

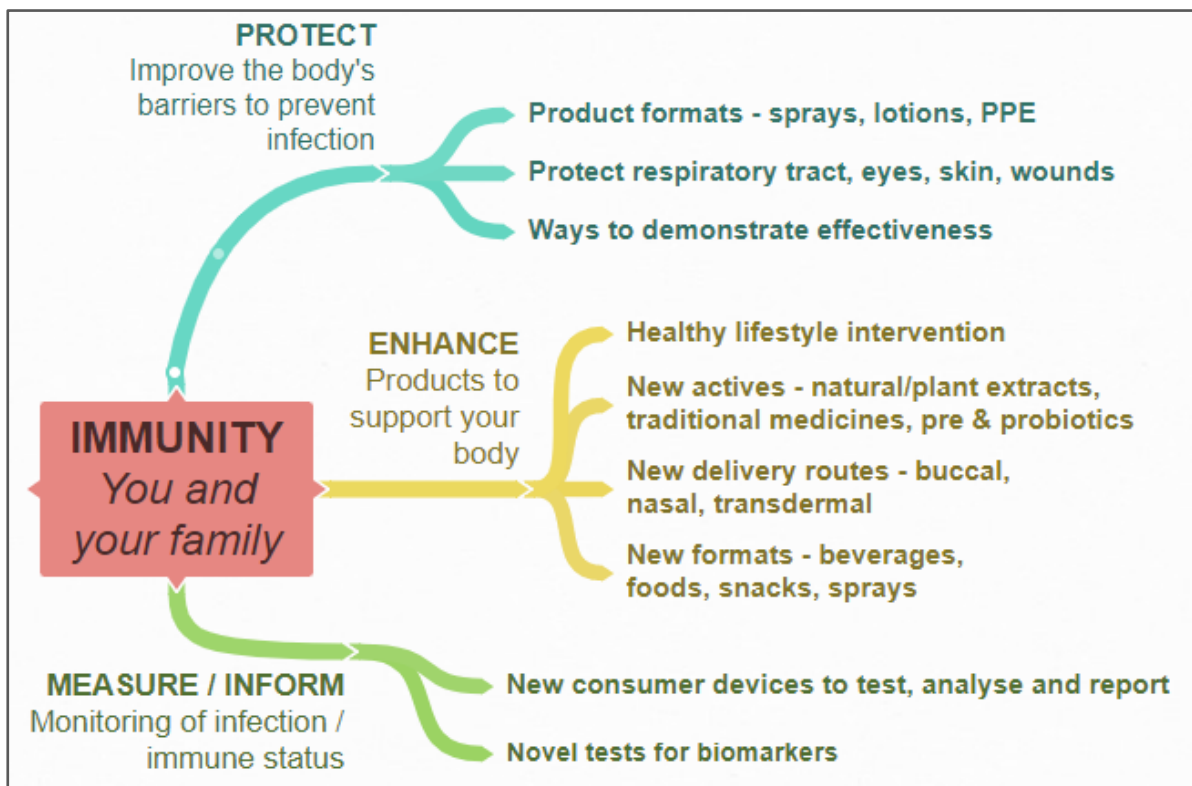
The client and market

We are working with a **global direct selling company with 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 and backed by science. The products 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 growing companies developing innovative consumer products** that could benefit from the client's global sales and distribution network and/or extensive R&D capabilities. For example, 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**; or those looking to **further develop innovations** for future launch.

In the current unprecedented global health crisis, there is a growing interest in **protecting, enhancing and measuring the immunity of yourself and your family members**. This heightened awareness is expected to continue long after the current crisis dissipates, and the client wishes to identify and engage with entrepreneurs and more established companies with emerging and proven innovations to address this market. Whilst many solutions could be applicable to consumers immediately, the client is also interested in innovations with the potential to disrupt the market over the coming months / years.



What the client can offer

The client is able to leverage its extensive person-to-person network to deliver new products to market, having already introduced various brands and supporting products to their global consumer base. They will require a short period of exclusivity in a chosen market, but in return are able to offer considerable support with introducing the product. Companies are invited to register their interest in engaging with the client to discuss potential collaboration (which could include distribution, joint development, etc). Depending on the stage of their technology / product and the client's specific market requirements, they will be invited to a discussion with client personnel or selected to attend and present to senior management at one of a number of market-specific virtual events over the next 3-6 months. Please send preliminary information on any potential partner to Diane Kolonko via diane@strategicallies.co.uk