

Scientists and CROs with expertise in the design, formulation and validation of nutraceuticals

Client overview

FMCG company developing a range of nutraceutical products containing functional ingredients wished to work with scientists, consultants and CROs with expertise in nutraceutical formulations. Desired capabilities included *in vitro* assays and *in silico* tools for testing the activity of ingredients in a range of product formats. Possible partners included industry consultants, preclinical and clinical CROs with expertise in designing formulations to improve mood and cognition. The client had identified a handful of potential partners but wanted in-depth expertise in very specific scientific areas and hoped SAL would be able to help.



The search

SAL initiated a partner search to identify consultants and CROs serving the nutraceutical, pharma, and biotech industries with experience in predicting the efficacy of nutraceutical ingredients from *in vitro* and *in silico* tests or measuring efficacy directly in human studies.

SAL worked with the client to identify potential partners (~80 globally) with a range of expertise and capabilities. SAL's research team engaged with a broad range of individuals and organizations, from academic and industry experts to companies with capabilities in natural products, neuronal cell biology, *in silico* screening as well as human and consumer studies. SAL's work generated a landscape for the client of potential providers, categorized according to the research services they offered.

"we were worried the search was too specific

...amazing opportunities...

...SAL has helped us identify what we need"

Outcome

35 companies were recommended for detailed review by the technical team and **11 were selected for initial discussions around capabilities**

NDA's were signed with 6 companies and 2 were chosen for research programs to help the client prioritize key ingredients for their nutraceutical formulations

SAL helped the client identify the research services they needed, providing tools and opportunities that were "right on the nail"