SFI HEALTH™ SOLUTIONS

You're one step closer to the solution.

From new product innovation to the collaborative improvement of your existing portfolio, SFI Health Solutions is a global specialist in pharmaceutical and nutraceutical CDMO.

Looking for a CDMO to bring your ideas to life?

- Expertise with natural ingredients
- Applies ‘quality by design’ to all stages and processes to achieve unquestionable standards
- Possesses the adaptability to deliver on a challenging time frame
- Designs, develops and delivers solutions that consider the regulatory and compliance implications right from commencement, and can also provide support with navigating the submission process
- Can focus exclusively on nominated project areas in accordance with customer need, time and cost parameters, or can broaden the scope to achieve economies of scale via a more end-to-end integrated solution... or anywhere in-between
- Has a track record of enabling commercial success for clients

Welcome to SFI Health Solutions

Your partner in designing,developing and delivering natural healthcare pharmaceuticals and nutraceuticals for microbiome, cognitive health and wellbeing outcomes.

We know what it takes to produce first-rate products. As part of SFI Health, we draw on our experience with our own market-leading brands – across more than 50 countries – to help our clients design and develop exceptional products and facilitate their delivery around the world.

At SFI Health Solutions, we apply our specialist capabilities across the natural healthcare industry to offer a full range of services across product development, clinical research, bulk manufacturing, packaging, analytics, supply and worldwide distribution.

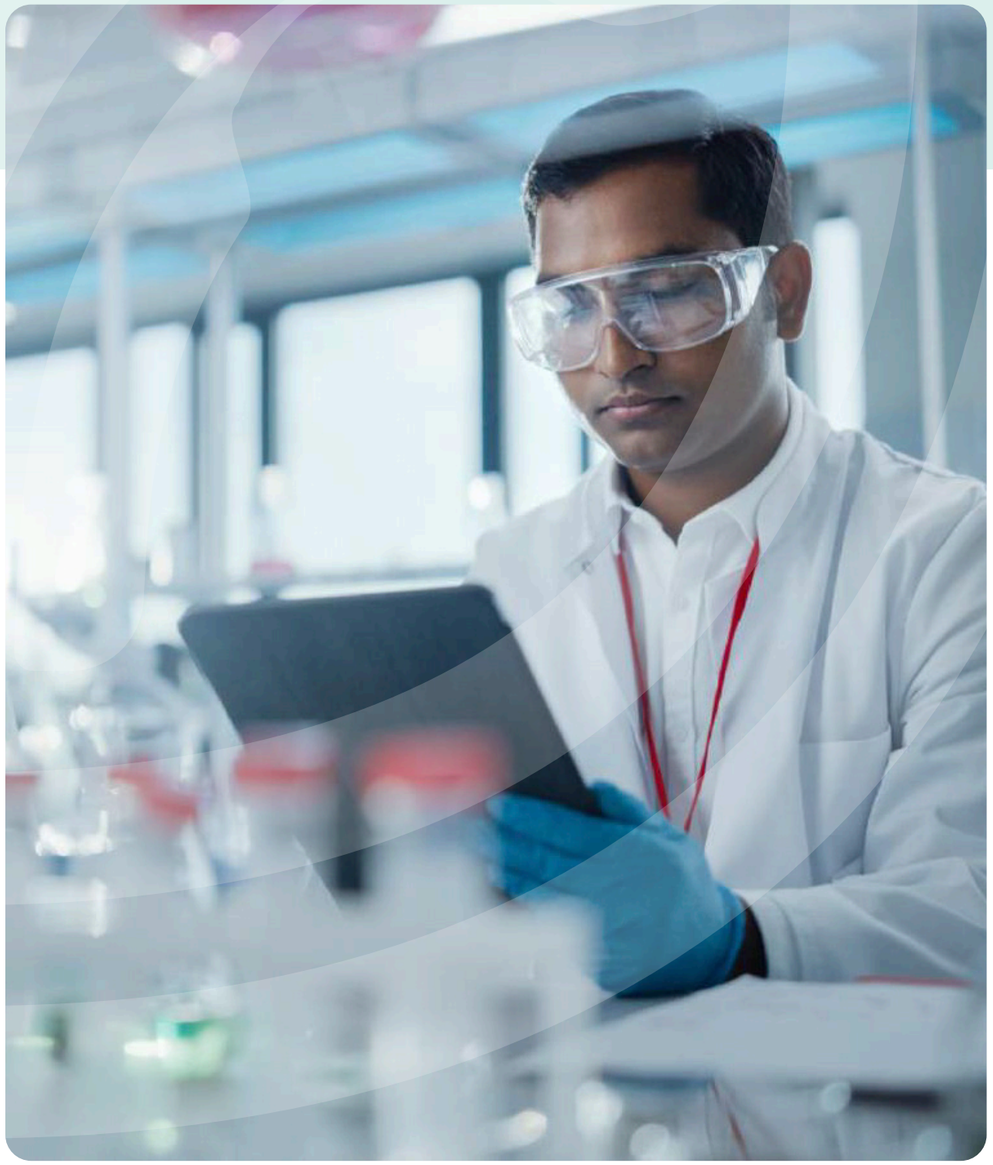
With world-class production facilities in the USA, UK and Switzerland, we can help you access the capital and resources you need to realise your opportunities and address your challenges – wherever in the world your markets are, and wherever in the world you want your products to be.

