________/
Name on Card: ___________________________ Signature: ___________________________

Hotel Accommodations
Attendees are responsible for booking their own accommodations.
Host Hotel: Hyatt Regency Crystal City, 2799 Jefferson Davis Hwy, Arlington, Virginia, 22202, USA
Hotel Front Desk: +(1) 703-415-2134, Hotel Fax: 703-413-6873, http://www.crystalcity.hyatt.com/

For More Information Contact
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Please Fax or Email Completed Registration Form to the Conference Coordinator
SPACE IS LIMITED, REGISTER EARLY TO AVOID DISAPPOINTMENT!