

## COMPANY PROFILE



### Cédric Lingfeld

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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.

## analyze & realize GmbH

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BVMA member since 2005  
Audits passed in 2005, 2007, 2010, 2013, 2016, 2019, 2022 and 2026



[www.a-r.com](http://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