Introduction to Food Law and Regulation
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JOHN BAILEY is Independent Advisor for Cosmetics and Colors at EAS Consulting Group, LLC. Mr. Bailey is a former director of FDA's Office of Cosmetics and Colors, a position he held from November 1992 through August 2002. His 34-year agency career began as a chemist in the Division of Colors and Cosmetics. He soon moved to the Division of Color Technology and advanced to become a senior research chemist. He went on to serve in other prominent agency positions including that of director of the Office of Applied Research and Safety Assessment in the Office of Science. After his retirement from the agency in 2002, he joined the Cosmetic, Toiletry and Fragrance Association as director of cosmetic chemistry, and later joined the Personal Care Products Council as executive vice president for science.

KELLY J.Y. CHO is an associate in the Food, Drug and Medical Device Regulatory group of Sidley Austin LLP in Washington DC. She advises clients on a wide range of FDA regulatory and compliance matters affecting pharmaceuticals, biological products, medical devices, food and dietary supplements. Ms. Cho also provides regulatory diligence to support transactions and securities filings in the life sciences industry and has experience representing pharmaceutical and medical device manufacturers in Hatch-Waxman litigations and product liability disputes.

VERONICA COLAS is a senior associate at the law firm Hogan Lovells US LLP. Ms. Colas counsels clients on the regulations and policy issues affecting food companies from farm to tableUsing her keen awareness of today's litigation environment, Veronica helps develop new products, label claims, advertising materials, and promotional campaigns. She has a deep understanding of both current and forthcoming food labeling and production requirements ranging from nutrition and menu labeling, to the regulatory issues surrounding genetically engineered foods and organic food production. She represents all segments of the food industry, including manufacturers, retailers, restaurants, and food service companies, as well as their trade associations.

BRIAN D. EYINK is counsel in the Washington, DC office of Hogan Lovells LLP where he helps clients find practical solutions to regulatory problems. Mr. Eyink is particularly sensitive to risk management issues as companies adapt to a regulatory and political environment increasingly focused on inspections, enforcement, and investigations. Drawing on his experience throughout the supply chain, from animal production to food processing to distribution and retail sale, Brian helps companies navigate increasingly complex and high-stakes federal and state regulatory issues. He benefits from a deep experience with the United States Department of Agriculture (USDA), the Food and Drug Administration (FDA), and the Federal Trade Commission (FTC). His knowledge working with state, local, and self-regulatory bodies, litigation, and acquisitions will help to solve clients' regulatory and business problems. Brian advises on the full scope of regulatory issues facing the food and agriculture sectors, ranging from USDA and FDA enforcement actions and federal investigations to regulatory compliance, import and export issues, litigation support, comment preparation, legislative drafting, policy development, trade association governance, advertising disputes, and labeling issues. He also represents food and agriculture trade associations, advising on issues such as general counseling and governance, influencing policy and public perspective, and implementation of industry initiatives. Before joining Hogan Lovells, Brian served as a judicial law clerk to the Honorable Gerald Bard Tjoflat of the United States Court of Appeals for the Eleventh Circuit. While in law school, he served as an executive editor of the Duke Law Journal.

JASON W. GORDON is a partner in the Entertainment & Media Group at Reed Smith LLP. He represents Fortune 100 brands, media companies, independent advertising agencies, airlines, quick service restaurants, consumer packaged goods companies, and other advertisers in all aspects of advertising, marketing, new media, branding, privacy, mobile marketing, behavioral advertising, right of publicity, and traditional trademark and copyright prosecution and counseling. His practice includes the review of advertising copy, advising with regard to issues such as claim substantiation, false advertising and related intellectual property and privacy/publicity issues, and negotiating and drafting a broad array of contracts, including agency/client agreements, media buying agreements, sponsorship agreements and talent agreements. In the new media area, his practice includes drafting and advising on contracts related to social media, blogging, mobile marketing, behavioral advertising, app development and execution, music licensing, and charitable solicitations. In the intellectual property area, he advises on the protection, maintenance, and licensing of copyrights and trademarks. He also advises clients on sweepstakes, contests, and other promotions. Mr. Gordon also has experience in resolving complex issues and disputes raising false advertising, unfair competition, copyright infringement, misappropriation of ideas, e-commerce, and contract concerns. Jason is an adjunct professor at Chicago Kent College of Law. He is teaching Advertising and Marketing Law.

