

# Consumer Care Consulting



**Consumer Care Consulting** offers a wide range of business and technology consulting services used to address the strategic needs of companies within the consumer care sector. TCI offers assistance in identifying novel products, technologies, and research partners necessary for targeting open innovation as well as product line growth and differentiation.

## The consumer group has expertise in the following markets:

- OTC healthcare
- Food and nutrition
- Personal care
- Diagnostics
- Home care and cleaning
- Packaging

## Popular Consumer Care services include:

**Licensing Locator™** is an in-depth, worldwide search for technologies that are available for strategic alliance opportunities within the consumer care sector. Information provided is sourced from external and internal resources, as well as direct contact, and includes technologies from a variety of organizations. Each report contains numerous technology profiles that have been identified based on a client's specific needs. The service provides an in-depth overview of technologies available for licensing, distribution, or other strategic partnerships, which are confirmed through direct contact.

**Ask TCI Any Question™ (ATAQ)** is a specialized information service designed to protect a client's anonymity, while providing unpublished, difficult-to-obtain, non-confidential information. The service provides clients with a block of consulting hours that can be used on a wide range of consumer care topics. ATAQ is designed to go beyond database searches and uses a combination of research and personal interviews to obtain the most complete and accurate information with a quick turnaround.

**Strategic Business Consulting** uses our international offices and network of skilled professionals to provide high-value, in-depth proprietary studies to assist clients in developing business plans and strategies as well as technology assessments. These studies can be tailored to a client's specific business and technical needs.

**Technology and Business Reviews** are in-depth reports that analyze current technologies and markets of popular consumer care topics. Each report features an overview of numerous profiles for novel technologies and products that are used to inform clients of potential licensing opportunities. Each technology profile includes full contact information for easy follow-up and business development discussions. Past topics include: medical and functional foods, probiotics, self-diagnostics, active skin care, and women's health.

## Technology Catalysts International

TCI, a global technology and business consulting firm, provides industry with analysis-driven consulting. Our expertise is in technology assessments, in- and out-licensing, business intelligence, market research, mergers & acquisitions, and other technology and business needs. Founded in 1979, TCI serves the pharmaceutical, drug delivery, OTC, nutrition, personal care, packaging, chemical, and advanced materials industries. We have global offices located in the US, Germany, The Czech Republic, Argentina, China, Korea, Japan, and India.

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## Example Projects

- Provided opportunities for companies in areas of sexual health by identifying products and technologies for vulvovaginal candidiasis, bacterial vaginosis, topical vasodilators, and sexual enhancing supplements
- Sourced treatments for athlete's foot and onychomycosis with shorter treatment times and enhanced delivery systems
- Identified new developments for small-wound disinfection including galenic forms such as solutions, sprays, gels, and creams
- Located licensing opportunities for ophthalmic products including eye drops containing a combination of client specific APIs, eye care products developed in emerging markets, and novel liposomal products including sprays
- Identified opportunities for novel pain products with a combination of client specific APIs for the OTC market
- Provided products and technologies, as well as a market landscape, for various skin conditions including geriatric skin care, cellulitis, edema, aging skin, acne, skin tone evening, pore minimization, SPF protection, and topical anti-itch relief
- Identified devices and diagnostics for general wellness, analgesics, and dermatology
- Identified opportunities for immune-based and digestive-based probiotics
- Evaluated the OTC analgesics market which highlighted top players and their products, markets where multinational brands are sold, and provided estimated sales data
- Identified opportunities for low trauma adhesives
- Sourced diagnostic technologies for personal skin care that could be used/transferred into the at-home setting
- Provided services for identifying product stage development for a urine-based chlamydia diagnostic test. TCI assessed the potential opportunity for the client on whether or not a strategic partnership should be established
- Identified packaging manufacturers for sealed pouches
- Identified wipes impregnated with client specific active ingredients
- Identified licensing opportunities for air purification, odor prevention, absorbent odor removing materials, and fragrance delivery systems
- Sourced technologies that created visual appearances of bacteria on surfaces in a consumer's home
- Provided information regarding biodegradable packaging
- Identified research organizations and companies with novel pest control technologies for home-use

For additional information on TCI's Consumer Care consulting service, please contact:

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