

# CARDIOVASCULAR AND OTHER HEALTH INGREDIENT OPPORTUNITIES

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STRATEGIES TO GROW YOUR BUSINESS



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***In this case study, CPL Business Consultants was engaged by a health ingredients manufacturer to find potential opportunities in cardiovascular, cognitive, ageing, bone, joint, eye and immune health. CPL's thorough scouting methodology and comprehensive report identified 160 potential opportunities and subsequently led to investment by the client.***

The objective of this report was for CPL to identify and bring to light natural ingredient opportunities in cardiovascular health, cognitive health, healthy ageing, bone and joint health, healthy eyes and immune function. We also included opportunities in areas with 'cosmeceutical' applications and some pharmaceutical applications that could potentially have applications in food/supplements. The emphasis was on intellectual property, exclusivity and minimum market potential within a reasonable period.

The client provided CPL with some of its strategic goals and with a series of keywords. CPL used these strategic goals and keywords both as filters during the search and to eliminate those opportunities meeting none of the key criteria. CPL's thorough search included proprietary sources, publicly available sources and contacts in its extensive networks built up over three decades.

Click to see [the contents of the study](#), or otherwise, look below for an outline.

## **CARDIOVASCULAR, COGNITIVE, AGEING, BONE, JOINT, EYE AND IMMUNE HEALTH INGREDIENT OPPORTUNITIES**

### **Executive Summary**

- Objective and Background
- Scope of the study
- Method
- Summary Table

### **Cardiovascular and Other Health Ingredient Opportunities**

- 160 ingredient opportunities in cardiovascular, cognitive, ageing, bone, joint, eye and immune health

### **Tables, e.g.:**

- Summary of Potential Health Ingredient Opportunities

*In addition to ingredient opportunities in cardiovascular health, cognitive health, healthy ageing, bone and joint health, healthy eyes and immune function, CPL has worked on several other opportunity studies. For example, on [glycaemic index and other ingredients](#) and other [ingredient scouting projects](#). Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).*