

## How Cosmetics Cos. Can Prepare For Growth In Class Actions

Amid the COVID-19 pandemic, cosmetic companies continue to see growing numbers of class action litigation cases targeting the industry. While the regulation of cosmetics at the federal level is generally light, especially compared to other products under the regulatory ambit of the U.S. Food and Drug Administration, consumers are turning to litigation to fill in the regulatory gaps.

Indeed, several recent high-profile class actions involving cosmetics show that regulation via litigation is here to stay, especially as the plaintiffs bar continues to make over traditional food litigation claims for the cosmetics context.

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