Whatever your pharmaceutical or nutraceutical product challenge is, no matter its scale and regardless of your timeframe, you can call on us to either formulate a focused and tactical solution, provide a formulation for private label, design you an all-encompassing, end-to-end strategy, or anything in between. We can provide you with as much or as little support as your organisation requires.

Reach out using the contact details on the back cover of this brochure and one of our dedicated business development managers will be in touch to discuss your requirements and explore how SFI Health Solutions could partner with you.

1.0

A new breed of CDMO



From the outset, **SFI Health Solutions** was designed and structured to be an agile, high quality, time-effective alternative to the large CDMO service model.

We have proven Big Pharma capabilities with the flexibility of a mid-size company, characterised by superior project management, entrepreneurial levels of adaptability and responsiveness, accelerated speed-to-market and an absolute commitment to environmental sustainability.

Innovation Excellence

We have an extensive track record in applying innovation, creativity and lateral thinking to resolving large-scale design and industry-wide manufacturing challenges for clients that have not been able to find solutions elsewhere.

Entrepreneurial Speed

Due to the combination of our organisational size, our wealth of knowledge, our innovative methodologies and our fast-tracked project management processes, we can accelerate development timelines to facilitate fast market penetration of new and revised products for our clients. From product formulation transfer right up to the supply of finished goods, we have the agility to complete a client's solution in as little as 8 weeks.

Natural Ingredient Expertise

Our focus is on natural health supplements and over-the-counter product formulations that contain herbs, botanicals and live cultures.

Environmental Sutainability

Sustainability is becoming an increasingly central part of how we operate – and what we can offer our clients. Integrity, quality and respect have always been at the core of our business, and increasingly, organisations are becoming more and more aware that they function within an ecosystem that they have a responsibility to sustain, support and develop.

2.0

Design, Develop & Deliver your product.

Creating and fostering new and better ways to operate characterises everything we do. The conventional methodologies that defined traditional CDMOs had long been the source of client frustration, so it was logical for us to apply our expertise and creativity to develop our own service model: a more flexible, holistic approach to addressing CDMO challenges built upon three sequential, interconnected service pillars: **Design. Develop. Deliver.**

Design

This first phase focuses on concept creation and idea scoping. In response to an approved project brief, top-level product solutions are originated, examined, evaluated and evolved to determine their feasibility, achievability and potential in both commercial and regulatory contexts. Our ‘quality by design’ philosophy helps to ensure standards for both performance and time efficiency are always guiding considerations.

Develop

During this stage, theoretical solutions are transformed into three-dimensional realities that can literally be held in the hand – tangible products with defined technical specifications, tested and ready to be transferred to manufacturing and packaging.

Deliver

Commercial-scale production and packaging is the third pillar of our service offering, complemented by distribution support. In this stage, the fully defined, tested, approved, certified and packaged product is made to commercial quantities at the most suitable of our international manufacturing facilities, ready for distribution to our clients’ new and existing markets.

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2.1

We design

Challenges are best solved, and opportunities are best realised, when their solutions are born from a deep and profound understanding.

Our experts will liaise with you to understand your challenges and opportunities in context, and work collaboratively with you and your team to develop and evolve your early phase concepts into fully-formed approaches designed to have the greatest chance of delivering on their potential.

Pharmaceutical Products

Development of new product dosage forms

- API and excipient selection and characterisation with (eventual) patent assessment
- Feasibility and formulation trials
- Analytical method development and validation
- Preliminary stability study
- ICH stability studies
- Products that meet vegan, and lactose free requirements available on request

Reformulation of an existing product

- Update a product to increase competitiveness or to be in compliance with new regulations by:
  - Using flavours to deliver an expected or desired taste
  - Add a new ingredient to an existing formulation
  - Increase one ingredient dosage in existing formulation
  - Change excipient
  - Change dosage form

Pre-clinical studies

- Evaluation of acute and chronic toxicity of both API and finished products
- Pharmacology and pharmacodynamics study
- Evaluation of pharmacokinetic profile

Clinical Trials

- Consultancy on clinical development plan
- Follow-up support on execution of clinical trials under Good Clinical Practice (GCP) if required
- Planning of tolerability studies under GCP
- Support / consultancy competencies for preparation of modules:
  - NTA 2B, CTD Module 5 Clinical Studies Reports
  - NTA 2B CTD Module 2.5 Clinical Overviews
  - NTA 2B CTD Module 2.7 Clinical Summaries
  - CTD Module 3 Quality

Regulatory affairs support

- Support in regulatory strategy definition
- Assess existing research on your product to provide guidance on the suitability of claims and help you assemble a strong submission strategy that increases likelihood that both submission and registration will be successful
- Support in worldwide registration

Pharmacovigilance support

- Support in pharmacovigilance strategy definition, in alignment with the relevant product classification

Nutraceutical / Supplement Products

Development of the new products dosage forms

- Natural or synthetically-produced (e.g. vitamins) active ingredients and excipients – Selected according to a clients' needs and characterisation for eventual patent assessment, including:
  - Organic
  - GMO-free
  - Vegan
- Feasibility and formulation trials
- Manufacturing method transfer
- Analytical method development, validation and analytical transfer
- Preliminary stability study
- Stability studies
- Products that meet vegan, and lactose free requirements available on request

Reformulation of existing product

- To achieve compliance with a new regulation, to respond to market trends, or to demonstrate brand innovation

Pre-clinical assay

- Evaluation of efficacy and the mode of action

Clinical Trials

- Includes the design of smaller, follow-up trials via a university or other tertiary organisation

Regulatory affairs support

- Support provided in accordance with country specific supplements regulations

Post-marketing surveillance

- Product safety surveillance strategy definition

Our 'quality by design' approach is maintained at every stage, reducing the total number of interactions required to finalise and commercialise a product, which ultimately leads to a faster, more cost conscious return on investment.

