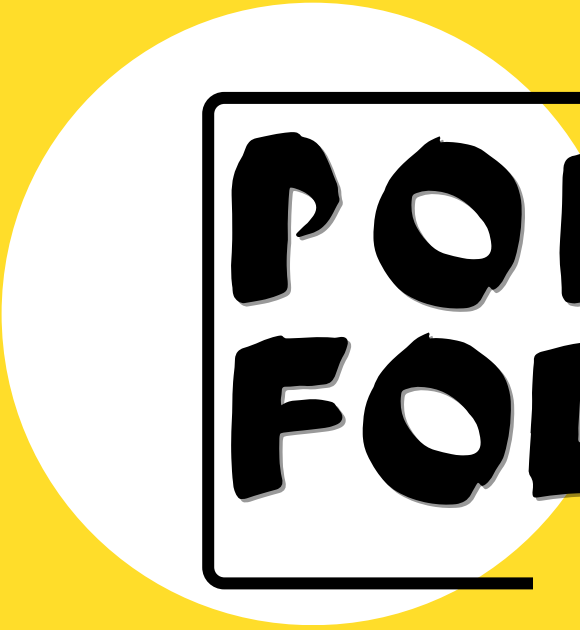


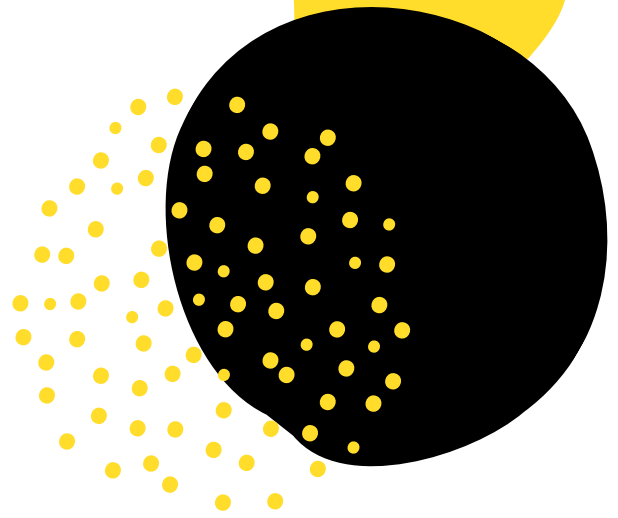
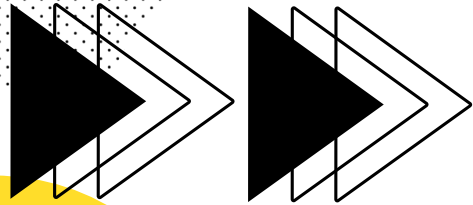


# PORT FOLIO



*yellow bricks*  
RESEARCH HUB

- Clinical Safety and Efficacy
- Consumer Compliance and Satisfaction Reports
- Focus Group Solutions
- Scientifically Validated Claims
- 100% Regulatory Compliance
- Aid for FSSAI Advertisements and Claims
- Back up for ASCI : The Advertising Standards Council Of India
- Marketing Aids - Graphs, Validated %, Reports
- Journal Publication



- Nutraceuticals •
- Nutrition Supplements •
- Herbal Supplements •
- Ayurveda Products •
- Siddha Products •
- Fast-Moving Consumer Goods (FMCG) •
- Cosmetics & Cosmeceuticals •
- Probiotics & Prebiotic Supplements •
- Pain Relief Products •
- Everyday Consumer Products •

## COST EFFECTIVE CLINICAL TRIALS **Small Budget & Big Benefits**

Good research isn't expensive when you have the right resources. We provide end to end services at competitive budgets owing to complete spectrum of in-house capabilities.

## ENHANCED MARKETABILITY

### **Stand apart amongst competitors!**

Clinical Trial data makes for compelling marketability! Add graphs, tables, consumer-ratings to your print & press media kits!

- 97% confirmed oil reduces hair fall.
- 96% reported improved gut health in 6 weeks.
- 93% reduction in gastric trouble.
- 90% better sleep in just 3 days
- 91% instant relief from headache.
- 85% reduction in pain levels

## 100% REGULATORY COMPLIANCE

### **CDSCO, AYUSH, FSSAI, ASCI**

Claim validation that comes with regulatory compliance, aid for regulatory license and submission. Get scientifically authenticated data to be used for advertisements.

## STRATEGIC BRAND POSITIONING

### **Investors, Global Expansion**

Clinical trial reports boost the value of your business proposals! Easier to capture the interest of investors, global buyers with effective presentation of facts and figures

## JOURNAL PUBLICATION

### **More than just another product!**

Elevate brand status with research article publications in reputed peer-reviewed national and international journals! More credible strategies for product maximisation!

## CONSUMER MAGNET

### **Influence the market the scientific way!**

Increase brand value, justify premium pricing, stand out in a sea of supplements!

- Scientifically Validated
- Proven Effectiveness
- Clinically Tested
- Clinically Safe and Effective
- Proven Safe
- Proven Efficacy

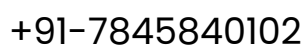
## FOCUS GROUPS & INSIGHTS

### **Know more before new launches**

New Product Launches? New Variants? Pump or dropper? Gummies or Pills?

Conduct focus groups and get scientific insight that gives you a unique advantage to plan marketing strategies. **Data = %, graphs, figures = marketing tools!**

- Niche Dominance
- Regulatory Compliance
- Loyalty Magnet
- Signature Identity
- Unique Selling Point
- Sales Catalyst
- Industry Stand out
- Elite Market Positioning
- Trust Builder
- Competitive Edge
- High Impact Differentiation
- Retention Powerhouse



yellow bricks  
RESEARCH HUB