

Press Kit

Live Forever Juice: A Project of FDAImports.com

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About Live Forever Juice

Live Forever Juice is a fake product and brand created by Maryland consulting firm FDAImports.com. It was developed to highlight the issue of FDA compliance in food labeling, especially for organic products. The fake product consists of a standard retail-style display box as well as an accompanying website complete with FDA label compliance training videos (<http://www.liveforeverjuice.com>). Intended to be over-the-top, Live Forever Juice is intentional yet witty, honing in on some of the most common and difficult labeling errors that companies often make. The website explains the project and offers a set of 6 training videos where various FDAImports.com staff members assess each label and address particular areas of compliance such as:

- The Nutrition Facts Panel
- Issues with Percent Juice Declaration
- Fonts, Sizes and Location Issues
- Health Claims
- Organic Claims



“We wanted to make a connection with food manufacturers and importers and generate interest in something that is often on the back-burner for many companies. The Live Forever Juice project is a way to get noticed and have some fun but also to communicate just how complex and maze-like FDA regulations really are. We’ve had lots of positive feedback on the project and I know it’s hitting home with industry professionals.”

- Benjamin England, Founder and CEO, FDAImports.com

About FDAImports.com

FDAImports.com is a U.S.-based FDA consulting firm helping U.S. and foreign companies navigate through and meet complex FDA regulations for marketing and importing foods, dietary supplements, drugs, cosmetics and medical devices. Consisting of FDA consultants and affiliated FDA attorneys, FDAImports.com helps companies all over the world with services such as meeting food labeling regulations, solving dietary supplement marketing problems, resolving FDA detentions of imported cosmetics, importing and listing pharmaceuticals, and obtaining medical device FDA 510(k) clearance.

FDAImports.com prepares and performs FDA Compliance strategies as well as addresses FDA import detentions, import alerts and refusals, FDA warning letters and Customs cases involving FDA-regulated products. They address import and export requirements for:

- Food & Beverage Products
- Wine, Beer & Distilled Spirits
- Dietary Supplements
- Nutritional Supplements
- Nutraceuticals
- Cosmetics and Cosmeceuticals
- Drugs & Medical Devices (FDA Registration, FDA Listing, FDA 510(k))
- Radiation-Emitting Products/Lasers (Accession Numbers)
- Federal or State enforcement
- FDA inspections and FDA warning letters
- FDA Label or Labeling Requirements



About Benjamin England



Benjamin England is Founder and CEO of FDAImports.com. Mr. England routinely represents domestic and foreign companies of all sizes, assisting them in identifying USDA, FDA, Federal Trade Commission (FTC), Environmental Protection Agency (EPA), and state requirements. His representation enables his clients to better understand and fully comply with these federal and state requirements and thereby reduce the risk of regulatory interference with products being imported, exported or distributed in interstate commerce. While at FDA Mr. England served as the Regulatory Counsel to the Associate Commissioner for Regulatory Affairs. Before this, he served in scientific, inspectional, compliance and criminal and civil enforcement capacities as an FDA Consumer Safety Officer (CSO), Compliance Officer (CO), a Senior Special Agent (SA) with the Office of Criminal Investigations (OCI) and an analytical regulatory microbiologist.

Most notably, during his last three years at FDA Mr. England spearheaded the agency's integration efforts with Customs and USDA on crosscutting interagency enforcement and operational issues; served as the FDA's point-person in managing the intersection of imports and FDA's new bioterrorism regulations; established joint agency and industry working groups to evaluate counterfeiting and tampering risks to food and drug distribution supply chains; was the agency lead in its strategic planning efforts to reinvent the FDA's import programs; wrote the initial statement of work and acted as program manager over the FDA's new PREDICT, risk-based electronic entry screening system; and directed the development of the FDA's agency-wide Risk-based Import Strategic Plan designed to improve compliance of foods, dietary supplements, drugs, medical devices, cosmetics, and biological products imported into the U.S. Mr. England received many distinguished service awards from the Department of Health and Human Services and FDA during his 17-years of public service.

Education

Mr. England received his Juris Doctor degree, summa cum laude, from the University of Miami, School of Law where he was a member of the Order of the Coif and the University of Miami Law Review. He received his Bachelor of Arts degree in biological sciences from the University of Maryland.

Full Bio here: http://www.fdaimports.com/about/attorneys/benjamin_england.php

Other Information and Press Resources

- Live Forever Juice website: <http://www.liveforeverjuice.com>
- FDAImports.com website: <http://www.fdainports.com>
- [Live Forever Juice 3D Box](#) (Large PNG)
- [Live Forever Juice 3D Box](#) (Small PNG)
- [Live Forever Juice Flat Packaging View](#) (PDF)
- [Live Forever Juice Flat Packaging View](#) (PNG)
- [Live Forever Juice Logo](#) (Large PNG)
- [Live Forever Juice Logo](#) (Small PNG)
- [FDAImports.com Logo](#)
- [Benjamin England Headshot](#)

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