

The client and market

We are working with a large direct selling company in the USA, with a presence in many overseas markets and a range of established nutrition, personal care, skin care and home-care product brands that positively impact the health and wellness of its end-consumers. These brands are recognized as innovative, backed by science and are successfully marketed and sold by an extensive entrepreneurial network to consumers who are increasingly influenced to invest in new products / experiences by personal and social recommendations.

The search

The client is actively searching for commercially ready, emerging (and soon to become leading) consumer products for the health and wellness sector, which can be initially introduced into the USA, China or specific Asian markets such as Thailand and India. They wish to continue their introduction of innovative branded products and partner with smaller companies looking for a foothold in these lucrative markets, ensuring their customer base is offered the widest range of effective and truly innovative early-stage products that have yet to become mainstream, for example:

Products for Health and Wellness

appealing to

**Consumers under 35 (i.e. Millennials or Gen Z) - ‘Super Moms’
‘Busy Dads’ - Consumers over 50 - Families/Kids**

(i.e. groups that share a common need or desire a common benefit)

addressing these markets

Plant-based / Personalized Nutrition (especially those to enhance or supplement fitness goals / sports experiences)

Plant-based / Personalized Beauty & Personal Care products

with these characteristics

Alternative - Botanical - Sustainable - Clean Label

delivering these benefits

Personalized - Track, Recommend, and Enhance - Proven efficacy

in this format

**Devices and/or Consumables - Digital interaction / service
Customized**

should not be

“me-too” or commodity products

should meet these requirements

- * on the market or market-ready for delivery in 3-9 months
- * offer a compelling reason to buy, with a high perceived value, be demonstrable, and have a unique founder or development story
- * for use by a consumer with IP freedom to operate in USA / Asia
- * work as represented, be legal and safe, intuitive to use, shelf-stable
- * provide a step-change offering, unique and relevant, ground-breaking with the potential to become mainstream

What the client can offer

The client is able to leverage its extensive person-to-person network to deliver new products, having already introduced various brands and supporting products to their global consumer base. They will require a short period of exclusivity and expect this opportunity to appeal to: early-stage companies that have completed development of their product but require assistance in marketing and distributing their product; more established companies with limited exposure wishing to scale-up or enter new markets/sales channels. They are open to discuss the most appropriate form of collaboration to ensure innovative products reach the market quickly and effectively.

Please send preliminary information on any potential partner to Diane Kolonko via diane@strategicallies.co.uk