

# ACI's 4th Annual Legal, Regulatory and Compliance Forum on Advertising Claims Substantiation

EVENT | 02.03.2021

Olshan's Advertising, Marketing & Promotions Practice Group chair Andrew Lustigman will speak at ACI's 4th Annual Legal, Regulatory and Compliance Forum on Advertising Claims Substantiation, which will be held virtually on February 3-4, 2021. He will be presenting on the panel "Promoting Wellness in the Age of COVID-19: Striking a Balance Between Opportunity and Responsibility," which will use the backdrop of COVID-19 to distinguish between legitimate wellness promotion and making deceptive health claims. Topics of discussion will include how the pandemic affects claim substantiation for disease prevention, how to avoid making misleading and scientifically unsupported claims about products' effectiveness to treat or cure COVID-19, ensuring proper safeguards to avoid exploiting a crisis, properly following FDA guidance and regulations, as well as a review of federal and state enforcement efforts to ensure compliance and measuring the impact of unsubstantiated therapeutic claims in a pandemic.

You can register for the virtual conference [here](#).

## PROFESSIONALS

Andrew B. Lustigman

## PRACTICE AREAS

Advertising, Marketing & Promotions