

## 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.



### Phone

+1 202 637 5870

### Fax

+1 202 637 5910

### Email

[samantha.dietle@hoganlovells.com](mailto:samantha.dietle@hoganlovells.com)

---

### 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

- FSIS Issues Notice on Measures to Protect Inspection Program Personnel from COVID-19

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

---

## Infection

- News
  - FDA releases priority list of food guidance documents FDA intends to publish by June 2022
- News
  - Congress introduces legislation to regulate heavy metal action levels in infant and toddler foods
- News
  - FDA issues letter to baby and toddler food manufacturers on chemical hazards
- News
  - Reminder: Compliance date for new FDA requirements for fermented and hydrolyzed “gluten-free” foods
- Insights
  - USDA and HHS Release 2020-2025 Dietary Guidelines for Americans