For case studies, please go to page 16.

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2.2

We develop

Quality is critical to every stage of pharmaceutical and nutraceutical product development, ensuring promising ideas do not become expensive mistakes.

During our Develop stage, we utilise a rapid and iterative development process to produce a verifiable proof-of-concept of the highest quality standards that's tested and ready for commercial scale-up. We also undertake comprehensive evaluation of multiple design alternatives to narrow down the set of potential solutions.

Process

1

Work with our R&D teams globally to assess the best R&D and production facility to develop and produce a product (each of our facilities has different capabilities and certifications, and variables include the regionality of the customer and the certification being requested).

2

Validation of first commercial batch and cost confirmations for sustainable/consistent run.

3

Through the development of the pilot/first commercial batch, we also create confirmed quality specifications and parameters. Replication of process is key to efficient manufacturing and the controlling of costs. Establishing and following the tight quality specs drives a quality product for our customers and improves time to market.

4

Primary and secondary packaging with regulatory sign-off.

Technological and Manufacturing Capabilities

Our clients can select and apply the specialist tech and production capabilities they want, tailored to suit their unique project requirements:

- Product development formulation
- Strategic sourcing with global reach
- Small-batch R&D trials
- Product concepts for approval and modification
- Development and transfer of chemical and microbiology analysis
- Setting of QA standards, QC standards and testing parameters
- Shelf stability evaluation with final-spec product
- Primary and secondary packaging
- Regulatory review and sign-off

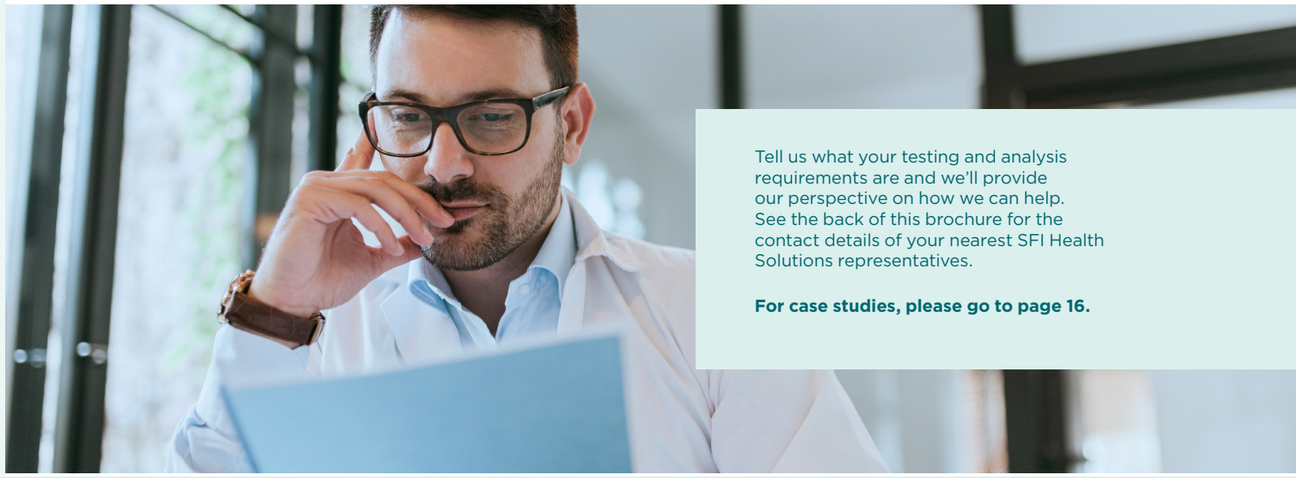
- Our first-hand experience with the registration of products in individual markets around the world means we can help clients through each step of the dossier development and registration journey to ensure they achieve compliance to health authority requirements, gain suitable market access and are supported in their product's strategic launch plan

Chemistry and Microbiology Testing & Analysis

- State-of-the-art laboratories equipped with the latest instrumentation to meet any physical, chemical and microbiological analysis needs
- Skilled quality control and quality assurance teams with significant experience in phytopharmaceutical chemistry and microbiology
- Routine and specialised analytical methods for physical, chemical and microbiological testing
- Extensive expertise in herbals and extracts with flexible capacity
- Significant experience in phytopharmaceuticals and multivitamin/multimineral products
- Guaranteed data integrity management through specialised data management software (LIMS)

- **Methods:**
  - In accordance with European Pharmacopoeia
  - Harmonised/combined methods

