

# STRATEGIC CONSULTING

*Market meets science and regulations*

The global consumer healthcare market continues to grow with significantly different growth rates in regions, market channels, and brands.

Also, in terms of innovativeness, the differences between categories, global brands, and emerging local brands are broad.

Innovation leaders are more and more smaller enterprises creating novel value propositions resonating with consumers and outpacing established marketeers.

In these market dynamics, a&r provides a unique combination of technical and regulatory expertise in natural health products to support market assessments and the creation of tailor-made innovative solutions.

Our support ranges from product conception to market entry for all kinds of natural health products in order to achieve maximum success for our national and international clients.

## OUR SERVICES INCLUDE

### Market analysis, trends and innovation strategy

Innovation is a key differentiator to generate value and a strategic competitive advantage for growth.

The innovation process requires skill and knowledge in multiple domains. With this, organizations frequently rely on the external sourcing of missing competences.

a&r can be your partner of choice in:

- Market analysis including the evaluation of your business case and project feasibility
- Competitor analysis through Mintel Global New Product Database and other sources
- Scouting for innovative ingredients and delivery forms either product-based or technology-driven
- Finding licensing opportunities via our licensing platform or tailor-made portfolio analysis



## Product concept development

We offer high added-value solutions to our customers while providing support from product concept development to launch.

- Developing innovative and proprietary product concepts for different product categories
- Providing a comprehensive partner network for the development of new formulations

## Scientific assessment strategy

- We support your health claims with comprehensive knowledge acquired in the field, using literature-based scientific evaluation of ingredients/products/health areas, and comparing efficacy of different products and ingredients
- We evaluate the need for additional pharmacological, toxicological, or clinical data for your product and initiate or conduct the respective studies

## Clinical substantiation

- As a full-service Clinical Research Organization (CRO) we provide support in the development of highly customized study designs covering a broad range of clinical trial types and indications
- We support you in all aspects of your clinical study including defining the scope of your project, study design, project set up, and continuous risk management to ensure high-quality data and timelines
- We provide an external network for expert review and scientific publication of relevant outcomes to maximize the impact of your study

## Regulatory expertise

- We offer consultancy on the most eligible regulatory route for your product
- We support you in all aspects of registration or gain of regulatory approval from the respective authority for your product, whether regulated food, herbal drug, or medical device

## CONTACT US

**DR. HEIKE STIER**  
Head of Consulting  
and Strategic Innovation  
[hstier@a-r.com](mailto:hstier@a-r.com)



**analyze & realize GmbH**  
Waldseeweg 6  
13467 Berlin – Germany  
[www.a-r.com](http://www.a-r.com)