

COMMERCIAL WEIGHT LOSS PRODUCTS AND PROGRAMS:

8:55 am Introduction of Conference Committee:

- x Dean Graybill, J.D.
- x Richard Cleland, J.D., Assistant Director, Division of Service Industry Practices, Federal Trade Commission
- x Van Hubbard, M.D., Ph.D., National Institute of Diabetes and Digestive and Kidney Diseases, National Institutes of Health
- x Laura Kettel Khan, Ph.D., Centers for Disease Control and Prevention
- x Judith S. Stern, D.Sc., Department of Nutrition and Internal Medicine, University of California, Davis
- x Thomas A. Wadden, Ph.D., University of Pennsylvania, School of Medicine
- x Roland Weinsier, M.D., Dr.P.H., University of Alabama-Birmingham; Coalition for Excess Weight Risk Education,
- x Susan Yanovski, M.D., National Institute of Diabetes and Digestive and Kidney Diseases, National Institutes of Health

9:00 am Charge to the Conference:

Dean Graybill, J.D.

A summary of the significant events since 1990 and the scope and purpose of the conference

9:15 am Panel: Consumer Issues--Needs and Expectations

Issues:

What do we know about motivating factors that lead people to attempt to lose weight?

What are the characteristics of dieters that make them responsive to marketing messages?

How do consumers perceive advertising claims for weight loss products/programs?

How can consumers' needs for information be responsibly met? What alternatives would providers be willing to consider? Who should participate in developing alternative strategies?
Moderator: Roland Weinsier, M.D., Dr. P.H.

Panelists:

- x Denise Bruner, M.D., American Society of Bariatric Physicians
- x Sue Drawert, M.Ed., R.D., Manager, Sales and Marketing, Novartis Nutrition
- x Harry Green, M.D., Slim Fast Foods Co.
- x C. William Klausman, Senior Vice President, General Counsel and Secretary, Diet Center Worldwide, Inc.
- x Karen Miller-Kovach, MBA, MS, RD, Weight Watchers International, Inc.
- x Gail Montgomery, President, Diet Workshop, Inc.
- x Lawrence Stifler, Ph.D., President, Health Management Resources, Inc.
- x Robert Reyna, J.D., Assistant Attorney General, State of Texas (from government panel)
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prescription drug permit providers to advertise it as safe and effective for intended uses without disclosing (if such is the case) that there are significant side effects and risks?

What has been the result of recent efforts (post-1990) to address deception in the weight loss marketplace? What law enforcement actions have been undertaken to address the deception? What has been the effect of these transactions on the market place?

What problem areas remain that need addressing and what should be done? What are the most effective ways of addressing these problem areas?

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Moderator: Susan YanovskTj 0., M.D.

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Chairman, Massachusetts Medical Society Committee on Nutrition**

- x Justin Din(W)7efelder, J.D., Assistant Director, Division of Enforcement, Federal Trade Commission
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- x Russ Porter, Ph.D., Federal Trade Commission, Bureau of Economic
- x Robert Reyna, J.D., Assistant Attorney General

Presentation of an outline for a "white paper" summarizing conference panel presentations and proposing three or four discrete undertakings to advance the goal of getting consumers the information they require, followed by:

An open panel discussion between committee members and representatives from industry, consumers, scientific community and government to explore possibilities for forming partnerships to develop voluntary industry and professional guidelines, consumer and professional education projects, and "state of the art" outcome and risk data, and means for financing these activities.

12:30 pm Adjourn