

# Product Regulatory, Safety & Recall

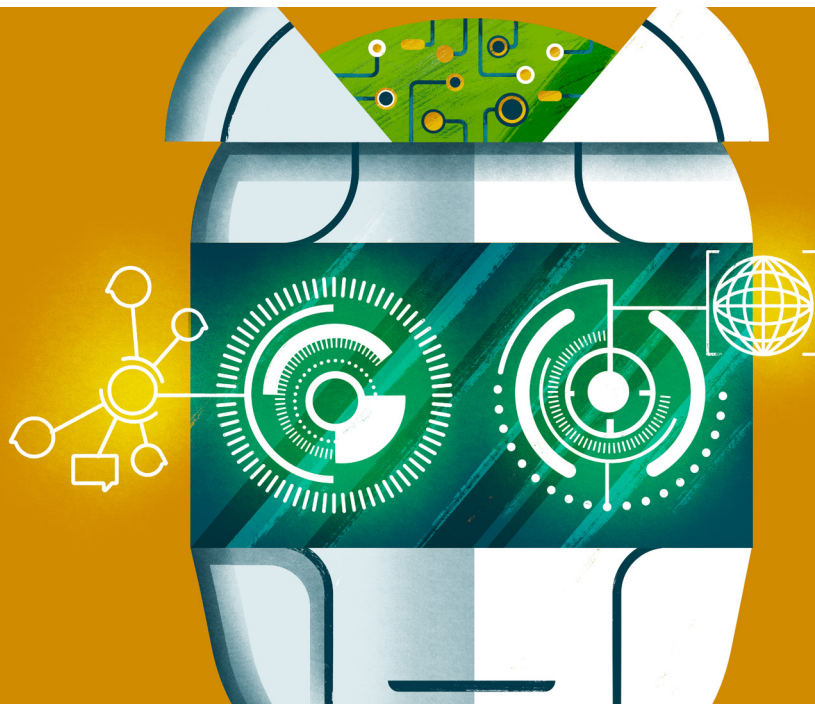
Our approach is founded on an in-depth understanding of the regulatory landscape, with a strong industry and commercial focus. We give clients clear explanations of complex issues, robustly defend their interests and devise practical value-adding solutions for them.

As technology advances, we have developed significant expertise in assisting clients manufacturing new technologies including connected products, wearables, software, AI technology and apps.

We provide a comprehensive service to domestic and international clients. Our team includes engineers, medical doctors and claims specialists, and is experienced in advising manufacturers, distributors and retailers on product and consumer regulation.

## Our Expertise

- EU Product regulatory law compliance on the life cycle of a product, including sector specific advice
- EU Product Safety Regulatory Framework
- EU Product labelling and packaging requirements
- Brexit advice on the divergent aspects of EU product law
- Assisting with bringing new products to market and potential routes to market and supply chain issues
- Obligations and duties under the relevant product regulatory framework
- Consumer law
- Safety and liability issues arising from defective products
- Product recalls, withdrawals and other types of corrective action



## Our Experience

Our highlight matters include:

- Advising on product compliance and safety at the pre-launch and post-launch stage in relation to many consumer goods, particularly in the electronics, food, beverage, cosmetics and clothing sectors
- Acting for a global cosmetics company on a product recall and associated investigation by the regulatory authority
- Defending a criminal prosecution against a global cosmetics company for alleged breaches of consumer protection legislation
- Advising a global manufacturer on the potential re-classification of one of the substances used in their products under REACH and actions required under the EU Cosmetics Regulations
- Advising a global technology company on their packaging and labelling requirements on a new product going to market throughout the EU
- Advising a global communications platform on the regulatory implications of expanding their business and product supply into a new industry

## About Us

We are a business law firm with 90 partners and offices in Dublin, London, New York and San Francisco.

Our legal services are grounded in deep expertise and informed by practical experience. We tailor our advice to our clients' business and strategic objectives, giving them clear recommendations. This allows clients to make good, informed decisions and to anticipate and successfully navigate even the most complex matters.

Our service is award-winning and innovative. This approach is how we make a valuable and practical contribution to each client's objectives.

## Recent Awards



## Our Team



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