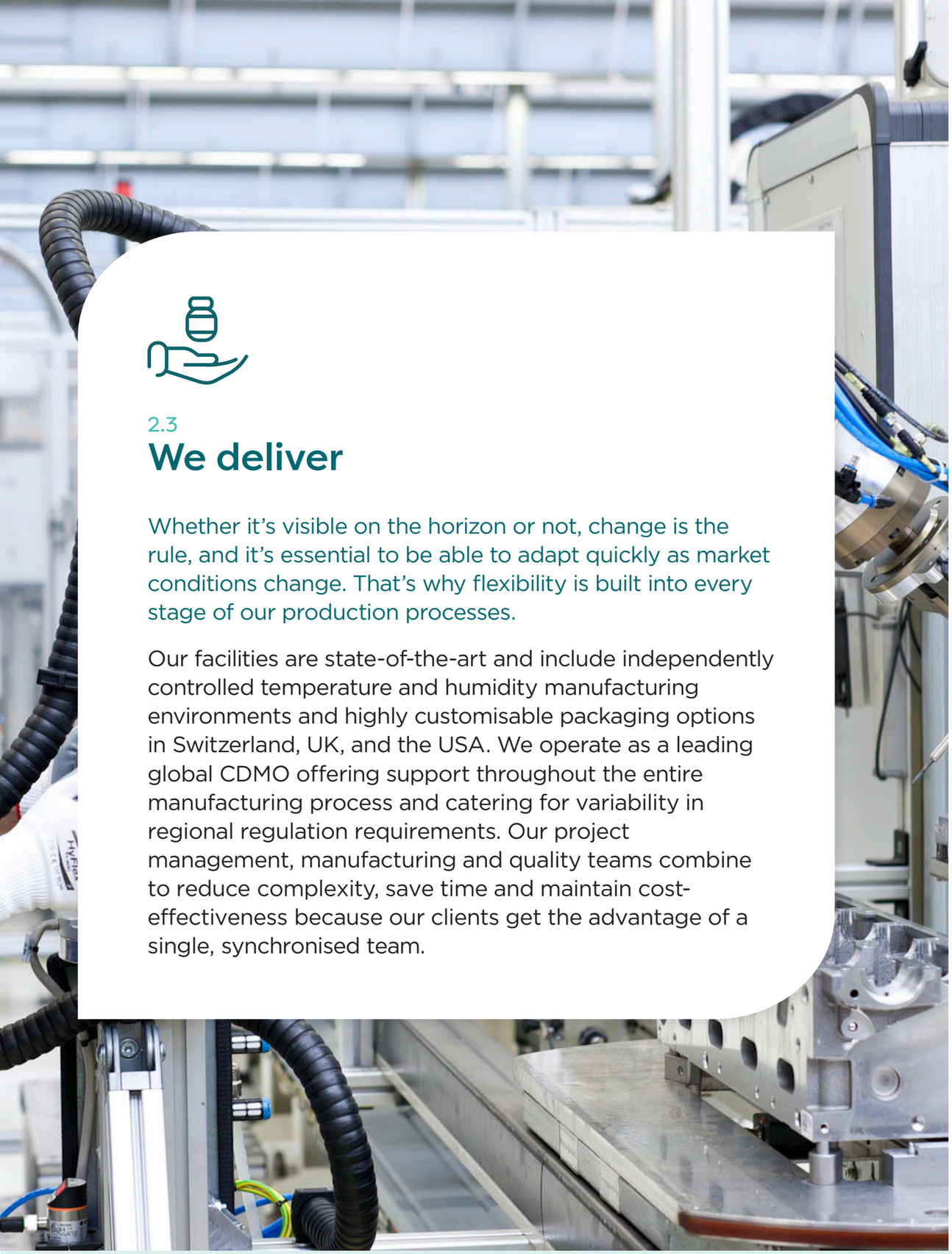
- **Tests:**
  - Total aerobic microbial count
  - Total combined yeasts/moulds count
  - Tests for specified microorganisms
  - Microorganisms identifications
  - Suitability/validation of methods
  - Efficacy of antimicrobial preservation
  - Rapid microbiological analysis
  - LAL-Test
  - Water analysis
  - Microbiological monitoring
  - Other testing also available on request



Tell us what your testing and analysis requirements are and we'll provide our perspective on how we can help. See the back of this brochure for the contact details of your nearest SFI Health Solutions representatives.

For case studies, please go to page 16.

SFI HEALTH SOLUTIONS



2.3

We deliver

Whether it's visible on the horizon or not, change is the rule, and it's essential to be able to adapt quickly as market conditions change. That's why flexibility is built into every stage of our production processes.

Our facilities are state-of-the-art and include independently controlled temperature and humidity manufacturing environments and highly customisable packaging options in Switzerland, UK, and the USA. We operate as a leading global CDMO offering support throughout the entire manufacturing process and catering for variability in regional regulation requirements. Our project management, manufacturing and quality teams combine to reduce complexity, save time and maintain cost-effectiveness because our clients get the advantage of a single, synchronised team.

Process

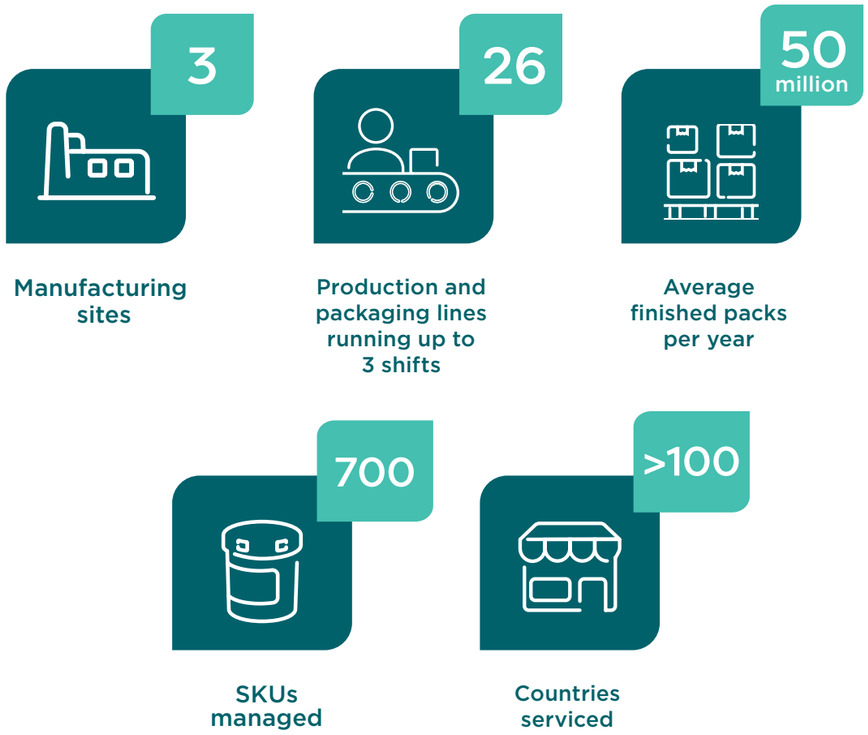
1. **Production methods defined and quality SOPs completed to client satisfaction**
2. **Industrial/commercial runs commence**
3. **Flexible schedules and order quantities above minimums with lead time as short as eight weeks as soon as purchase order is submitted**
4. **Automated order confirmation for microbiology analysis**
5. **Seamless technology transfer is enabled for client's global expansion**
6. **Systematic joint account planning and follow-up enabled to ensure client's ongoing growth and success.**

