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## **Food & Chemicals Unpacked: The Notorious NAD: Challenge Accepted?**

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The 8th episode of *Food & Chemicals Unpacked* dives into the inner workings of the National Advertising Division (NAD), the advertising industry's self-regulatory mini court. Keller and Heckman attorneys Katie Bond and Samuel (Sam) Butler, both from our Advertising and Promotion practice, join us to provide an overview of all things NAD. We cover its origin, the structure of NAD proceedings, the interaction between the NAD and the Federal Trade Commission (FTC), what types of companies participate in NAD challenges, the appeals process, and more. The episode highlights the findings of a new analysis by Katie and Sam on changing outcomes at the NAD over the past few decades.

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