



# Nutraceuticals & Consumer Products Studies

Elevate your products with our expert-guided clinical trials.



## Capabilities



Safety, efficacy, and market differentiation – we've got you covered. From optimal study designs to seamless execution, trust us to navigate the dynamic Nutraceuticals & Consumer Products market. We specialize in conducting studies related to safety and efficacy, substantiating advertisement claims, and facilitating product registration across a diverse array of products.



**Over The Counter  
(OTC) Products**



**Hair Re-growth  
Products**



**Skin & Personal  
Hygiene products**



**De-Addiction  
Products**



**Multivitamins &  
Nutritional supplements**



**Fortified  
Food Products**

Edible Oil, Flours, Fruit Extracts,  
Milk products, Rice extracts

# Experience



Category	Nutraceuticals	Oral Care	Skin & Hygiene
Study Types	Different types of Rice preparations, Tofu, Flatbread, Wheat Flour, Edible oil	Mouth wash, Toothbrush, Tooth-paste	Sanitizer, Skin Cream, Soap, Liquid Soap
Endpoints	Insulin, Sugar, C-peptide	Anti-bacterial, Anti-malodour, Anti-oxidant efficacy	Skin whitening, Anti-bacterial efficacy



## Executed Methods:

### Antibacterial

- Salivary sediment viability method
- Zone of Inhibition
- Time-kill assay

### Anti-microbial

- Check efficacy against the inhibition of established biofilm

### Anti-malodour

- Soft tissue model - Volatile Sulphur Compounds (VSCs) measurement
- Thiol production (BDCOH) assay

### Skin hydration / Skin barrier

- Corneometer
- TEWL meter

# Lambda's Approach



## Unique Challenges, Tailored Solutions:

Navigating the Unique Challenges of Nutraceutical & Consumer Product Clinical Studies demands tailored solutions. At Lambda, we understand the complexities, providing precise trial designs that address the multifaceted nature of nutraceuticals & consumer products.

### **Strategic Endpoint Selection**

Selecting endpoints and biomarkers for these studies is a nuanced process. Lambda's approach involves a meticulous analysis to ensure relevance and reliability, overcoming the challenge of multiple potential benefits.

### **Pilot Studies for Informed Trials**

To gain insights into desired outcomes, Lambda advocates strategic pilot studies, reducing costs and time investment. This approach enhances the precision of clinical trials, setting the stage for success.

### **Addressing Lifestyle Influence**

Lambda recognizes the significant impact of lifestyle choices on nutraceutical outcomes. Our trial designs account for this influence, ensuring robust data collection and overcoming challenges in recruitment.

### **Patient Retention Excellence**

Lambda's experience ensures effective trial management, mitigating challenges like higher dropout rates. By streamlining demands on participants and utilizing proven strategies, we enhance patient retention for successful nutraceutical studies.

# Discover the Lambda Advantage – Where Expertise Meets Excellence



Embark on a journey of innovation and success with Lambda. Our precision in trial designs, stringent quality control, excellence in patient retention and robust data collection, ensure your nutraceutical & consumer product studies transcend challenges.

Connect with our experts at ✉ [BD@lambda-cro.com](mailto:BD@lambda-cro.com) to leverage the extensive end-to-end capabilities of Lambda & Novum.

**Lambda Therapeutic Research**

[www.lambda-cro.com](http://www.lambda-cro.com)

**Novum Pharmaceutical Research Services**

[www.novumprs.com](http://www.novumprs.com)