

## California Court Has a Bone to Pick with Male Enhancement Pill Maker

## Proskauer on Advertising Law Blog on October 22, 2014

We try to avoid puns in this blog but sometimes, well, we just can't help it. The makers of "Rockhard Weekend," a male sex enhancement pill, have successfully sidestepped a claim that they violated federal drug labeling laws but will have to continue to defend against claims that the product's labelling misleads consumers into believing that Rockhard Weekend will (surprise!) enhance the consumer's sexual performance...

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