

# Product Regulatory

Our Singapore product regulatory practice advises many of the world's best known multinational corporations and brand names on the legislative and regulatory framework governing a broad range of products, including pharmaceuticals, medical devices, health supplements, traditional medicines, food and cosmetics.

## How we can help

### Advertising & Promotions

- Compliance with legislative and regulatory regulations in respect of advertising and promotion;
- Reviewing and clearing advertising content for offline and online usage, and advising on issues concerning copyright, trademarks, privacy, defamation and comparative advertising;
- Lodging or defending claims made with the Health Sciences Authority, the Singapore Food Agency (previously the Agri-Food and Veterinary Authority of Singapore) and the Advertising Standards Authority;
- Drafting of advertising and promotions-related agreements.

### Direct Selling

- Permissible direct selling schemes under the Multi-level Marketing and Pyramid Selling (Prohibition) Act and the conditions for exemption from the general prohibition against pyramid-selling or multi-level marketing schemes or arrangements;
- Reviewing and clearances of compensation plans, income disclosure statements, sales tools and promotional materials used by direct-selling clients;
- Obtaining licenses and approvals for new entrants into the Singapore market;

### Awards & Accolades

Band 1 for Life Sciences  
**Chambers Asia Pacific, Asia Pacific Region  
2014 - 2025**

Medical and Healthcare Law Firm of the Year  
**Asian Legal Business Southeast Asia Law  
Awards 2020 and 2021**

Band 1 for Intellectual Property  
**Chambers Global, Asia Pacific Region 2009  
- 2025**

Band 1 for Intellectual Property  
**Chambers Asia Pacific, Singapore 2010 -  
2025**

Tier 1 for Intellectual Property  
**Legal 500 Asia Pacific, Singapore 2010 -  
2025**

Tier 1 for Patents and  
Copyrights/Trademarks in Singapore  
**ALB Asia IP Rankings 2018 - 2025**

Asia Pacific Patents Firm of the Year  
**Asia IP Law 2023**

Asia Pacific Trademark Firm of the Year  
**Asia IP Law 2024**

Tier 1 for Trademark Contentious and  
Trademark Prosecution in Singapore  
**Asia IP Law 2025**

Singapore: Copyright & Design;  
Trade Mark Prosecution Firm of the Year  
Asia Pacific: IP Law Firm of the Year  
(Foreign Firms)  
**Managing IP Asia Pacific Awards  
2024**

IP Transactions & Advisory Firm of the Year  
**Managing IP Asia Pacific Awards 2021 and  
2023**

Copyright & Design Firm of the Year  
**Managing IP Asia Pacific Awards  
2019 - 2023**

Global IP Firm of the Year  
**Managing IP Asia Pacific Awards  
2017, 2018 and 2022**

- Negotiating and documenting distributor agreements and executive employment agreements;
- Related intellectual property matters, such as privacy, digital media content and e-commerce / internet transactions.

## **Health Supplements, Traditional Medicines & Food**

- Classification of health supplements, traditional medicines and goods given the overlap in the definitions;
- Regulatory scrutiny for different categories of products;
- Review of ingredient listings and advising on restrictions to the permitted use of ingredients;
- Review of product labels and packaging, as well as advertising and promotional materials to ensure legal and regulatory compliance;
- Procurement of product registrations, licences or permits with the relevant authorities which are necessary for importation, distribution and sale;
- Product recall procedures and liaising with the regulatory authorities.

## **Cosmetics**

- ASEAN Cosmetic Directive and its implementation in Singapore, including ingredient listings, renewal of product notifications, labelling requirements and the obligations on suppliers to keep records of products supplied;
- Exceptions to the general requirement for notifying products with the relevant authority prior to supply of products in the Singapore market and assist with making the requisite product notifications;
- Potential overlap in the regulatory regimes for cosmo-pharmaceutical products;
- Review of advertorial copies and product literature to ensure compliance of product claims with legal and regulatory compliance;
- Anti-diversion measures that can be taken to combat parallel imports.

## Medical Devices

- New implementation of mandatory registration for the supply of medical devices in the Singapore market and the timelines for compliance;
- Risk classification of medical devices and the consequent difference in the level of regulatory scrutiny and clearances required;
- Reviewing and clearance of product packaging and labels;
- Registration process and timelines for the submission of medical devices for registration with the regulatory authorities;
- Product recall procedures and liaising with the regulatory authorities.

## Contact Us



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