Features

- **Agile product development process allows for short lead times**
  - Generate a pilot-run quickly and flexibly to address unexpected supply disruptions or prioritised development for new-to-market innovations
- **Scaled capabilities**
  - Our clients can select and apply the specialist technological and manufacturing capabilities they need, tailored to suit their unique project requirements:
  - Product development formulating
  - Strategic sourcing with global reach
  - Small-batch R&D trials
  - Product concepts for approval and modification
  - Regulatory review and sign off
  - Development and transfer of chemical and microbiology analysis
  - QA and QC standards set, testing parameters set
  - Shelf stability evaluation with final-spec product
  - Primary and secondary packaging with regulatory sign-off
- **Pressure tested**
  - We review multiple design alternatives to ensure the final solution arrived at is shown to be the most effective according to the most relevant metrics
- **Private label opportunities**
  - We have a pipeline of finished food supplements in 5 therapeutic areas which create the possibility for our clients to widen or refresh their own product portfolios and launch these products under their own brand. Those therapeutic areas are Immunity, Cognitive, Cardiovascular, Energy and Digestion

Capabilities and Capacities at plant

The chart opposite showcases the different kinds of manufacturing, analysis, sustainability initiatives, certifications, distribution and private label options we have available via our different manufacturing plants. The entire network makes all options available to our clients, depending on where they and their markets are located.



Distribution Assistance and Support

Our clients can benefit from our regional facilities and local distributor connections, and our team can assist with the preparation of documentation to be able to do business in more than 100 countries around the world.

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For case studies, please go to page 16.

	Deliverable	Switzerland	UK	Americas	Indonesia
Production	Encapsulation	X	X	X	X
	Tableting	X	X	X	X
	Tablet coating	X		X	X
	Tablet effervescent				X
	Dry blending	X	X		
	Screening/Delumping			X	
	Liquids	X	X		X
	Milling			X	X
	Mixing	X	X		
	Powder blending	X	X	X	X
	Wet granules	X			X
	Roller compaction			X	
	Semisolid				X
	Extraction				X
Packaging	Blister	X		X	X
	Aluminium foil (strip)				X
	Pills into glass & HDPE bottles	X	X	X	X
	Pills in to PET	X	X	X	
	Powder into glass, PET & HDPE bottles			X	
	Liquids into bottles	X	X		X
	Powder filling		X		X
	Bottle labels	X	X	X	X
	Custom sticks	X			
	Powder/granules in sticks	X			
	Powder/granules in sachets				X
	Product serialisation via label & product coding	X			
	Aluminium tube				X
Certfications	GMP - certificate for pharma products released from Swissmedic	X			
	HACCP for food supplements/dietary supplements (Laboratorio Cantonale normative sulle derrate alimentari)	X			
	ANVISA inspected & approved	X			
	TGA inspected & approved	X			
	Agroscope	X			
	FDA Registered	X	X		
	NSF	X			
	SFDA	X			
	HACCP for food supplements/dietary supplements including also of animal origin-POAO (Trading Standard)		X		
	cGMP Manufacturing			X	X
	TGA inspected & approved	X	X		
	ANVISA inspected & approved	X			
	MHRA inspected & approved		X		
	EU organic regulation		X		
	Made in the USA			X	
	Produced under a strict quality management system, in compliance with Good Manufacturing Practices (GMPs) and third-party quality certifications.			X	
	Manufactures to TGA GMP standards for tablets and hard Capsules health supplements (listed medicines)				X
	International Probiotics Association			X	
	United Natural Products Alliance			X	
	Halal Assurance System certified				X
	ISO 9001:2015 - Quality Management System certified				X
	ISO 14001:2015 - Environmental Management System certified				X
	ISO 45001:2018 - Occupational Health & Safety Management System certified				X

SFI HEALTH SOLUTIONS

3.0

Case Studies

Case study 01

Supply Disruption

Are production issues causing supply risk?

Industry: Wellbeing
Size: $250M+
Client description: Global pharmaceutical and nutraceutical company based in Australia
Stakeholders engaged: Head of Procurement, Head of R&D

The Challenge

A global pharmaceutical and nutraceutical company sought to expand market share of a tableted formula. But this strategy was hampered by supply disruptions to its flagship product: a hard-to-formulate tablet that includes enzymes. The client's CMO had failed to deliver a solution, creating supply risk. It urgently needed an experienced CDMO that could expedite product and manufacturing improvements while meeting high quality specifications. Lack of a solution risked causing financial and reputational damage to the company, while preventing it from achieving its market expansion goals.

