

Sam Dietle

Senior Associate
Washington, D.C.

Biography

Strategy is how a new health and wellness ingredient becomes a consumer mainstay instead of a passing fad. From ancient grains and superfoods to cannabidiol and collagen, and anything in between, Sam Dietle helps food, dietary supplement, and cosmetic companies navigate regulatory compliance for novel ingredients, uses, and products.

Sam advises on federal and state regulatory issues that arise at all stages of manufacturing foods and dietary supplements, with a focus on research and product development, claims substantiation, and premarket authorizations. She assists clients in conducting assessments of whether food ingredients are generally recognized as safe (GRAS), satisfying the new dietary ingredient notification (NDIN) requirements for dietary supplements, and developing strategies for bringing new food and dietary ingredients to market.

Sam helps clients differentiate their products in the marketplace while accurately communicating benefits to consumers and mitigating class action risk. She helps ensure marketing claims are based on appropriate data and substantiation in accordance with the U.S. Food and Drug Administration (FDA); Federal Trade Commission (FTC); and state labeling, advertising, and consumer protection laws.



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Practices

Food Law

Industries

Consumer

Areas of focus

Food and Beverages

Food Advertising and Regulation

Product Development and Approval

Medical Foods and Dietary
Supplements

Food Legislation and Regulatory
Policy Development

Since the 2018 Farm Bill altered the federal cannabis regulatory landscape in the United States, Sam has focused her efforts in counseling clients on the use of hemp-derived ingredients, such as hemp extract and CBD, in foods, dietary supplements, cosmetics, and other consumer products.

Sam is also committed to advancing social justice through her pro bono work. She served as a part of a Hogan Lovells team that represented immigrant women in their initial asylum proceedings in a family detention center in Dilley, Texas.

Representative experience

Conducted multiple regulatory due diligence reviews of hemp ingredient suppliers on behalf of potential buyers and customers.

Prepared self-GRAS assessments of botanical ingredients and gap assessments of available safety data for other food and dietary ingredients.

Developed in-depth claim substantiation dossiers and high-level overviews of available support for labeling and advertising claims for a wide range of benefits and ingredients.

Continually monitors state law developments related to hemp-derived ingredients and advises clients on evolving regulatory landscape and updates.

Advises on labeling changes for technical FDA compliance and mitigating class action risk.

Assisted conventional food company in developing labeling, claims, and substantiation for its first dietary supplement product line.

Latest thinking and events

■ News

- Congress introduces legislation to regulate heavy metal action levels in infant and toddler foods

Retail and Consumer Goods

Food Recalls

Education and admissions

Education

J.D., American University
Washington College of Law, cum
laude, 2015

B.A., University of Maryland, 2012

Bar admissions and qualifications

District of Columbia

Maryland

- News

- Reminder: Compliance date for new FDA requirements for fermented and hydrolyzed “gluten-free” foods

- News

- FDA issues letter to baby and toddler food manufacturers on chemical hazards

- Insights

- USDA and HHS Release 2020-2025 Dietary Guidelines for Americans

- News

- FDA issues Final Guidance on use of “Potassium Salt” as an alternate name for Potassium Chloride

- Analysis

- FDA issues final rule on records required to support “Gluten-Free” claim on fermented or hydrolyzed food