



Your innovation experts in
natural health products

MARKET MEETS SCIENCE AND REGULATIONS

STRATEGIC CONSULTING

The global consumer healthcare market, as there are supplements, functional food, herbal drugs and substance based medical devices is an extremely dynamic market. Innovation is a key differentiator to generate value and a strategic competitive advantage for growth. Innovation in this highly competitive market requires skills and knowledge in multiple domains all served by a&r's a unique combination of scientific, technical and regulatory expertise for national and international clients.

OUR SERVICES

Market analysis followed by innovation strategy

- Market and competitor analysis, including evaluation of your business case
- Scouting for innovative ingredients and delivery forms
- Finding licensing opportunities
- Regulatory/product quality related due-diligence

Product concept development, including clinical substantiation

- Support from product concept development to launch
- Trusting on a comprehensive partner network for the development of new formulations
- As a full-service CRO we provide support in the development of highly customized study designs

Scientific assessment strategy

- Evaluation of product specific (health) claim opportunities
- If required, initiate and/or conduct the respective studies for pharmacological, toxicological, or clinical data

Regulatory expertise

- Regulatory support in all aspects of registration or regulatory approval processes for products, whether regulated as food (incl. novel food), herbal drug, or medical device



DR. HEIKE STIER
*Head of Consulting &
Strategic Innovation*

