

## Product Development and Approval

Creativity and innovation drive new products because success in the marketplace requires bringing originality to the table. But making sure your product complies with the rules and regulations is equally important.

That's where the lawyers at Hogan Lovells can help. We advise on your product formulation, ensuring each ingredient is acceptable for use. We can also help you get ingredients approved by FDA. Our lawyers can think strategically about how you create, develop, and describe the benefits of your product so you can achieve your business goals.

With a bold commercial sensibility and careful watch for compliance, we can help your product become a winner.

### Latest thinking and events

#### Hogan Lovells Publications

Over-the-air software updates for IoT devices present companies with product liability and safety opportunities — and challenges

#### Hogan Lovells Publications

Product liability, safety, and compliance: What you should know before launching an innovative product

#### News

Hogan Lovells and Intertek Address Growing Global and Online Challenges in Consumer Products Safety