



NUTRACEUTICAL PRODUCT DEVELOPMENT ADVISORY SERVICES

Botanical Innovations Advisory

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NUTRACEUTICAL ADVISORY SERVICES

Botanical Innovations Nutraceutical Advisory Services are tailored consulting solutions designed to support our clients in the nutraceutical industry by navigating complex markets, ensuring compliance with international standards, innovating product development, and maximizing the value of raw materials.

We believe our services are essential in the highly competitive and dynamic nutraceutical market, providing guidance from research and development through to market strategy and sales for our clients.

INDUSTRIES WE SERVE

Nutraceuticals

Pharmaceuticals

Food & Beverages

Cosmetics & Personal Care



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OUR SERVICES

International Advisory Services

New product development

Technology Evaluation and Selection

Value Adding Agricultural and Food Processing Waste Streams

Strategic Planning

Business Planning

Comprehensive Marketing and Sales Planning

FAST TRACK FIXED PRICE SERVICES:

Preliminary New Nutraceutical Product Development

**A Technical Literature Review, Product Evaluation,
Market Assessment & Competitor Scan**

Green Botanical Extraction

Laboratory Trial & Technical Literature Review

Spray Drying

Laboratory Trial & Technical Literature Review

INTERNATIONAL ADVISORY SERVICES

The global nutraceutical market is highly regulated, with distinct standards and regulatory requirements in different countries and regions. Botanical Innovations nutraceutical advisory services provide expertise in navigating these complexities.

At Botanical Innovations Advisory our team are able to assist you understand international regulations, labelling laws, and compliance standards, assess market demand, competitive landscape, and strategic positioning to align with local consumer preferences.

Our team are able to assist in identifying local distributors, conducting feasibility studies for international expansion, and advising on pricing strategies that comply with local purchasing power and expectations.

Botanical Innovations International advisory services ensure provide clients with a strategic roadmap for international success.



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INTERNATIONAL ADVISORY SERVICES

Our international advisory team have experience in Asia, Africa and Latin America. These economies are experiencing rising demand for health products, driven by increasing awareness of health and wellness.

Our international nutraceutical advisory services focus on understanding these unique socio-economic contexts, regulatory environments, and consumer preferences.

Botanical Innovations advisors are able assist clients selecting cost-effective formulations, sustainable sourcing, and manufacturing solutions.

We are also able to provide guidance to navigating local regulations.

We support companies in identify and collaborate with local distribution channels.

NEW PRODUCT DEVELOPMENT

New product development is at the core of nutraceutical growth strategies, as consumers continuously seek innovative products to support health and wellness.

Botanical Innovations New Product Development Advisory services bring expertise in identifying trends, designing formulations, selecting ingredients, and guiding product testing. We provide insight into emerging trends such as clean label products, personalised nutrition, and functional foods, helping companies align their offerings with consumer demands.

Our advisory services guide you through concept development, prototype formulation, ingredient sourcing, and testing phases, ensuring that products are both effective and compliant.

We can also assist in identifying high-quality suppliers and contract manufacturers for scalable production.

At Botanical Innovations Advisory we understand that regulatory approval can be a lengthy and complex process, particularly for new ingredients. Our nutraceutical advisory services streamline this process by providing insights into compliance, efficacy studies, and claims substantiation to support successful product launches.



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VALUE ADDING WASTE STREAMS

With sustainability becoming a priority for consumers and regulatory bodies, nutraceutical companies are increasingly interested in value-adding waste streams.

Waste streams from agriculture, food, and herbal extraction processes often contain bioactive compounds that can be upcycled into valuable ingredients.

Botanical Innovations Advisory Value Adding Waste Advisory services help clients evaluate these waste streams, identifying ways to extract and repurpose active compounds and create additional revenue stream and reducing waste.

Our Value Adding Waste Advisory services provide the technical expertise needed to identify viable sources of bioactive compounds, assess extraction methods, and guide companies in integrating sustainable practices into their operations.

TECHNOLOGY SELECTION AND EVALUATION

Choosing the right technology for manufacturing, extraction, or formulation is critical to maintaining quality and efficiency in nutraceutical production.

With rapid advancements in technology, companies face an array of options each offering distinct benefits. Botanical Innovations Technology Selection and Evaluation Advisory services provide essential guidance in technology selection and evaluation, assessing factors such as cost, scalability, and compatibility with ingredients and final product.

Our technology selection and evaluation services ensures that clients select technology that aligns with their product and process requirements, ultimately resulting in higher quality and cost effective products.



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OUTSOURCED RESEARCH & DEVELOPMENT

Many nutraceutical companies choose to outsource research and development to reduce costs, accelerate timelines, and gain access to specialized expertise.

Botanical Innovations Research and Development Nutraceutical Advisory Services assist companies in identifying reputable partners, developing project scopes, and setting clear milestones. We also provide oversight to ensure outsourced research and development aligns with regulatory standards and quality expectations.

By outsourcing research and development to Botanical Innovations Advisory our customers are able to focus on core competencies while leveraging external expertise for tasks such as trials, formulation development, stability testing, and claims validation.

