POLSINELLI

Suzanne E. Bassett

ASSOCIATE
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Suzanne Bassett advises life sciences, health care and consumer product companies on FDA-centric regulatory, enforcement and transactional matters, involving highly regulated products and emerging technologies. She helps clients navigate product development, approval, advertising and enforcement across FDA-regulated products, including overlapping federal jurisdictions and state law requirements, with additional experience involving the U.S. Department of Agriculture (USDA), Federal Trade Commission (FTC), U.S. Consumer Product Safety Commission (CPSC) and U.S. Customs and Border Protection (CBP).

Suzanne represents clients across a broad range of regulated products, including dietary supplements, cosmetics, foods, prescription and over-the-counter drugs, medical devices, consumer products, human cells, tissues and cellular and tissue-based products (HCT/Ps) and compounded drug products. She advises pharmacies, digital health platforms and other health care companies on FDA compliance, enforcement risk and evolving regulatory expectations related to compounding, advertising and distribution. She also advises companies developing digital health and technology-enabled products, including software-based medical technologies, clinical decision support tools and AI-driven health solutions, where regulatory oversight continues to evolve.

Suzanne's advertising practice focuses on advising clients on marketing and promotional compliance under federal consumer protection law. She defends companies in FTC and National Advertising Division (NAD) challenges, as well as competitor disputes. She also counsels companies on advertising claim substantiation and compliance with FTC guidance governing health claims, environmental marketing, endorsements, consumer reviews and emerging digital health advertising practices. Suzanne combines her regulatory practice with health care litigation, representing clients in Administrative Procedure Act (APA) challenges to federal agency action. She has handled APA litigation involving FDA drug approvals and other health care regulatory issues, including disputes related to the 340B Drug Pricing Program.

Drawing on her scientific training in biochemistry and microbiology, Suzanne brings a unique, science-driven perspective to regulatory counseling and litigation. She is adept at translating complex scientific and technical concepts into practical legal strategies, allowing her to effectively assess regulatory risk, engage with agency expectations and

Capabilities

- Food, Drug & Device
- Health Care
- Post Chevron
  Educational Resources & Updates

advocate for clients operating at the intersection of science, technology and law.

Before joining Polsinelli, Suzanne gained several years of government experience at the FDA's Center for Tobacco Products and the U.S. Department of Justice, Executive Office for United States Attorneys. Suzanne holds an undergraduate degree in biochemistry and pursued graduate level-training in microbiology through the Integrated Graduate Program in the Life Sciences at Northwestern University's Feinberg School of Medicine.

Outside of her legal practice, Suzanne is a competitive axe thrower and has competed in several disciplines at the World Axe Throwing Championships. She is one of the top-ranked female axe throwers in the world and one of only a few women to achieve professional status with the World Axe Throwing League.

Education

- American University, Washington College of Law (J.D., *cum laude*, 2016)
- Syracuse University (B.S., *magna cum laude*, 2009)

Bar Admissions

- District of Columbia
- Virginia

Court Admissions

- U.S. District Court for the District of Columbia
- U.S. Court of Appeals, District of Columbia Circuit

Publications

May 1, 2026
FDA Signals it Has No Appetite to Add Popular GLP-1 Drug Substances to the 503B Bulks List

April 23, 2026
Medspas on Alert: The FDA Says You're a Dispenser Too

April 22, 2026
Tiny Chains, Big Changes? What FDA's Latest Actions Mean for Peptide Compounding

April 7, 2026
Not Joking Around: FDA Offers Additional Clarification on Compounded GLP-1 Policy in April Fool's Day Announcement

March 31, 2026
In-House Influence Podcast
Co-Host, In-House Influence Podcast, Washington, D.C.

February 9, 2026

FDA Tightens the Belt on GLP-1 Compounding, Escalating Threat of Enforcement

January 8, 2026
Ringing in the New Year with Digital Health: FDA Updates Guidance Documents on Clinical Decision Support Software and General Wellness Products

January 2026
FDA Takes Aim at Drug Ads: What It Means for Compounding Pharmacies, Medspas and Telehealth Companies
Co-Author, Employee Benefit Plan Review, Vol 80 No 1

December 9, 2025
National Advertising Division Puts Compounded GLP-1 Advertising on a Diet

October 14, 2025
FDA's Deceptive Drug Ad Focus Leaves Telehealth Sites Guessing
Quoted, Bloomberg Law

September 29, 2025
FDA Takes Aim at Drug Ads: What It Means for Compounding Pharmacies, Medspas and Telehealth Companies

September 24, 2025
Vanda Ruling Opens Door For Contesting FDA Drug Denials
Co-Author, Law360

July 3, 2025
Supreme Court Halts Nationwide Injunctions with Major Implications for Ongoing Litigation

May 21, 2025
The Trump Administration Announces Price Targets as It Takes a Second Swing at "Most Favored Nation" Drug Pricing Model

April 1, 2025
In Landmark Ruling, Eastern District of Texas Strikes Down FDA's Final Rule Regulating Laboratory Developed Tests

February 11, 2025
CISA and FDA Sound Alarm on Backdoor Cybersecurity Threat with Patient Monitoring Devices

February 10, 2025
Monday Morning (Advertising) Quarterback – Unprecedented Hims & Hers Super Bowl Ad Has Legislators Concerned

January 8, 2025
Polsinelli Life Sciences Spotlight - Volume 1 - Looking Back, Moving Forward: A Year in Life Sciences

September 23, 2024
Chevron Deference Reversal: FDA Rulemaking and Legal Challenges After Loper Bright
Co-Author, LexisNexis Practical Guidance Journal

July 29, 2024
Challenges to LDT Final Rule Continue as Rule Goes into Effect

May 6, 2024
FDA Finalizes Rule Regulating Laboratory Developed Tests

April 16, 2024
What to Know About New York's New Supplement Law Going into Effect this Month

February 27, 2024
FDA 2023-24: A Look Back & A Peek Forward
A Curated FDA Review

July 31, 2023
Triaging Health Risks in the Cosmetic World: FDA Says Let's Start with Tattoo Inks

October 2022
FDA Issues Final Guidance on Clinical Decision Support Technology with Implications for Software Developers and Providers