

Client overview

An FMCG company asked SAL to help with their ongoing review of opportunity spaces. They were interested in the technologies behind a range of consumer products and services including hormone tests; apps and devices for recording hormone levels; and supplements for hormonal health.

The company wanted a rapid assessment of the products and services that are on the market or are being commercialised. Over the course of a month, SAL identified at-home tests and direct-to-consumer lab tests to measure hormones and provided information on apps, devices, and dietary supplements with benefits to hormonal health.



The landscape

SAL identified hormone tests by desk-based research, and by reviewing company websites and trade press articles. Smartphone apps were chosen from consumer reviews and research articles. Devices for measuring hormone levels were identified from technology reviews. Supplements were chosen according to the relevance of their claims. After two weeks of

research, the client asked for a deeper dive into technologies of interest - scientific methods for hormone testing, and a review of clinical evidence supporting the functional claims made on hormone-balancing supplement products. SAL provided a final report summarising how hormone tests are used to investigate changing hormone levels during aging. The report also included technical information on the hormone testing methods used in consumer devices and clinical laboratories. For the identified supplement ingredients, SAL provided a review of published clinical data supporting their efficacy claims. The client used the technology landscape to inform their decisions on which opportunity spaces to follow next.

Outcome

SAL provided information on 58 example products and services in an Excel format. This included **28 hormone tests, apps, and devices** as well as **8 example supplements**.

In the final report SAL summarised the **underlying technologies and typical data output** from **3 product areas chosen by the client**. The report also contained SAL's recommendations for next steps.

"...what I have seen so far is really interesting, as always..."

"...overwhelmed on amount and grade of results..."