

What natural ingredients
can we incorporate into our
products for gut health?



Our client wanted to identify natural ingredients with proven efficacy for incorporation into their products for gut health.

Technologies

- Research
- Formulation
- Ingredients

Domain expertise

- Health and wellness
- Claims
- Technology





Our client asked:

Many products claim benefit for gut health and our client wanted to explore these to develop evidence-based products. They also wanted to understand the current and emerging product landscape and their associated claims.

The focus was to identify actives that could be included in their products.

The project story:

We undertook secondary research reviewing clinical data and publications on the efficacy of actives to identify credible targets. Interviews were also undertaken with leading academics, technology developers and HCPs to validate the emerging insights from secondary research. Interviews also tested receptivity to potential partnership with client.

Results: deliverables and outcomes

Prioritised actives and potential partners - following analysis of insights on efficacy, IP, stage of development - were recommended to the client for incorporation into products.

Successful partnerships were also set up and products are now in development.

Contact us

info@sagentiainnovation.com

+44 1223 875200

www.sagentiainnovation.com

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