



firm profile

McMillan is a modern and ambitious business law firm serving public, private and not-for-profit clients across key industries in Canada, the United States and internationally. With recognized expertise and acknowledged leadership in major business sectors, we provide solutions-oriented legal advice through our offices in Vancouver, Calgary, Toronto, Ottawa, Montréal and Hong Kong. Our firm values – respect, teamwork, commitment, client service and professional excellence – are at the heart of McMillan's commitment to serve our clients, our local communities and the legal profession. For more information, please visit our website at www.mcmillan.ca.

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product safety regulatory

overview

Globalization has had an impact on product safety regulation around the world. Regulation is on the rise as is the routine sharing of information among regulators. Governments have imposed responsibilities on every link in the distribution chain to ensure the safety of products intended for consumers. Any misstep can significantly harm relationships with regulators and expose companies to increasingly stringent penalties, recalls and serious brand damage. That makes it critical to know both the requirements and the agencies that enforce them.

In Canada, companies that manufacture, distribute or sell consumer products, from packaged food to children's toys to household appliances, need the counsel of lawyers that are expert in the regulations and experienced in dealing with relevant regulatory agencies – among others, Health Canada, Transport Canada, the Electrical Safety Authority and the Technical Standards and Safety Authority.

McMillan has a team of lawyers dedicated to assisting clients with regulatory compliance for consumer products including drugs, medical devices, food, appliances, toys, clothing, recreational products, electrical products, motor vehicles, tires and child restraints.

McMillan professionals help clients lead by:

- Ensuring they comply with the requirements of, among others, the *Canada Consumer Product Safety Act*, the *Motor Vehicle Safety Act*, the *Food and Drugs Act*, the *Consumer Packaging and Labelling Act* and Ontario's *Electricity Act*
- Counseling on record keeping and incident reporting requirements
- Developing internal compliance protocols and programs
- Developing product warnings and labels that comply with safety laws
- Providing counsel when incidents and investigations arise
- Managing product recalls, often as part of a global team