DONNELLY L. McDOWELL is a senior associate in Kelley Drye & Warren's Washington, DC office. His practice focuses on advertising and marketing and food and drug law. Mr. McDowell advises clients on compliance with relevant federal and state laws in these areas and assists in the development of risk minimization strategies to avoid litigation and regulatory action. He also has experience representing clients in a variety of regulatory and litigation matters, including class action defense, investigations initiated by the Food and Drug Administration (FDA), the Federal Trade Commission (FTC), and state Attorneys General.

SUSAN MOYERS is an Independent Consultant at EAS Consulting Group, LLC. Ms. Moyers has more than 20 years of experience in developing, training and auditing food and dietary supplement management systems. She is a safe quality food (SQF)-registered consultant and trainer; a lead trainer for FDA's preventive controls and foreign supplier programs; and a consultant, auditor and trainer for dietary supplement cGMPs (current good manufacturing practices) and hazard analysis and critical control points (HACCP) systems.

STUART M. PAPE, who chairs the FDA practice at Polsinelli, is widely recognized as one of the country's preeminent FDA lawyers. In his practice, he helps clients understand and face challenges presented by regulations imposed by the FDA, USDA, state and local regulators, and similar health and safety regulatory bodies worldwide. He assists clients in obtaining approval of new food ingredients, pharmaceuticals, and medical devices; advises on labeling and advertising of regulated products; defends clients in enforcement proceedings initiated by regulatory bodies; and helps clients develop sound strategies in the face of challenges from NGOs. Mr. Pape served in various positions in the Office of the Chief of Counsel at the FDA, including as associate chief counsel for food as well as executive assistant to FDA Commissioner Donald Kennedy. Mr. Pape is a 1970 graduate of the University of Virginia and a 1973 graduate of its School of Law.

EVANGELIA PELONIS is a partner at Keller & Heckman LLP where her practice focuses on all regulatory and compliance matters of the US Food and Drug Administration and the US Department of Agriculture relating to human food, animal feed, food additives and ingredients, and dietary supplements. Ms. Pelonis works with clients to achieve their marketing goals within the applicable legal frameworks. She counsels clients in all aspects of food development and marketing, from product formulation and manufacturing considerations to food labeling and advertising. Ms. Pelonis regularly assists clients with issues involving review of food labeling and promotional materials, including appropriate common or usual names, ingredient declarations, nutrition labeling, health claims, nutrient content claims, structure function claims, allergen labeling, organic labeling; review of substantiation for labeling and advertising claims; food safety and preparing

self-determined GRAS positions and GRAS Notifications for submission to FDA; FDA enforcement actions and responses to Warning Letters; compliance with FDA's Bioterrorism regulations; assisting clients with product recalls and reports to the Reportable Food Registry; import and export issues regulated by FDA, Customs and USDA including assisting companies in gaining release of detained products and removal from Import Alert; international food regulatory matters (Canada, Australia, Far East, Middle East). While in law school, Ms. Pelonis received a Certificate in Law and Public Policy and was a Note and Comment Editor for the CommLaw Conspectus: Journal of Communications Law and Policy.

BRIAN P. SYLVESTER is currently Special Counsel at the international law firm of Covington & Burling LLP. At Covington, Mr. Sylvester advises food, dietary supplement, cosmetic, and OTC drug clients on a broad range of regulatory, legislative, and compliance issues before FDA, USDA and analogous food and drug regulatory bodies. His practice additionally encompasses veterinary pharmaceuticals and biological products, animal feed, and pet food. Drawing on his tenure as a regulatory lawyer with USDA, Mr. Sylvester has particular experience counseling clients on strategic considerations around engagement with and advocacy before USDA and FDA on a range of complex issues, including those of first impression. He is a prolific author and frequent speaker at industry-leading events in the US and around the world, and is regularly called upon to offer insights on trending legal issues by publications such as The Wall Street Journal, Forbes, and Food Navigator-USA, among others.

RIETTE VAN LAACK is a director at Hyman, Phelps & McNamara, PC. She provides regulatory counsel on foods and dietary supplements, OTC drugs, cosmetics, and animal feed and drugs on a range of issues. Her work covers a range of regulatory matters including product labeling, advertising and promotion, and FDA, FTC, and USDA enforcement actions. Riëtte has substantial experience with human and animal food and dietary supplement labeling and advertising issues. She counsels clients regarding food safety, GMP, HACCP and FSMA compliance issues, Reportable Food Registry issues, and responses to warning letters. Riëtte also counsels clients regarding labeling and advertising of OTC drug products and cosmetics and assists with regulatory strategies regarding marketing of these products. Riëtte worked as scientist in the Netherlands and in the United States and was a professor at the Department of Food Science and Technology at the University of Tennessee.