

## Cosmetics and Personal Care Products

From iconic cosmetics brands to start-up skin care lines, we're infused in this space.

With changing consumer preferences, increased regulations, and supply chain scrutiny, the legal issues facing cosmetics and beauty brands are plentiful. The Hogan Lovells Cosmetics team can help you enhance your business.

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We assist clients throughout the product lifecycle – from product development and licensing to labeling, advertising, and distribution. We help clients launch new products, protect their existing brands, and ensure their products are safe for the customers using them.

### Representative experience

Providing assessment of FDA regulatory issues and risks for customized product line of cosmetic and OTC drug products, including review of applicable manufacturing, labeling, and advertising/promotion requirements.

### Contacts

**Meryl Bernstein,**  
New York

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Washington, D.C.

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### Industries

Consumer

Achieved a significant win in the UK for Olaplex, an innovative California start-up, in its long-running high-profile patent infringement case.

Advised a global cosmetics manufacturer on a compliance audit of distribution and pricing arrangements under UK and European Union (EU) competition law.

Advised Shop Apotheke Europe N.V. on its initial public offering.

Advising a leading U.S. luxury cosmetics brand on endorsement agreements being signed with celebrities to support advertising campaigns.

Advising a well-known manufacturer and marketer of high-end beauty care products on brand protection and enforcement issues.

Advising Kao Brands on product labeling, claims, and advertising, including promotional terms and conditions and on challenges to competitors' advertising materials.

Advising leading consumer brands including J Brand, Glo Skin Beauty, and Supergoop! with respect to international distribution and supply chain arrangements.

Advising numerous clients on what their labels can say or claim across jurisdictions.

Advising cosmetic and OTC drug manufacturers on CGMP compliance.

Counseled companies on the law surrounding the OTC drug monograph reform, including ingredient status post reform, OMOR submissions, exclusivity, and more.

Advised multiple clients on regulatory issues related to recent FDA guidance on the labeling and manufacture of alcohol-based hand sanitizers during the COVID-19 emergency.

## Latest thinking and events

### News

Modernization of U.S. cosmetics regulation will be phased in over time

### Published Works

Luxury brands rethink e-commerce strategies as pandemic crimps in-store retail

*Global Legal Post*

### Webinar

Consumer Horizons Webinar: Trading in 2021: How the Consumer Industry Should Navigate a Stormy Trade Environment

### Sponsorships and Speaking Engagements

Luxury Law Alliance webinar - The acceleration of digitalization and ecommerce: what luxury GCs must know

### Webinar

Consumer Horizons webinar - COVID-19, lessons learned and what's next while keeping your supply chain running

### Webinar

Influencer Snapshot webinar series: Influencers around the world