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INTRODUCTION

Governing lipitor and lipstick: Capacity, sequencing, and power in international pharmaceutical and cosmetics regulation

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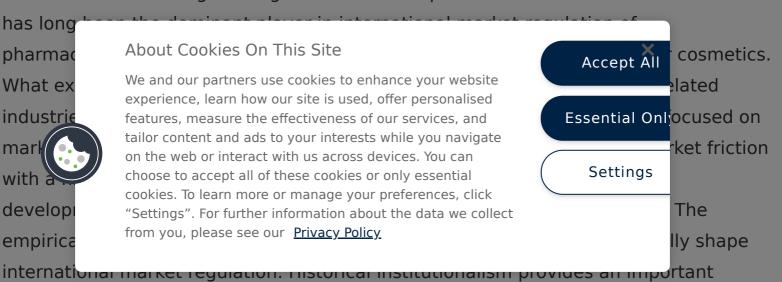
ABSTRACT

Over the last three decades, the pharmaceutical and cosmetics industries have become increasingly global. To ensure product safety and consumer protection, regulators in leading markets have applied domestic rules extraterritorially and have joined forces to harmonize rules through transgovernmental cooperation. Yet whereas the United States

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complement to existing transgovernmental research, offering clear expectations for the origins of and terms of influence within such cooperation. More generally, it opens up a rich toolbox for the analysis of industry-level global market governance, which affects the daily lives of many millions of consumers.

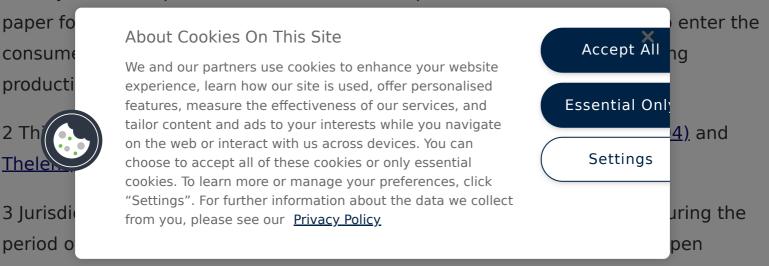
Q KEYWORDS: Sequencing transgovernmental politics regulatory capacity historical institutionalism pharmaceuticals cosmetics

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Notes

1 Many issues shape international markets for pharmaceuticals and cosmetics. This



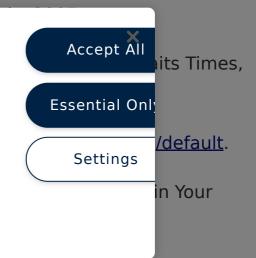
- overnight. See (Vogel, 1996; Gilardi, 2002).
- 4 The paper focuses on structural power embodied in regulatory capacity and not the underlying preferences of the lead regulators. For an examination of preferences see (<u>Singer</u>, 2007).
- 5 A growing rationalist literature on the design of international institutions considers these questions. See (<u>Koremenos, Lipson and Snidal, 2001</u>).
- 6 This transposes sequencing arguments developed in the comparative setting to international issues. See (Posner, this issue; Newman 2008b; <u>Pierson, 2004</u>).
- 7 IMS Health, 2004. IMS World Review. Norwalk, CT.
- 8 The World Health Situation. Geneva: World Health Organization. Chapter 3.
- 9 See <u>www.ich.org</u>.
- 10 See "EMEA inspections growing, get tougher than FDA audits, Wyeth exec says," Warning Letter Bulletin, 12 July 2004.
- 11 See (<u>Henney</u>, 2001).
- 12 International Accord on Drug Testing Standards Will Delete LD50 Animal Testing Requirements, F-D-C REP. ("The Blue Sheet"), Nov. 20, 1991, at 9.
- 13 Data are taken from presentations made in April 2004 and April 2007 by Euromonitor.
- 14 Data are taken from presentations made in April 2004 and April 2007 by Euromonitor.

15 Authors 16 See S Novemb 17 S 18 See L

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19 On the issue of preference formation, see (Fioretos, this issue).

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