

# Regulatory review of concepts, technologies and claims

Viewing your long-term innovation strategies from a regulatory perspective can help to significantly de-risk your investments. Doing so at the point of inception avoids marketing challenges at the end of the innovation pipeline. Addressing these challenges too late in the pipeline can result in lost value through non-compliance, requiring the re-engineering or re-labelling of a product to meet local requirements.

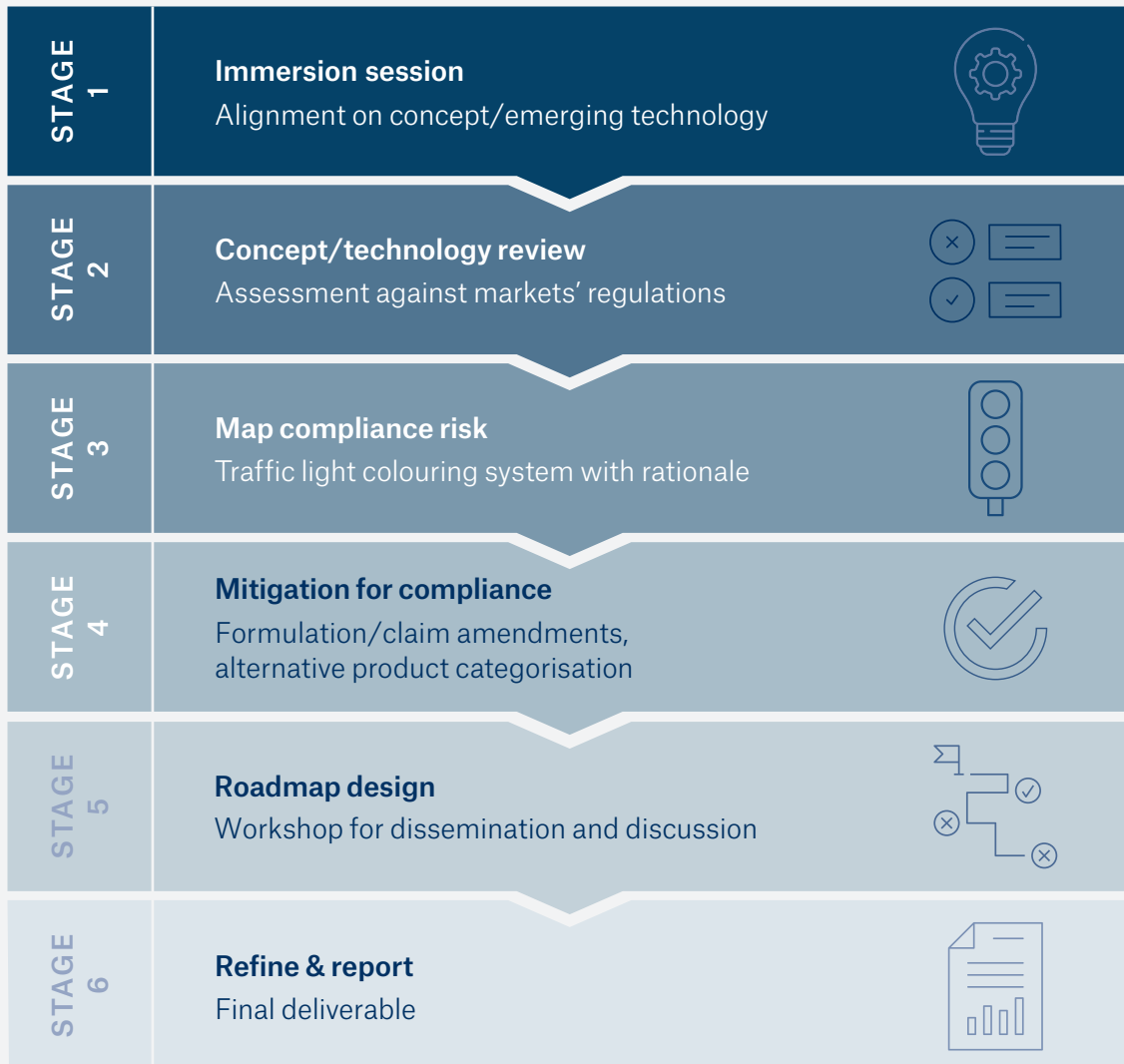
## Supporting you strategically

Through a confidential, systematic review of your concepts, emerging technologies and intended claims, Leatherhead Food Research can help you:

- Steer your R&D efforts to develop products that will be compliant in your chosen markets
- Understand how the fragmented global regulatory landscape can affect your innovations. Markets often have regulatory requirements that are not aligned and therefore require different product formulations, claims, artwork and/or packaging
- Focus on products or technologies that have global potential
- Increase operating margins by reducing the risk of non-compliance at the point of product launch

## How our assessment works

We de-risk and streamline your R&D efforts by using our regulatory expertise to review your new or emerging concepts and technologies. Additionally, we review your intended claims within the context of current and future regulations in your target markets. We distill this information into a series of actionable tasks, and work with you to support your market entry plans.



## Get in touch

Contact our team to discuss de-risking your innovation pipeline. Remember, if you're a Leatherhead Member with a Silver or above Membership you can use your helpline hours for support.

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