SFI Health Solution

Having successfully collaborated with SFI Health in Europe, the client turned to SFI Health once again. In the US, SFI Health's product development team accepted the challenge and not only developed a tablet version that was more reliable, but also provided a pilot batch in capsule form. The format change enabled the client to add the enzymes they struggled to incorporate as a tablet and ultimately resolve its supply risk problem with an innovative solution.

The outcome

SFI Health helped the client fix its supply disruption within six weeks, and migrate 100% of its volume to the capsule version within five months from development. This outcome was enabled by SFI Health's end-to-end capability which combines economies of scale, strategic sourcing and flexible scheduling to quickly resolve complex production problems on a global scale.

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Case study 02

Labeling

Last-minute printing of 80,000 labels saves U.S. product launch

Industry: Wellbeing
Size: $750M+
Client description: Leading multinational pharmaceutical company based in Mexico
Stakeholders engaged: Head of Procurement, Head of R&D

The Challenge

A leading nutraceutical company needed labels designed and printed for its upcoming product launch. Due to supply chain issues, its current label supplier was unable to meet the tight deadline and refused to assist. The client found itself in a tight spot. Not only did it need labels fast, but it needed these labels to undergo claims review and US regulatory approval. Given this was a new product launch, missing its retail window was not an option. That's when the client turned to SFI Health.

SFI Health Solution

SFI Health stepped in at the last minute to deliver the labels on time. With strong partnerships across the nutraceutical supply chain, SFI got its preferred label vendor to agreed to the strict deadline, while its in-house regulatory team reviewed the labels and proposed improvements for on-label claims. Once the labels were approved for US distribution, SFI Health then organised the art files and sent them off for printing.

The outcome

Without advance notice, SFI Health designed and printed 80,000+ labels in less than seven days. This fast turnaround enabled the client to meet its shipping deadline and successfully launch its product in the US market. In this case, SFI Health's in-house regulatory capability combined with its strong partnership with the printing vendor helped the client meet the tight turnaround time.

Case study 03

Market entry

Do you have the regulatory expertise to enter a new market?

Industry: Wellbeing
Size: $750M+
Client description: Leading multinational pharmaceutical company based in Mexico
Stakeholders engaged: Head of Procurement, Head of R&D

The Challenge

When a multinational nutraceutical wanted to launch a practitioner's product into the consumer market, it sought guidance in two areas. First, it needed to maximize potency of the product to distinguish it from competing products. Next, it needed to learn how to position the new formula in an unfamiliar market. Because the client was forced to deal with different regulatory requirements for label claims and marketing positioning statements, it needed the services of an experienced CDMO to help prepare the product for market entry.

SFI Health Solution

SFI Health's cross functional team rose to the occasion by delivering results in both areas. From a formulary standpoint, SFI Health's medical research team dug through academic journals and case studies to help the client achieve the desired potency. Around the same time, SFI Health provided regulatory guidance to the client's marketing team. This took the form of a workshop which provided detailed training on core ingredients and regulatory substantiation. This ultimately allowed the client to develop an effective marketing and pricing strategy, and launch a successful product.

The outcome

SFI Health helped the client formulate and launch the highest potency product in the category. This, in turn, opened discussions with new retailers, helping to expand market share. A key driver of this outcome was the educational workshop, a bespoke solution which gave the client the necessary information to launch its product in a new market.

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Case study 04

Product Adjustment

Changing from a capsule to a tablet in just six weeks

Industry: Wellbeing
Size: $250M+
Client description: Global manufacturer based in the U.S.
Stakeholders engaged: Head of Procurement, Head of R&D

The Challenge

A global nutraceutical company was searching for a CDMO to increase the dosage and potency of its product which was being sold across Europe and North America. The capsule needed to change from 450mg to 750mg without growing in physical size or serving size. Retailers demanding the change provided a short timeline to complete the task. When the client's current manufacturer said it was unable to accommodate the request, the client turned to SFI Health.

SFI Health Solution

SFI Health solved the challenge offering "the most creative and out-of-the-box solution," according to the client. The SFI Health team pushed boundaries to find a way to tablet the ingredients, effectively keeping the serving and supplement size the same. Up to that point, no other manufacturer had considered that approach. In this case, it was SFI Health's innovative process and product development expertise that enabled the client to produce a more potent and higher quality product within the desired timeframe.

The outcome

By looking at the problem through a different lens, SFI Health helped the client improve the product and satisfy retailer demands within six weeks of engagement. As a result, the client was able to meet the tight deadline and retain shelf space with a more potent product. The client expects the product to double in sales in 2021.

Case study 05

Supply Disruption

Need to increase capsule capacity with the same capsule?

Industry: Wellbeing
Size: $250M+
Stakeholders engaged: Head of Procurement, Head of R&D

The Challenge

A major multinational's existing product wasn't under attack for its efficacy. Its effectiveness had been well established, and it had been confidently recommended by HCPs and gratefully accepted by patients. Unfortunately, that same efficacy – and everything else about the product – was being undermined not by outside forces, but from within the product itself. Specifically, a proportion of the capsules were cracking and leaking their 450mg dosages, an issue described in customer complaints as "dusting" and "exploding capsules." Unsurprisingly, this was degrading both the actual and perceived quality of the product, creating doubt, eroding trust and destroying brand loyalty. The existing provider suggested migrating to a larger capsule, but this was something the client wanted to avoid due to the complications and financial ramifications associated with changing production and packaging. So SFI Health was enlisted to find a new solution that would halt the damage, reverse the self-implosion and salvage the brand's good reputation before it became irretrievable – and ideally without changing the way the dosages were delivered.

