

PRODUCT LITIGATION, SAFETY & RECALL

Give your products a safety transformation



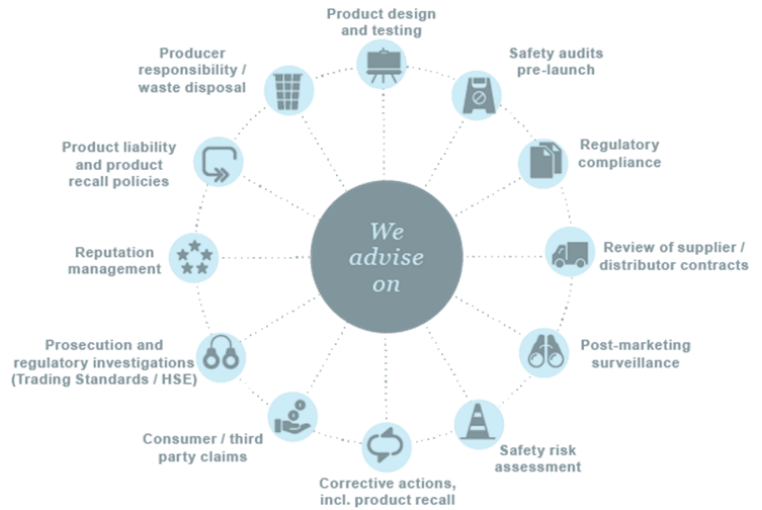
Whether you manufacture, supply or distribute fashion items & accessories, care & beauty products onto the market, or sell those directly to consumers, your reputation as a business is inherently tied to your products. We understand that you have no greater responsibility than to consumers who use or buy your products.

- ▶ Our lawyers regularly advise fashion items & accessories, skincare, makeup, fragrance and hair care products manufacturers and retailers on all aspects of **product safety** and **regulatory compliance issues**, including product labelling and packing, **product recalls** and **product liability claims**.
- ▶ We have real sector insight in Fashion & Beauty. Our work with flagship brand owners including **boohoo.com**, **JD Sports**, **Primark** and **PZ Cussons**, gives us exceptional expertise from which you will benefit.
- ▶ With recent important developments in the regulatory landscape, and **Brexit** looming on the horizon, there is a lot for companies in the Fashion & Beauty sector to think about. For example:
 - ▶ The UK Office for Product Safety and Standards recently launched its new Code of Practice for product recalls and other corrective actions, **setting a new standard for dealing with product recalls internationally**. We can help companies understand what is expected of them in this increasingly active regulatory environment.
 - ▶ Following **Brexit**, UK businesses continuing to trade within the EU will have to **consider alternative arrangements** with EU/EEA based companies appointed to act on their behalf as a 'Responsible Person' (as required under the EC Regulation on Cosmetic Products), or consider establishing a branch in the EU/EEA.
 - ▶ As part of their environmental strategy, UK businesses will need to consider the impact of the new ban on the manufacture of products containing microbeads when conducting **supply chain planning**, and review of their **existing supply agreements**.
 - ▶ We are trusted advisors to a number of major brand owners on all product safety / recall issues, and provide **urgent timely advice** at a senior level on product recall issues, including the planning, initiation, implementation and monitoring of corrective actions under RAPEX in Great Britain and Europe. Many of these matters involve reputation management issues.
 - ▶ Our Product Litigation, Safety & Recall team is ranked in Legal 500 and Chambers for Product Liability.

Praised for 'combining commercial awareness with technical expertise', Addleshaw Goddard's Louisa Caswell 'expertly leads the highly experienced and well-regarded team'. Legal director and 'class act' Mark Chesher...' and 'Well regarded' Managing Associate Cécile Burgess are both named as 'next generation lawyers' for product liability

How can we help

- ▶ You will get a 'one stop shop' solution on product litigation, safety & recall, with a team of experienced criminal and civil litigators who can provide legal support to our clients with respect to each stage of a product's life cycle.



Spotlight on...product safety

We worked hand in hand with a **FTSE 100 company** when a manufacturing issue affected the packaging of one of its major brands in UK and Europe. We helped them prepare and complete an urgent safety risk assessment and put in place remedial steps. Given the volume of product affected and the numbers of consumers potentially at risk, our team acted quickly and effectively to identify the risk and assist the company with its recall decision. This involved instructing technical and medical experts in relation to the potential risk. Over an intense four week period we attended daily calls and the team made itself available at all times in order to ensure that new developments could be addressed promptly. We worked closely with the company's quality control and technical teams, alongside legal, procurement, customer relations, PR and the senior management team.

Who to contact

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