

# A roadmap for regenerative healthcare in personal care



## Expertise and domain knowledge

- Consumer
- FMCG
- Technology strategy
- Market research
- Business strategy
- Future road mapping
- Scientific innovation
- Horizon scanning



### **Our client asked:**

How can we take advantage of the opportunities presented by regenerative health for differentiated offerings in personal care?

### **The project story:**

Our client, a leading FMCG multinational, wanted to develop a pipeline of personal care products using technologies from the emerging and complex area of regenerative health. Their target end-users were both consumers (at home) and professionals (in the office).

The Sagentia Innovation team identified areas of opportunity by addressing the following questions:

- **What are the needs and pain points in oral and skin care for consumers and relevant professionals?**
  - These were identified through secondary research as well as interviews with relevant practitioners (including dentists, dermatologists and aestheticians)
  - Of these pain points, we built early hypotheses on where regenerative health – with current and near-term technologies – can play a significant role in addressing unmet needs
- **Where is the white space?**
  - Review of market and competitor activity, examining typical and differentiated products, including claims and positioning.
- **What are the regulatory watch-outs?**
  - In collaboration with our regulatory colleagues, we created guidelines on the regulatory pathways related to claims for regenerative health technologies.

### **Results: deliverables and outcomes**

Sagentia Innovation supplied a roadmap of opportunities and suggested value propositions for our client. We also made recommendations on the timeframe of implementation, potential technologies to incorporate, and associated partners that may support that journey.

### **Contact us**

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