SFI Health Solution

Drawing on our global resources and network of experts, we conducted a thorough review of every aspect of the product's production chain. This revealed that the capsules were failing because they were essentially being over-filled, not by dosages too large but by dosages not sufficiently compacted. Our answer involved substituting the failing formulation method for a different slugging/milling technique available at one of our own production facilities. It would densify the physical ingredients more effectively without changing the amount of physical material in each capsule or affecting label claims.

The outcome

The new manufacturing method densified the contents of the capsules to quality levels that matched both the users' and prescribers' high expectations, as well as the existing label claims. The "dusting" and "exploding capsules" complaints ceased. The expense and complexity of transitioning to a larger capsule was avoided. And the entire bounceback was achieved just three weeks after our initial incident discussion.

Based on the positive response they've received since the product re-entered the market, the client has doubled their sales expectations for 2021.

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Case study 06

Innovation

Need to reformulate to keep up with new regulations and market needs?

Industry: Wellbeing
Size: $20M+
Stakeholders engaged: Head of Procurement, Head of R&D

The Challenge

The market-leading position of a client's product range was suddenly at stake due to changes in the Claims Regulation set by the European Food Safety Authority (EFSA). The new requirements would severely restrict the number of health and nutrition benefits that could be claimed for products based on their ingredients and indication. This could have a huge impact on the market positioning of products, negatively affecting sales and consumers' perception.

SFI Health Solution

We began with a thorough examination of available retail data to ensure the right solution would synchronise with the product's broader marketing challenges and opportunities. We then conducted a careful evaluation of alternative active ingredients that would allow us to cost-effectively deliver a suitably reformulated product with benefit claims that were in line with EFSA regulation, and which continued to be the same benefits loyal customers were familiar with.

The outcome

Our data-driven, market-informed reformulation solution, complemented with our end-to-end stewardship through the EFSA re-registration process, ensured our client's product achieved full EFSA compliance, without the expense of having to change the manufacturing process. Reflecting our big-picture perspective, our solution also helped the client avoid sales disruptions across 20+ national markets, while the new formulation made it possible for the range to enter new markets, which grew the overall scale of their sales by an unprecedented 12%.

Case study 07

Reformulation

Turning potential revenue loss into financial gain

Industry: Healthcare
Size: $3 Million
Client description: Swiss pharmaceutical company specialising in women's health
Stakeholders engaged: CEO

The Challenge

A growing pharmaceutical company specialising in pregnancy-related products sought to maintain strong sales of its iron therapeutic, an established reference in Switzerland. The product's iron content, however, no longer complied with Swiss regulations, triggering a deficiency letter from federal authorities. The client urgently needed a new formula to comply with regulations. Without it, the company risked losing reference for the product and thus an estimated 10% of annual revenue.

Having successfully completed similar projects with SFI Health in the past, the client once again turned to SFI Health for help reformulating the product within the given timeframe.

SFI Health Solution

After analysing the new regulations, SFI Health's product development team reformulated the product to solve the problem. The formula upgrade not only corrected the iron issue, it also included adding state-of-the-art excipients. In addition, SFI Health helped the client develop a strategic regulatory plan for re-registering the product as an OTC in the Swiss market. After the client approved this new go-to-market strategy, SFI Health's cross departmental team—including R&D, drug regulatory affairs and project management—worked alongside the client to implement the plan, concluding with the successful submission of the dossier to the health authorities.

The outcome

SFI Health's end-to-end capability helped the client maintain the product's OTC status in the Swiss market. The new formula not only prevented the loss of revenue, it helped the client grow sales by 5% and improve its reputation and credibility in Switzerland.

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Case study 08

Supply & Distribution

Is your CDMO causing a supply disruption?

Industry: Healthcare
Size: $3.3 billion
Client description: Leading Swiss pharmaceutical company
Stakeholders engaged: Head of R&D, Product Transfer Officer

The Challenge

From watches to scarves to medicine, the label of “Swiss made” is synonymous with quality. So when this Swiss pharmaceutical company learned its CDMO was moving production to Eastern Europe, it needed to find a new GMP approved manufacturer in Switzerland—and fast. Failure to find a local option, and its associated “Swiss made” stamp would hurt the company so the client urgently had to find a local manufacturer to avoid supply disruption and maintain these important product distinctions.

SFI Health Solution

As an SFI Health customer for many years, the client relied on SFI Health to resolve the issue in a timely manner. Indeed, SFI Health managed a fast manufacturing transfer to its facility in Switzerland, thus helping the client maintain the “Swiss made” status for all three products. In addition, SFI Health performed stability studies and discovered how to increase the shelf life of each product using new formulas. Plus, because SFI Health’s facility in Switzerland is approved by the Saudi Food and Drug Authority, the client could fulfil its goal of expanding distribution to the Middle East.

The outcome

SFI Health helped the client reformulate the products and move production to its Swiss facility in just six months. As a result, the client can continue to reap the benefits of promoting its products as “Swiss made.” Moreover, the solution allowed the client to avoid supply disruption, prevent loss of sales, and distribute the products in the Middle East—a move expected to increase product sales by 10%.

