

# Jury Tests the Limits in AndroGel False Ad Verdict

**Proskauer on Advertising Law Blog** on **August 25, 2017**

In late July, an Illinois jury came to a bizarre verdict in a case over an alleged link between heart attacks and AndroGel, a gel product used for treating low testosterone (or “low T”). The jury found that AbbVie, Inc., the drug company behind AndroGel, although not strictly liable or negligent in allegedly causing a user’s heart attack and owing \$0 in compensatory damages, was nevertheless liable for fraudulent misrepresentation in its product advertising and was responsible for \$150 million in punitive damages... [Continue Reading](#)