

COMPANY PROFILE



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History and Mission

Within the consumer health care space, **analyze & realize** is one of the leading consultancy and clinical research providers with a strong focus on natural health products. For over two decades, we have supported our clients with scientific, regulatory and clinical expertise.

With experience, enthusiasm and a robust result-oriented approach, we apply our core competences: the compilation of dossiers for market compliance in Europe and the performance of clinical studies.

Highlights

Clinical Research:

We provide support in the development of highly customized study designs covering a broad range of clinical trial types and indications.

Regulatory Consulting:

a&r provides a unique combination of technical and regulatory expertise in natural health products to support market assessments and the creation of tailor-made innovative solutions.

Strategic Innovation and Consulting:

The Life Science market offers increasing potential for innovative healthcare products tailored to suit certain market needs.

We are passionate about the power of natural health products.

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BVMA member since 2005
Audits passed in 2005, 2007, 2010, 2013, 2016 and 2019



Your innovation experts in natural health products



www.a-r.com

Services

Our expertise encompasses the compilation of dossiers for market compliance in Europe and the performance of clinical studies according to local and international requirements.

We help our clients with the design and implementation of future-oriented innovation strategies in their target markets.

Clinical Research and Development

- Development of sophisticated study concepts
- Full service clinical studies
- Product categories: nutraceuticals, dietary supplements, functional food (FSMP), infant nutrition, substance-based medical devices, medicinal products (herbal drugs), cosmetics
- Own clinical research center as an investigational site, available also for 3rd party CROs as investigational site
- Decentralized study designs

Consulting and Strategic Innovation

- Regulatory consultancy (e.g. for novel food, medical device classification, herbal drugs, market access, EFSA health claims, cosmetics)
- Full product development from ideation to product launch
- Scientific marketing
- Strategic Innovation consultancy
- Licensing and business partner Match-Making
- Smart market access