

Bird & Bird

There are international law firms, and there is Bird & Bird.



We are a firm that has been passionate about **promoting** and **protecting innovation** since 1846.



Our vision is to be the **go-to law firm** in the world for organisations being changed by technology in a digital world.



Our lawyers are completely immersed in the industries they advise on and are **true experts** in the sectors shaping our world.



We have **the reach, the knowledge, the expertise and the people** to keep your business on track for whatever lies ahead.

A truly international firm with more than **1600 lawyers worldwide.**

A global network spanning **34 offices in 24 countries.**

Leading-edge expertise across a full range of legal services, with a particular focus on **technology driven, IP-rich and regulated industries.**

Specialists in **cross-border** and multi-jurisdictional work.

Excellent at managing complex projects across multiple regions with a **seamless one-firm approach.**

Our practices

Regulatory & Administrative Law

Competition & EU Law

Corporate / Tax

Dispute Resolution

Finance & Financial Regulation

Intellectual Property

International HR Services

Privacy & Data Protection

Real Estate

Commercial

Chemicals

Our sector focus

Automotive

Aviation & Aerospace

Defence & Security

Energy & Utilities

Financial Services

Hotels, Hospitality & Leisure

Life Sciences & Healthcare

Media, Entertainment & Sport

Retail & Consumer

Technology & Communication

Bird & Bird Office Locations

We collaborate seamlessly across borders, working together everyday to get the right result.

Abu Dhabi • Amsterdam • Beijing • Bratislava • Brussels • Budapest • Casablanca • Copenhagen • Dubai • Dublin • Dusseldorf • Frankfurt • The Hague • Hamburg • Helsinki • Hong Kong • Lisbon • London • Lyon • Madrid • Milan • Munich • Paris • Prague • Riyadh • Rome • Shanghai • Shenzhen • Singapore • Stockholm • Sydney • San Francisco • Tokyo • Warsaw

Bird & Bird Plus Firms

Building a collaborative network so that we can offer clients a joined-up international legal service with affiliated firms.

One firm. Your firm.



<https://www.twobirds.com/en>



Bird & Bird

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Our EU Chemicals Regulatory Practice

Chemicals (REACH)



Cosmetics



Biocides (BPR)



Mining and Minerals



Life Sciences



Product Compliance



Agrochemicals



Sustainability and Circularity



Our Approach to Regulated Products

With 27 years of experience, our team has unparalleled expertise in EU chemical and cosmetics law.

Our practice spans the **chemical and life sciences**, offering authoritative guidance on EU Agrochemicals, REACH/CLP, Biocidal Products, Cosmetics, Minerals, POPs Regulation, F-gas, Medical Devices, EUDR, and the Packaging and Packaging Waste Regulation, amongst others.

We advise on full-spectrum regulatory compliance throughout the product lifecycle — from R&D to market placement and recycling. Our services include legal compliance of ingredient and formulation under EU and national law, defence during EU and national authorisation proceedings, including CMRs, PBTs, endocrine-disrupting classifications, as well as data sharing negotiations and disputes and legal challenges to European Commission, ECHA and Member State decisions on substances and product authorisations.

We also assist clients in assessing borderline products (e.g. the intersection of the Cosmetics Regulation with REACH, CLP, and the Biocidal Products Regulation) and determining the correct regulatory status — whether as **agrochemicals, biocides, chemicals, cosmetics, foods, or other regulated products** — with precision that safeguards market access and compliance.

Our EU Regulatory team comprises leading practitioners with extensive, longstanding relationships with European and national authorities, supported by robust networks across political, socio-economic, and administrative spheres. This enables us to secure regulatory clarity, proactively engage with authorities, and influence outcomes at national, regional, and EU levels. Our active advocacy and litigation practice also secures that clients can count on due process and proper product defence in case of adverse regulatory decisions.

With us, clients gain confident, strategic navigation through the EU's intricate regulatory frameworks, ensuring compliance, mitigating risk, and unlocking market opportunities, as well as proper advocacy and Court representation where needed.

Our Services Include

- **Complying** with local and EU legislative frameworks including Agrochemicals, REACH, CLP, Biocides, Cosmetics, Medical Devices, f-gas, POP, EUDR, PPWR, amongst others;
- **Advising Consortia and Task Forces** on joint data generation, Dossier submission and defence throughout the authorisation process;
- **Advising** on all contractual and regulatory aspects relating to product marketing;
- **Advocacy** strategies and representations with EU and national authorities;
- **Ensuring labelling and packaging compliance**, including country of origin labelling requirements and packaging material compliance;
- **Supporting sustainability compliance** including green claims and environmental legislation;
- **Managing product recalls, product safety**, corrective action strategies and representation in enforcement proceedings before regulatory authorities and Courts;
- **Legal assistance** in challenging ECHA, EC or Member States decisions before the relevant Courts.

Key Contacts



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