

AAHP (American Association of Homeopathic Pharmacists)



Announcing the AAHP Autumn Web Seminar

Homeopathic Labeling The FDA is Watching

**Presented in a Convenient 2.5 hour Web Session:
September 23 at 1 pm EDT (10 am PDT)**

More than at any other time, the FTC and FDA are increasing their scrutiny of homeopathic drug labeling and advertising. In order to protect your consumers, your brands, and your business, it is critical to have a thorough understanding of current regulatory requirements.

This seminar will provide a comprehensive overview of the requirements of the FDA *Compliance Policy Guide for Homeopathic Drug Products*, the HPUS *Labeling Guidelines*, and the regulations governing drug labeling and claims across the marketing mix, from product labels to websites to advertising.

In this seminar you'll learn how to :

- protect your consumers, products, brands, while avoiding costly errors by complying with all HPUS and required FDA labeling requirements.
- ensure your label has the required Drug Facts panel and warnings, and that you have the necessary substantiation and controls necessary for all claims.
- create advertising , websites, POS, and other communications that maximize competitive advantage while adhering to the required labeling regulations.
- distinguish OTC from Rx claims.

Who Should Attend:

- Manufacturers, private label producers, distributors, and or marketers of homeopathic products.
- QA/QC professionals, marketing/PR staff, packaging/regulatory managers, and executives who manage or oversee labeling, consumer communications, and/or risk management.

This efficient 2.5 hour web seminar will feature an expert panel of noted homeopathic industry consultants discussing the current regulatory guidelines, potential pitfalls to avoid, developing corporate guidelines/GMPS, as well as an open Question and Answer period to address your individual issues:

SPEAKERS/TOPICS:

Al Lorman Esq – AAHP counsel and authority on the Compliance Policy Guide. Al will provide an overview of the FDA & FTC Advertising Review Process, an overview of recent enforcement actions and warning letters, and will provide guidance for avoiding these mistakes. He will also discuss OTC vs. Rx claims, and regulation of products containing both homeopathic and other allopathic drugs or supplements.

Eric Foxman, RPh – Secretary for the AAHP, Board Member of the HPCUS, and consultant on regulatory and GMP issues with over 30 years of involvement in the homeopathic pharmacy and manufacturing. Eric will discuss the labeling requirements of the HPUS, the drug facts statements, and critical points regarding label formats and dosing, as well as requirements for marketing to adults vs. children.

George Bernstein PhD – Pharmaceutical consultant improving the efficiency, compliance, and quality of small, medium, and large domestic and global pharmaceutical companies. George will provide guidance on creating a claims substantiation file, on using all the correct warnings for safety and specific condition claims. He will also review proper cGMPs of labeling, approvals/sign off, change control, revision numbers, and label inventory controls.

COST: \$295 for AAHP members, \$395 for non-members

For more information regarding the seminar, call Mary Beth Watkins (1-801-334-1832), or Eric Foxman (1-503-654-1204) or email: eric-foxman@clear.net

Quick, simple and secure **registration** for this seminar can be done by [CLICKING HERE](#)

Registration can also be made by phone, mail or fax. Download the necessary form on the above button and then click on *Offline Registration Form* on the left.

This cost is per phone/computer line (as many people as wish may watch/listen).

Registrants will receive a participation certificate. If you require additional certificates, they may be purchased for \$25/each. Once selected you may adjust the quantity in your basket.

Participants may also order a follow-up DVD containing all materials for \$50 each.

Registration Deadline is: September 20, 2010

Promoting Excellence in the practice of homeopathic pharmacy through educational outreach, public relations, and research support.