Environment & Product Regulation

Wiley Rein’s Environment & Product Regulation Practice brings extensive and diverse expertise to clients facing a wide range of regulatory and legal challenges in the consumer product sector. Consumer products are among the most heavily regulated and scrutinized products in the marketplace. Companies that produce, distribute, and market consumer products must ensure compliance with an astounding number of regulations and standards while responding to ever-increasing pressure from their supply chains and consumers.

From product development and pre-market approval to navigating new regulations for existing products and managing end-of-life product issues, our knowledge and experience extends to every phase of the life cycle of a product. Our clients range from some of the largest publicly held companies in the world to small private entities and trade associations engaged in all levels of the supply chain.

We offer our clients a unique, multidisciplinary “consumer product team” consisting of lawyers, consultants, and regulatory analysts who are ready to assist with regulatory challenges associated with product development, sourcing, manufacturing, marketing, labeling, transportation, safety, and recalls, as well as product recycling and disposal. Our internationally recognized team represents clients in policy, regulatory, and litigation matters before Congress, the courts, and government agencies at the federal, state, and municipal levels. We have particular expertise in all aspects of regulation concerning: batteries, products of emerging technology (including biotechnology-based products and nanoscale materials), chemicals, children’s products (including clothing and toys), drugs, electronics, food, household products, packaging, pesticides (including anti-microbials and biocides), plastics, pet food, textiles, and products powered by small nonroad engines (such as lawn mowers, power tools, and generators).

At the federal level, we assist clients with issues before the U.S. Environmental Protection Agency, the U.S. Food and Drug Administration, the U.S. Department of Agriculture, U.S. Customs and Border Protection, the U.S. Consumer Product Safety Commission, the U.S. Department of Transportation, the Federal Aviation Administration, the U.S. Department of Energy, and the Federal Trade Commission. We also provide strategic advice and representation in regulatory and legislative matters at the state level (including California’s Proposition 65 and Green Chemistry laws). We
also assist with enforcement and compliance issues by routinely defending clients in agency enforcement actions and developing compliance programs under numerous federal and state laws that impact consumer products.

Our focused, multidisciplinary approach enables us to meet our clients’ needs in virtually every aspect of product regulation, including:

- Advertising and Marketing
- Commercial Chemicals and Toxic Substances Control Act (TSCA)
- Compliance and Enforcement
- Development and Pre-Market Approval
- Emerging Technologies
- End-of-Life Product Management
- Existing Products Regulation
- Import, Export, and Transportation
- Manufacturing and Materials Restrictions
- Pesticides and FIFRA
- Product Safety
- Product Stewardship & Recycling
- Recalls and Reverse Distribution
- Supply Chain and Transactional Support

**Alerts & Updates**

Wiley Rein publishes periodic environment and product regulation related alerts and updates. *Product Stewardship & Sustainability Update* covers areas of law and regulation in which product stewardship and sustainability principles play a central role including consumer product and transportation safety; battery, electronic waste and other hazardous materials recycling; pesticide registration; food safety protection; and pharmaceutical regulation.

The firm previously published *Natural Resources and Endangered Species Report*, which examined matters from land use disputes and water pollution control to Endangered Species Act litigation.

Learn more and subscribe to these and other complimentary publications by visiting the News & Insights subscription page.

**Contact Us**

Tracy Heinzman
202.719.7106 | theinzman@wileyrein.com