

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.

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.

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.

Contacts

Meryl Rosen Bernstein,
Washington, D.C.

Richard Welfare,
London

Heidi Forster Gertner,
Washington, D.C.

Dr. Florian Unseld, LL.M.
(Sydney),
Munich

Olivia Bernardeau-Paupe,
Paris

Industries

Consumer

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

Webinar

Influencer Snapshot webinar series: Influencers around the world

Hogan Lovells Publications

Doing business – Consumer sector

Sponsorships and Speaking Engagements

Luxury Law Summit Europe

Webinar

Social media influencers: The next frontier

Hogan Lovells Publications

Re-open for business in the UK – How to safely re-open shops and retail outlets

Press Releases

Hogan Lovells has been advising Jumei International Holding Limited in connection with its acquisition and going-private transaction