



For Your Information

FTC Announces New Business Guidance for Marketers and Sellers of Health Products

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The Federal Trade Commission's Bureau of Consumer Protection today announced the issuance of [Health Products Compliance Guidance](#), the agency's first revision of its business guidance in this area in nearly 25 years.

The revised business guide represents a substantial update to the staff's 1998 guide, *Dietary Supplements: An Advertising Guide For Industry*. Since that guide was issued, the FTC has brought more than 200 cases challenging false or misleading advertising claims for dietary supplements, foods, over-the-counter drugs, and other health-related products. The revised guide draws on those cases with 23 new examples.

One major revision is to extend the guidance covering dietary supplements to all health-related products. The revised guide also reflects updates to other FTC guidance documents, including the guidance on endorsements and testimonials and the [enforcement policy statement on homeopathic drugs](#).

Among other things, the new guide includes a much more detailed discussion of the amount and type of evidence needed to substantiate health-related claims, with more emphasis on the fact that the FTC, as a general rule, expects high quality randomized, controlled human clinical trials.

The Federal Trade Commission works to promote competition and [protect and educate consumers](#). Learn more about consumer topics at [consumer.ftc.gov](#), or report fraud, scams, and bad business practices at [ReportFraud.ftc.gov](#).

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