

### Client overview

An established consumer product company was seeking to develop a device to deliver a functional active ingredient via the gums, oral cavity and/or lips. Oral absorption of active ingredients offers a number of advantages in terms of convenience, cost-effectiveness and rapid uptake. Enzymatic degradation of the active in the gastro-intestinal tract is also avoided. In this instance, the device was to be a low volume container (~ 10 ml) with integrated applicator / deposition system (e.g. a spray, pump or roller-ball), although other suitable solutions would be considered. To ensure sufficient delivery of the active via the buccal mucosa, the formulation would be in the format of a viscous liquid, gel or balm to persist in the mouth long enough for absorption to occur.



### The search

SAL identified over 50 companies with relevant capabilities and conducted primary research to validate their offerings. Ultimately ~25 companies were identified that possessed the capabilities required by SAL's client. Specifically, these companies were able to provide one or more of the following:

- (1) formulate and fill services,
- (2) design devices,
- (3) supply small numbers of devices for consumer testing,
- (4) device refinement and / or customisation services, and
- (5) large scale device manufacture for launch.

Companies were categorised based on the services and were presented to the client along with any insights they provided on device design, considerations for oral application, formulation challenges and / or possible applicators. A framework was developed to enable straightforward comparison on the different partners, both in terms of their capabilities and whether they conduct the work in-house or outsourced.

### Outcome

The client submitted SAL's findings for internal review and **selection of preferred partners** to move forward with.

There was further recognition that the findings would have **relevance to other parts of the business** and the results were shared with other divisions within the client's organisation with similar requirements for device design and manufacture.

*"The work was very well received and actually extended beyond the initial team we were conducting it for"*