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In our "Influencer promo guide: Best practices for drug and device firms," we offered a list of best practices for medical device and pharmaceutical companies interested in taking advantage of the benefits of social media influencers for advertising their products, while adhering to U.S. Food and Drug Administration (FDA) regulations.

How can these companies be mindful of FDA rules while partnering with influencers? Julia Anne Matheson provides points, pulled from our guide, that are tailored to address clients' most pressing concerns.

**Read More: [An IP-tailored approach: Influencer promo guide](#)**

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