

Reproducible AND Different

Company

Confidential through the Natural Health Science Foundation Inc [1]

Problem/opportunity

Many natural health companies have products with substantial sales and strong convictions of their quality and efficacy, but do not yet have strong specific evidence to support them. Conducting clinical trials on such products can be risky.

Solution

A pathway is needed to guide an industry committed to investing in the science supporting their products. The Natural Health Science Foundation worked with its global members to develop such a pathway.

It is critical to establish the **reproducibility** of the product as a first step. This requires careful analysis of the past batches of product and understanding of the “source to product” process. Following review, sustainable solutions are required to ensure that the product can be “essentially the same” from batch to batch.

The second step is building a **differentiated** product. This requires identification of key specifications or “source to product” processes for the product which are difficult, or impossible, to replicate. This includes securing a proprietary position on a component to the product and developing trade secrets, which can be leveraged to secure differentiation.

The advantages of this approach are:

1. **Cost/risk reduced** – it is much less costly and risky than a clinical trial.
2. **Marketing benefits** – the story of the brand can be contributed to, even if the claims cannot be enhanced.
3. **Fast** – companies are able to benefit from this investment in months rather than years.
4. **Secure and flexible chain** – proactive/ “driven” to provide: back up suppliers; minimizing risks of out-of-stock; controlling and monitoring compliance.
5. **Needed anyway** – for future clinical research, Metavate advises that these steps are a pre-requisite.

Our role

Pollard, Chair of the Natural Health Science Foundation, had ultimate responsibility for the delivery of the plan.

Outcomes

- A pathway was built and validated in later 2020.
- In working with an ambitious company (confidential), the process has been followed and implemented
- Reproducible product was established - allowing for the company to be confident in the long-term platform for the brand.
- Cost savings for the product manufacture, whilst improving the product, could be assessed.
- Differentiated product – a proprietary/competitive position could be established for one Active Pharmaceutical Ingredient allowing marketing benefits to be realised.
- Product ready for clinical trials

References

[1] Natural Health Science Foundation Inc. <https://nathealthscience.org>

Tags

Efficacy, Clinical trials, Reproducibility, Differentiation, Cost savings, Marketing, Supply chain, Risk, Source to Benefit