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# Making ‘Healthy’ Claims for Food and Cosmetics

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Co-sponsored by the Food, Drug and Cosmetic Law Section and the Committee on  
Continuing Legal Education of the New York State Bar Association



## **Program Faculty**

### **Chairperson**

#### **I. SCOTT BASS, Esq.**

Chair, Section on Food, Drug and Cosmetic Law  
Piper & Marbury  
New York City

### **Speakers**

(in alphabetical order)

#### **Dr. JOHN E. BAILEY**

Director, Office of Cosmetics and Colors  
Food and Drug Administration  
Washington, D.C.

#### **JAMES SERAFINO, Esq.**

Associate General Counsel  
Legal Department  
Colgate Palmolive Company  
New York City

#### **THOMAS J. DONEGAN, Esq.**

Vice President and General Counsel  
The Cosmetic, Toiletry, and  
Fragrance Association  
Washington, D.C.

#### **DAVID S. WEINSTOCK, Esq.**

Deputy Director  
National Advertising Division  
Counsel of Better Business Bureaus, Inc.  
New York City

#### **ROBERT E. REYNA, Esq.**

Assistant Attorney General  
Dallas, Texas

#### **ANTHONY L. YOUNG, Esq.**

Piper & Marbury  
Washington, D.C.

#### **Dr. EDWARD SCARBROUGH**

Director, Office of Food Labeling  
Washington, D.C.

## **PROGRAM LOCATION**

**IMPORTANT NOTE:** If you plan to register at the door, or just a few days prior to the program, please call us at 1-800-582-2452 (in Albany and surrounding area, dial 463-3724) to verify the date and location of the program in case there has been a postponement, cancellation, or other change. Those who preregister well in advance of the program will automatically be notified of any such changes and will receive a complete refund up to the day prior to the program, if they cannot attend and notify us of their cancellation. Please preregister as early as possible.

**Friday  
June 4, 1993  
New York City**

**EMBASSY SUITES**  
1568 Broadway  
New York, NY 10036  
(Corner of 47th St. & 7th Avenue)  
(212) 719-1600

# MAKING “HEALTHY” CLAIMS FOR FOOD AND COSMETICS

## Program Description

Oriented toward attorneys who must deal with the profusion of new regulations and FDA enforcement policies in these rapidly-emerging fields, the seminar will provide a practical guide to advertising, labelling and commercial copy reviews. Top speakers from the FDA, the National Association of Attorneys General, the NAD, the CTFA, and the private bar have been confirmed. Written course materials will be distributed. Pastries will be served with coffee in the morning and cookies will be served in the afternoon. A large audience is anticipated; registration will be allocated on a first-come basis.

## Program Agenda

8:45-9:15 a.m.	Registration (outside of meeting room)
9:15-9:25	Welcome and Introduction Speaker: <b>I. Scott Bass, Esq.</b>
	I. The New Healthy Food Label — NLEA Regulations; Dietary Supplements; Nutrient Descriptors
9:30-10:00 10:05-10:35	Speakers: <b>Dr. Edward F. Scarbrough</b> <b>James Serafino, Esq.</b>
10:35-10:50	Questions and Answers
10:50-11:05	Coffee Break
	II. Cosmetic Claim Controversies Skin Renewal, SPF, Teeth Whitening
11:05-11:35 11:40-12:10 p.m.	Speakers: <b>Dr. John E. Bailey</b> <b>Thomas J. Donegan, Esq.</b>
12:10-12:30	Questions and Answers
12:30-2:00	Lunch (on your own)
	III. Enforcement: Testing the Food and Cosmetic Claims in Court, Agency and the NAD
2:00-2:30 2:35-3:05 3:10-3:40	Speakers: <b>Robert E. Reyna, Esq.</b> <b>Anthony L. Young, Esq.</b> <b>David S. Weinstock, Esq.</b>
3:45-4:15	Questions and Answers
4:15	Adjournment