



**AHPA Congress on Immune Supplements:
Regulatory and Research Strategies**

Agenda subject to change

**Friday, October 29, 2021 • 7:30am-3pm • SupplySide West •
Mandalay Bay, North Convention Center, Lower Level, South Pacific F • Hybrid (In-person & virtual options)**
All times listed in Pacific Time Zone

TITLE SPONSOR:



Time	Session	Moderator / Presenter
7:30-8am	<p>Registration, Breakfast, and Networking Opportunity Take advantage of this time to network with colleagues, peruse the agenda, connect with speakers, and visit our sponsors – both in-person and within the virtual platform.</p>	
8-8:10am	<p>Welcome and Introduction Welcome to AHPA’s Congress on Immune Supplements: Regulatory and Research Strategies. AHPA’s Mission is to promote the responsible and sustainable commerce of herbal products to ensure that consumers have informed access to a wide variety of safe herbal goods. AHPA’s Vision is for high quality herbal products to be readily accessible to and broadly used by consumers. As the voice of the herbal products industry, AHPA sincerely appreciates your participation today as we collectively, as an industry and community, continue to navigate our way out of this pandemic. We humbly thank you for your continued support. Enjoy the AHPA Congress on Immune Supplements!</p>	<p>Michael McGuffin, President, American Herbal Products Association (AHPA)</p>

Part I: The Money

8:10-9:10am	<p>The Impact of COVID on Immune Health Product Sales</p> <p>It's well-known that the COVID-19 pandemic contributed to the surge in demand for immune health supplements here in the U.S. and across the globe. Consumers sought immunity boosting herbal extracts and supplements by the masses, in an effort to boost overall wellness, support their immune health, and reduce anxiety in the face of a largely unknown pandemic. Now that stay-at-home orders are lifting worldwide, and many consumers are opting to return to a modified semblance of pre-COVID normalcy, will immune health supplements sales wane or continue to rise? This session will explore the purchasing power and behavior of customers in the immune health supplements market – before and during the pandemic. Other questions to be considered include: Can the increase in sales seen thus far be attributed to hoarding of supplies or a one-time impulse purchase? If the economy falters, will immune health supplements become disposable as a result of household budget cuts? What are the key factors driving the market? What are the market opportunities and threats faced by companies in the global immune health supplements space?</p>	<p>Moderator: Lauren Clardy, Vice President – Brands, AIDP</p> <p>Presenters:</p> <ul style="list-style-type: none">● Claire Morton Reynolds, Senior Industry Analyst, <i>Nutrition Business Journal</i>● Lu Ann Williams, Co-founder & Director of Innovation, Innova Market Insights
9:15-10:15am	<p>(Panel Discussion) Global Supply Chain Management Factors Impacting U.S. Supply</p> <p>This session will address global supply chain management matters on a country-by-country basis, with panelists exploring issues pertinent to India; Europe; and China. With the upended supply chains brought on by COVID, what was normal before is no more. With the accelerated demand for immune health supplements, came a litany of vulnerabilities to contend with, such as: Logistical barriers to obtaining materials; COVID issues affecting labor; difficulty obtaining components; increased lead times; increase in costs; pallet surcharges; and more. Attend this session for a deep-dive dialogue on these topics with the goal of seeking solutions to these and other issues affecting the global supply chain and its impact on the U.S.</p> <p>Sponsored by:</p>	<p>Moderator: Michael McGuffin, President, American Herbal Products Association (AHPA)</p> <p>Panelists:</p> <ul style="list-style-type: none">● Wilson Lau, VP, Sales, nuherbs Co.● Ajay Patel, Founder & CEO, Verdure Sciences

	 <p>VERDURE SCIENCES®</p>	
10:15-10:30am	<p>Networking Break Take a break, network with friends you haven't seen in a minute... but don't stay away too long! Meet back here in 15-minutes for Part II of the programming.</p>	
Part II: The Law		
10:30-11am	<p>The Lawful Labeling and Marketing of Claims for Immune Support Consumer demand for immune support products has dramatically increased in recent months. At the same time, the Food and Drug Administration (FDA) and Federal Trade Commission (FTC) are actively monitoring the market for products with fraudulent prevention and treatment claims. FDA and FTC are exercising their authority to protect consumers from firms selling unapproved products and making false or misleading claims, including by issuing dozens of warning letters in recent months. These principles are followed closely by plaintiffs' lawyers and state law enforcers who are also actively looking for companies with unsubstantiated marketing claims. This presentation will help you understand effective methods for substantiating your immune support claims so you can minimize enforcement and litigation risks.</p> <p>Sponsored by:</p> 	<p>Moderator: Robert Marriott, J.D., Director of Regulatory Affairs, American Herbal Products Association (AHPA)</p> <p>Presenter:</p> <ul style="list-style-type: none"> • Cameron Smith, Esq., Senior Director, Counsel, Herbalife Nutrition
11:05am-Noon	<p>(Panel Discussion) Claims Substantiation for Immune Health The Federal Trade Commission (FTC) enforces against false, misleading and deceptive advertising. Claims can be misleading if not substantiated. Panelists will identify ways to ensure marketing claims for herbal immune support products are substantiated, truthful and not misleading. Industry experts will review several methods they've used to ensure their dietary supplement product claims are well substantiated, including: randomized, controlled clinical trials; in vitro testing to support the legitimacy of the</p>	<p>Moderator: Robert Marriott, J.D., Director of Regulatory Affairs, American Herbal Products Association (AHPA)</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Kyle Garner, CEO, Maty's Healthy Products • Paul Konney, Executive VP, General Counsel

	<p>product; and the relevance of use and training in substantiating the effectiveness of traditional Chinese herbal formulations.</p> <p>Sponsored by:</p> 	<p>& Head, Global Regulatory Affairs, Metagenics</p> <ul style="list-style-type: none"> ● Julian Peterson, Esq., Corporate Counsel, Traditional Medicinals <p>Q&A Participants:</p> <ul style="list-style-type: none"> ● Cynthia Meyer, Esq., Partner, Kleinfeld, Kaplan & Becker, LLP ● Cameron Smith, Esq., Senior Director, Counsel, Herbalife Nutrition ● Will Woodlee, Esq., Partner, Kleinfeld, Kaplan & Becker, LLP and AHPA General Counsel
Noon-12:30pm	Lunch	
Part III: The Art and Science of Traditional Disciplines		
12:30-12:50pm	<p>Types of Evidence to Substantiate Claims</p> <p>The Federal Food, Drug, and Cosmetic Act requires that a manufacturer of a dietary supplement making a nutritional deficiency, structure/function, or general well-being claim have substantiation that the claim is truthful and not misleading. As a general principle, the type of evidence deemed sufficient to substantiate a claim would need to be competent and reliable. Competent and reliable scientific evidence is derived primarily from human studies, which can be divided into two types: intervention studies and observational studies. Additional types of information are considered background information, but standing alone may not be adequate to substantiate a claim. Examples of background information include: Animal studies; In vitro studies; testimonials and other anecdotal evidence; meta-analysis; review articles; comments and letters to the editor; and product monographs. Attend this session for an overview of the types of evidence used to substantiate immune health claims.</p> <p>Sponsored by:</p>	<p>Presenter:</p> <ul style="list-style-type: none"> ● Susan Hewlings, Ph.D., RD, Director of Scientific Affairs, Nutrasource