Botanical Innovations Advisory Research and Development services facilitate collaboration by bridging communication between in-house teams and outsourced providers, ensuring that projects stay on track and deliver the intended results.

BUSINESS PLANNING

Effective business planning is foundational for success in the nutraceutical industry, encompassing financial planning, resource allocation, and long-term growth strategies.

At Botanical Innovations Advisory our business planning services guide companies through the development of comprehensive business plans that outline strategic objectives, target markets, operational strategies, and financial projections. By creating a clear business plan we provide our customers with a roadmap that directs decision-making and supports sustained growth. Our services help companies assess risks, including market volatility, regulatory changes, and supply chain disruptions, allowing for proactive planning and mitigation.

We also provide advice about funding sources, such as venture capital or government grants, to support expansion efforts. Our structured approach offered ensures companies can make informed choices and position themselves for long term success.

MARKETING AND SALES PLANNING

Botanical Innovations Advisory marketing and sales services provide insights into consumer behaviour, competitive analysis, pricing strategies, and branding.

Our market planning services enable companies to identify target demographics, such as age groups or individuals with specific health concerns, allowing for more targeted marketing efforts.

Our sales planning involves setting realistic sales targets, identifying distribution channels, and assistance with establishing partnerships with retailers or distributors.

By integrating market intelligence and consumer insights, Botanical Innovations marketing and sales advisory services help nutraceutical companies position their products effectively and achieve revenue goals.



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STRATEGIC PLANNING SERVICES

Botanical Innovations Advisory strategic planning services provide the foundation for aligning business operations with long-term goals, prioritizing initiatives, and aligning resources.

We provide the tools and guidance to develop actionable roadmaps, such as plans for scaling production, expanding product lines, or entering new markets.

Our strategic planning services emphasize the importance of agility, encouraging clients to monitor market trends and adjust strategies in response to changing consumer demands or regulatory landscapes. A well defined strategic plan ensures that all departments, from research and development to marketing, work towards a common vision, supporting cohesive and sustainable growth.

Botanical Innovations Nutraceutical Advisory Services offer critical support across all stages of business, from research and development to market expansion. We provide the expertise and guidance required to navigate regulatory landscapes, identify growth opportunities, and optimize production and sales processes.

Whether your company is entering an emerging market, developing a new product, or upcycling waste streams, Botanical Innovations Nutraceutical Advisory Services provide the guidance needed to succeed in a competitive and rapidly evolving industry. By leveraging our services, our nutraceutical clients can not only meet current market demands but also position themselves as leaders in innovation, sustainability, and consumer trust.



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FAST TRACK FIXED PRICE SERVICES

Introducing Botanical Innovations Advisory FAST TRACK Fixed Price Services.

Our FAST TRACK Fixed Price Services provide a cost-effective preliminary new product development evaluation for Nutraceutical, Pharmaceutical, Function Food & Beverage, and Cosmetic & Beauty applications .

Our services are designed to accelerate decision-making by offering expert Preliminary New Product Evaluation, Technical Literature & Production Review, Market Assessment, and Competitor Scanning. Additionally, our proprietary Botanical Green Extraction, Spray Drying Laboratory Trials, and Technical Literature Review services ensure scientifically validated assessments.

FAST TRACK:

**PRELIMINARY NEW PRODUCT EVALUATION,
TECHNICAL LITERATURE & PRODUCTION REVIEW & MARKET
ASSESSMENT AND COMPETITOR SCAN SERVICE**

**FAST TRACK: BOTANICAL GREEN EXTRACTION
TECHNICAL LABORATORY TRIAL AND LITERATURE REVIEW**

**FAST TRACK: SPRAY DRYING
LABORATORY TRIAL AND TECHNICAL LITERATURE REVIEW**



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ADVANTAGES OF OUR FAST TRACK FIXED PRICE SERVICES

Our FAST TRACK FIXED PRICE SERVICES offer numerous advantages in new product development in nutraceutical, pharmaceutical, functional food and beverage and beauty industries where research and development plays a crucial role. The key advantages of our fixed price service offering

Budget Certainty

Our fixed pricing allow you to allocate the budget and resources to a known decision point at the conclusion of the service.

Transparent Scope & Deliverables

Our fixed-price model defines clear objectives, methodologies, and outcomes from the outset, reducing the risk of scope creep. Our clients can expect precise deliverables without additional costs.

Time Efficiency & Faster Decision-Making

We offer a predetermined cost and timeline allowing the research processes become more streamlined and leading to accelerated product development cycles.

Reduced Financial Risk

Unlike hourly or variable-cost models, our fixed price fast track fixed price services protects clients from escalating expenses due to unforeseen complexities or delays, ensuring financial predictability.

Increased Accountability & Quality Assurance

Our team is committed to delivering results within the agreed budget and timeline, fostering higher accountability and ensuring high quality reports and trials.

Improved Strategic Planning

Our fast track fixed price service allow our customers to align their research and development objectives with clear cost structures, facilitating informed decision-making.

Botanical Innovations Advisory FAST TRACK SERVICES provide cost control, efficiency, and reliability, making them a preferred choice for evidence-based product development.



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Transform Your Ideas into Products

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