

THE NATURAL PRODUCT EXPERTS



# FUNCTIONAL FOOD — DIETARY SUPPLEMENTS

CONSULTING AT THE HIGHEST PROFESSIONAL LEVEL

- Product development
- Substantiation of health claims
- Clarification of Novel Food status
- Functional Food
- Dietary Supplements
- PARNUT

# HEALTH CLAIMS

## ... boost your product



Today's consumers are looking for products with beneficial effects for their health and beauty. Smart communication of health benefits effectively promotes your products. However, according to the new EU health claim regulation, health claims must be substantiated by sound scientific evidence.

### OUR EXPERIENCE:

Based on our large natural ingredient database, we have compiled numerous convincing scientific dossiers to substantiate health claims and to prove the safety of our customers' products.

Since 2007, we have submitted dossiers for several well-established as well as product-specific claims to the food authorities in Germany and the UK.

- Weight management and satiety
- Cardiovascular health
- Immune health
- Gut health
- Mood/Cognition
- Skin health

### WHAT WE CAN DO FOR YOU:

- Search and evaluate scientific literature to create appealing health claims
- Design and execute clinical trials with your products to substantiate proprietary claims
- Prepare and submit health claims to the European Food Safety Association (EFSA)
- Innovative claims
- Children's health claims
- Risk reduction claims

# PRODUCT DEVELOPMENT

... opens new markets



Development of high potential dietary supplements, cosmeceuticals and functional foods creates new opportunities in the booming health and beauty market. Expert support to create effective products with strong scientific background will make your next launch a success.

## OUR EXPERIENCE:

We were involved in the development of numerous successful products. We find creative solutions to position your product with the lowest regulatory hurdles. Alternative product categories, such as dietetic foods or medical devices may be a solution to circumvent cost and time consuming authorization procedures for health claims or Novel Foods.

## WHAT WE CAN DO FOR YOU:

- Perform market analysis and evaluate market potential of new products
- Provide scientific back up for new ingredients and formulations
- Design in vitro and animal studies to prove the safety and efficacy of your ingredients
- Design and perform clinical trials with your new product
- Provide regulatory support for registration in Europe, US and Asia
- Support IP protection of your product (utility patents or full patents)
- Develop convincing marketing material (books, articles, flyers)
- Support the development of your product from concept to market launch

# NOVEL FOOD

... often an unresolved problem for food manufacturers



Food items that were not consumed in the EU before May 15, 1997 are considered Novel Food and require authorization by the European food administration. This authorization may require intensive toxicological and safety assessment of the respective food item. Because of the high cost associated with an application, the Novel Food question often remains unresolved and is a persistent headache for food and ingredient manufacturers.

## OUR EXPERIENCE:

We have guided many of our customers through the “jungle” of the Novel Food legislation and supported them with applications for substantial equivalence or novel food authorization.

## WHAT WE CAN DO FOR YOU:

- Research and document the history of use and safe consumption of your ingredient before 1997 to prove the Non-Novel food status
- Compile and submit dossiers to support substantial equivalence to an existing food
- Prepare and submit full Novel Food applications

...Contact us for more information!



## Company Information

**analyze & realize ag** is a leading contract research organization serving the food, supplement, herbal medicine, and medical device industries. We are an audited CRO and member of the German Association for Medical CROs. We have conducted over 190 clinical trials with herbal medicinal products, medical devices, functional foods and dietary supplements.

Our dedicated professionals in the fields of pharmacology, medicine, food science and regulatory affairs work in a client-orientated atmosphere and provide creative solutions to exceed our customer's expectations. We anticipate challenges by devising a flexible approach to a proactive strategy.