

Press Coverage | September 12, 2025

## Pharma Ads Under Fire as Health Marketing Deal Pipeline Grows

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Judith L. O'Grady

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Judy O'Grady, a partner in Troutman Pepper Locke's Health Care + Life Sciences Industry Group, was quoted in the September 12, 2025 *Axios Pro* article, "[Pharma Ads Under Firm as Health Marketing Deal Pipeline Grows](#)."

"I got the question, 'Do we pull ads? Should we pull everything?'" says Troutman Pepper Locke partner Judy O'Grady. "It depends on what your letter said."

O'Grady expects legal challenges but notes a First Amendment argument likely won't hold given the administration is proposing to lengthen, not ban, advertisements.

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**What's next:** In the meantime, while companies wait for more information, "I won't advise my clients to add everything in the label as the administration is suggesting," O'Grady says.

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