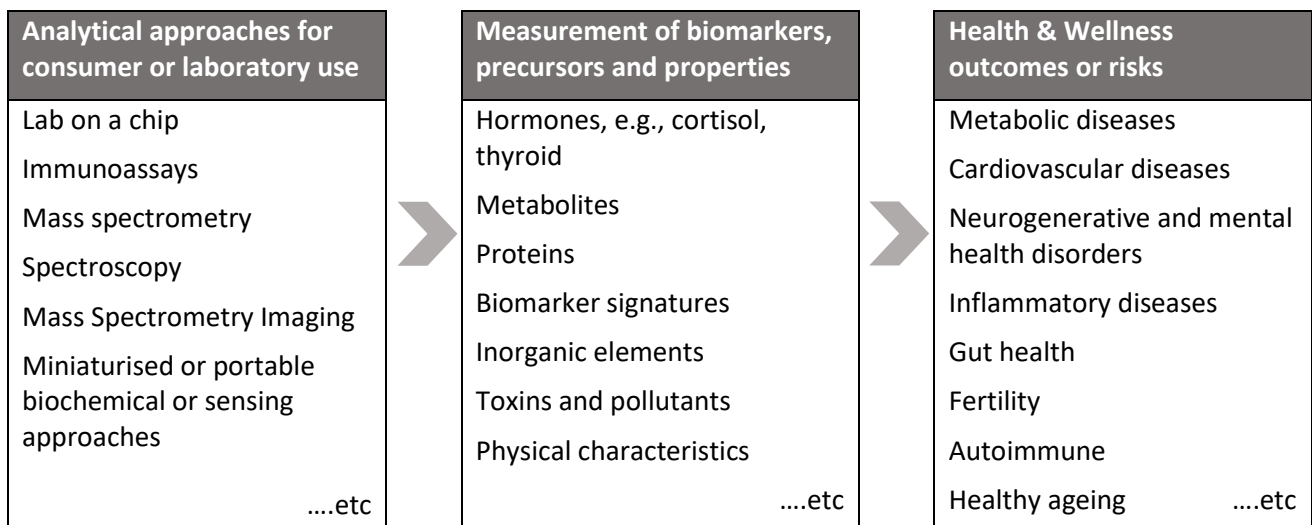


The client and market

Our client is an established **developer and manufacturer of consumer health and personal care products** based on robust scientific principles. The market has seen an increase in **consumers proactively managing and monitoring their health and wellness**, investing in devices for use inside the home in addition to subscriptions and advice via 3rd parties. The provision of personalised metrics and insights that can be used to influence and improve the health of consumers is a growing space and the client is continually evaluating ways to leverage and build on their current product portfolio.

The search

The use of **hair as a sample** to investigate environmental exposure (e.g. to chemicals, toxins or drugs) has historically found applications in forensic science, medicine and environmental studies. It is often preferred over blood, urine, stool or tissue samples because it is easy to collect and handle and can provide a chronological and retrospective record of exposure and physiological changes over extended periods (days to months). There is the potential for hair analysis as a prognostic and early detection tool. The **presence, within hair, of various biomarkers and specific chemicals linked to disease states may enable the identification, monitoring or prevention of conditions** that may take months or years to develop (and could be missed by one-time blood or urine sampling). The client therefore wishes to identify research, techniques and service providers working on **hair analysis technologies for the assessment of systemic health (from consumer wellness to medical conditions) with the ability to provide actionable insights**. Opportunities could include (*but are not limited to*) the following examples: -



Focus: Technologies for analysis of the hair shaft (rather than hair follicle); Developed to at least proof of concept, but earlier research will be considered.

Out of scope: DNA profiling technologies/services; Hair analysis measuring styling related parameters

What the client can offer

The client has an established brand and range of products serving consumers globally, so is well placed to launch new products and services. It has extensive research and development capabilities, is able to partner with research organisations and corporate entities to scale-up products for launch and provides an excellent opportunity for technology owners looking for partners or to capitalise on new applications. Please send preliminary information on any potential technology or partner to the Strategic Allies team at network@strategicallies.co.uk