

FDA's Final Rule on Direct-to-Consumer Advertising – Presentation of Risk Information

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Information is presented in consumer-friendly language;
The Major Statement's audio information is at least as understandable as the audio information in the overall ad; and
No visual or auditory interference occurs during the presentation of the Major Statement.

The Major Statement's audio information presented concurrently

in text; and

The text information must be formatted in an easy-to-read manner.

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