Case study 09

Streamlined Analysis

Accelerate launches by bringing analysis and production under one roof

Industry: General Health and Wellbeing
Size: $25 million
Client description: Swiss pharmaceutical company
Stakeholders engaged: Head of Quality

The Challenge

This leading Swiss pharmaceutical company wanted to introduce two new herbal products into the Swiss market, but its analytical lab was unable to deliver. The lab simply didn’t have the expertise to perform the microbiological analysis of the raw ingredients. The drugmaker considered using additional labs to perform the analysis, but that would introduce complexity and costly delays to the project. With retail contracts, product sales, and the company’s reputation on the line, it urgently sought an experienced lab that could deliver fast results and help ensure timely release of the products.

SFI Health Solution

Specialising in herbals and extracts, SFI Health took over the microbiological analysis of the raw ingredients and finished products from its lab in Switzerland. As part of this solution, SFI Health developed an industry-first IT system to expedite analysis and certificate delivery. Whereas most labs simply notify clients when results are ready, SFI Health’s automated system enables the client to track their analysis from start to finish, and access certificates in real time via an online portal. This transparency helps with planning and offers peace of mind in knowing where the analysis stands at any point in time. SFI Health additionally sped up the process by introducing a six-day workweek to fast-track incubation times. In the end, SFI Health provided a unique solution combining its herbal expertise, IT technology, and state-of-the-art facility to deliver fast results.

The outcome

With SFI Health, the client was able to launch the new products in a safe and timely manner. In fact, by switching to SFI for analysis, the client cut 2-5 days from the production process, helping bring its new products and samples to market much faster. In addition, SFI Health drastically cut complexity from the project by bringing all analysis and production under one roof.

Case study 10

New Markets

CDMO switch enables launch of products line in just six months

Industry: Wellbeing
Size: $1 billion
Client description: Global leader in premium nutrition and wellness
Stakeholders engaged: COO, Director of Supply Chain EMEA

The Challenge

This Chinese nutraceutical company with a stronghold in China, the US and Australia sought to expand market share of its products in Europe. It had successfully launched in the UK and Italy but needed a different approach for its launch in France. To meet its sales and marketing objectives in France, the company sought a CDMO to manufacture its product line in Switzerland. A simple enough goal, but the real challenge was timing. Launching a single nutraceutical product in a new market typically takes 4-5 months. The client needed a production transfer for all 17 products in just six months.

SFI Health Solution

Given both the urgency and complexity of the project, SFI Health's first step was implementing a project management system to ensure a rigorous transfer of production. Once the two companies aligned on project milestones and timelines, SFI Health turned its attention to assessing product formulas. It found ways to reformulate and improve five of the 17 products. Production of the entire product line was then transferred to SFI Health's manufacturing plant in Switzerland, helping the client launch the product line in France ahead of its aggressive deadline.

The outcome

With the help of SFI Health, the client launched 17 products in France in less than six months, including five products that were reformulated for higher quality. Critically, the nutraceutical giant was also able to retain the unique selling position of its product line by moving production to Switzerland. At the beginning of the project, the two companies agreed on a set of ambitious KPIs including cost, time to market and product quality. In the end, every KPI was met.

Case study 11

Packaging

New sustainable packaging line prepares company for US and China launch

Industry: Wellbeing
Size: $80 million
Client description: Multinational consumer goods company
Stakeholders engaged: Head of Purchasing

The Challenge

Success of its core natural beverage line had helped this English company get acquired by a multinational consumer goods enterprise. The parent organisation planned to launch a line of high-end supplemental teas in the US, but packaging became an area of concern. Although the herbal teas were fair trade, organic and made with the highest quality ingredients, the packaging consisted of unrecyclable materials—a factor that didn't mesh with the parent company's goal of using only plastic-free packaging within the next five years. The client needed a solution to introduce fast and sustainable packaging for its US product launch.

SFI Health Solution

In this case, the solution required more than just better packaging. It required a cross-departmental effort from SFI Health to guarantee product and packaging stability, among other criteria. Since the packaging line the customer needed didn't previously exist, SFI Health worked closely with the client to develop and implement a new high-speed, cost effective and sustainable packaging line. This included assessing technical requirements, sourcing suppliers, and defining user requirements, among other tasks. Given SFI Health also manufactures the products at its UK facility, it is now the client's full-service CDMO.

The outcome

With this solution, the client is now poised to introduce a fully sustainable line of supplements in the US in 2021, and China in 2022. In addition, the high-quality packaging now matches the high quality products, further enhancing the value of the product line. As such, the client expects product sales to grow by 50% over the next two years.

SFI HEALTH SOLUTIONS

4.0

We are part of SFI Health

SFI Health is a global leader developing premium integrative health solutions for microbiome, cognition, and wellness – the three interconnected systems that lie at the heart of human health. Fuelled by a collective belief that nature's healing powers should be accessible to all, SFI Health shares world-class research, expertise and specialist capabilities to support consumers, healthcare professionals and partner businesses in bringing quality products to life. With state-of-the-art facilities across the globe and offices in every region, SFI Health aims to enable the optimal health of humankind all over the world.

Tell us your requirements and we'll provide our perspective on how we can help. See the back of this brochure for the contact details of your nearest SFI Health Solutions representatives

SFI HEALTH™ SOLUTIONS

A new breed of CDMO

We Design with deep understanding of our clients' challenges and compliance parameters.

We Develop high-quality, cost-effective solutions tested to perform, at speeds traditional CDMOs don't have the adaptability to match.

We Deliver at scale with flexibility, seamlessness and the ability to quickly pivot with changes in the market.

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