

Press release

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Intertek Cantox Addresses U.S. Structure/Function Claims on Foods and Dietary Supplements Together with U.S. FDA and FTC Experts

Ontario, Canada (Intertek Cantox) September 19, 2011 – Intertek Cantox, a leading international scientific and regulatory consulting firm and part of the global Intertek brand recently announced that it will host a one-day symposium on Structure/Function (S/F) claims to clarify the substantiation and enforcement of these claims on food and dietary supplements. This event will be held on November 2, 2011 in Arlington, Virginia at the Hyatt Regency Crystal City.

S/F claims can strengthen a company's product image and permit an organization to have a more competitive marketing advantage, globally. Claims used in the labelling and advertising of foods must be in compliance with scientific and regulatory requirements. As experts in the field, Intertek Cantox has identified deficiencies in the regulation and substantiation of S/F claims. There is a lack of guidance on what the substantiation standard for dietary supplements - "competent and reliable" scientific evidence - actually means. Further, the substantiation standard to be applied to S/F claims on foods is not defined.

During this Symposium, representatives from both the FDA and FTC will join together to:

- Explain what the S/F claim substantiation standard means.
- Identify how the S/F claim standards should be applied to dietary supplements and foods.
- Discuss enforcement action triggers and whether they are a result of claim wording; the target population of the claim; the product category (food or dietary supplement); and/or the media used to advertise the claim.

"The symposium will benefit scientific, regulatory, or marketing personnel involved with S/F claims on foods or dietary supplements", comments Dr. Ashley Roberts, Senior Vice President of Intertek Cantox's Food and Nutrition Group. "This is a unique opportunity for attendees to have pressing questions addressed directly by the FDA and FTC. The symposium will be interactive, with each morning and afternoon session including a question/answer period. We are excited that Intertek Cantox is working together with the FDA and FTC to address this important topic and to offer an opportunity for our customers and industry leaders to work together."

Intertek Cantox provides a broad range of services including the preparation of claim substantiation dossiers and the development and management of clinical studies to support claims made on foods and dietary supplements.

Intertek Cantox is committed to delivering effective solutions to facilitate its customers' success in the global marketplace.

To obtain more information about this exciting symposium, contact the Conference Coordinator at:

heather.cormack@intertek.com, or visit:

<http://www.cantox.com/PDFS/Food/Full%20Conference%20Brochure.pdf>

For more information on Intertek Cantox's services, please visit: <http://www.intertek.com/cantox>.

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About Intertek Cantox

Cantox is a leading international scientific and regulatory consulting firm that has specialized expertise in the areas of Food & Nutrition; Pharmaceutical & Healthcare; Chemicals; and Agri, Biotech & Consumer Products. For over 20 years, they have been helping clients resolve complex scientific and toxicology issues, develop scientific and strategic regulatory and compliance plans, and facilitate timely regulatory global approvals. Cantox Intertek professionals optimize success and minimize client risk through their broad expertise and knowledge. They have detailed knowledge of the applicable legislation and regulations which govern consumer products and other regulated or notifiable materials in North America, Europe, Asia and other jurisdictions around the world. Visit: www.intertek.com/cantox

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