

HEART HEALTH OPPORTUNITIES

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, CPL Business Consultants was engaged by a global nutritional ingredients company to scout for opportunities in cardiovascular (heart) health. CPL found more than 80 potential opportunities for investment and partnership.

HEART HEALTH OPPORTUNITIES

The objective was to find, potential new food ingredient opportunities in heart (cardiovascular) health. The focus was on the reduction of elevated blood pressure (hypertension) and reduction of cholesterol (hypcholesterolemia), although the report also included general heart health ingredients and antioxidants.

We placed more emphasis on ingredients that had gone through at least one (pilot) clinical study and ideally had a reasonable chance of approval as a food ingredient (non-drug). However, if the potential of the ingredient was sufficiently interesting, and there seemed to be some possibility that clinical trials could be planned or were being planned, or that animal studies had been carried out, we have included these opportunities. Although earlier stage ventures were of less interest those found inadvertently were included.

Click here for a PDF of [the contents of the study](#) or look below for an outline.

Executive Summary

- Objective and Background
- Scope and Method
- Conclusions and Recommendations

Opportunities in Heart Health

- Cardiovascular Health: Lowering Blood Pressure (Hypertension)
- Cardiovascular health: Lowering Cholesterol (Hypocholesterolemia)
- Cardiovascular Health: General Health & Antioxidant Activity

Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).