

## COMPANY PROFILE



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## History and Mission

**analyze & realize** – Your innovation experts in natural health products. The company was founded in 2000 and offers consultancy and clinical research services to the consumer health and natural products sector.

Our services are closely aligned with the current market situation for the respective products. Hence, our professional support is guided by international and national trends that are defined by regulations and consumer needs.

## Highlights

**Clinical Research:** Clients can profit from our experience in more than 300 clinical trials with natural health products and our in-depth expertise in the development of targeted study designs reflecting individual needs.

**Consulting & Strategic Innovation:** Our services range from regulatory consulting to product development for food and supplements (incl. novel food and health claim strategies) and as well for herbal drugs and substance-based medical devices.

**MatchMaking:** Our unique expertise and more than 20 years of international networking in the natural products industry allow us to identify relevant in- and out-licensing opportunities and assist in the selection of the optimal partners to grow our clients business.

We are  
passionate  
about the  
power of  
natural  
health  
products.



## analyze & realize GmbH

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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.analyze-realize.com](http://www.analyze-realize.com)

## Services

Having been awarded “Service Provider of the Year” in 2017 by a leading industry body our services have enjoyed an outstanding reputation for more than two decades.

We have strong expertise in the development of sophisticated study concepts that address the specific needs of natural products.

### Clinical Research and Development

- Development of sophisticated study concepts and designs
- One-stop-shop for clinical studies
- Product categories: nutraceuticals, dietary supplements, functional food (FSMP), infant nutrition, substance-based medical devices, medicinal products (herbal drugs)
- Fully owned clinical research center, available also for 3rd party CROs as investigational site

### Consulting and Strategic Innovation

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