

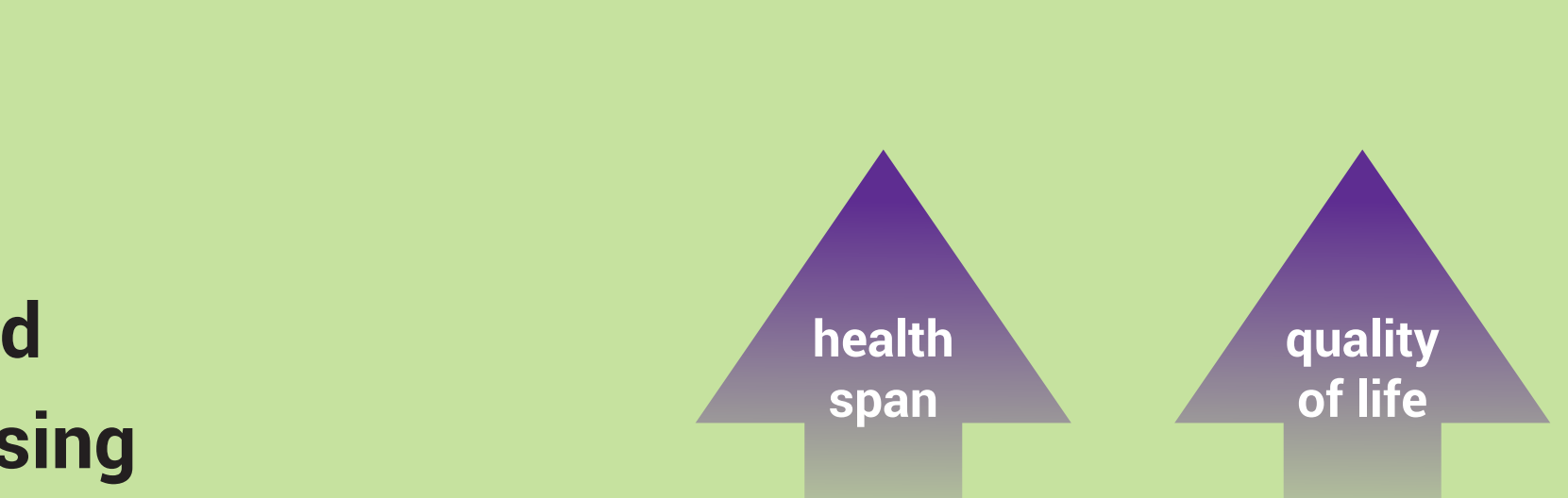
SGS NUTRASOURCE: NAVIGATING THE COMPLEXITIES OF AGEING



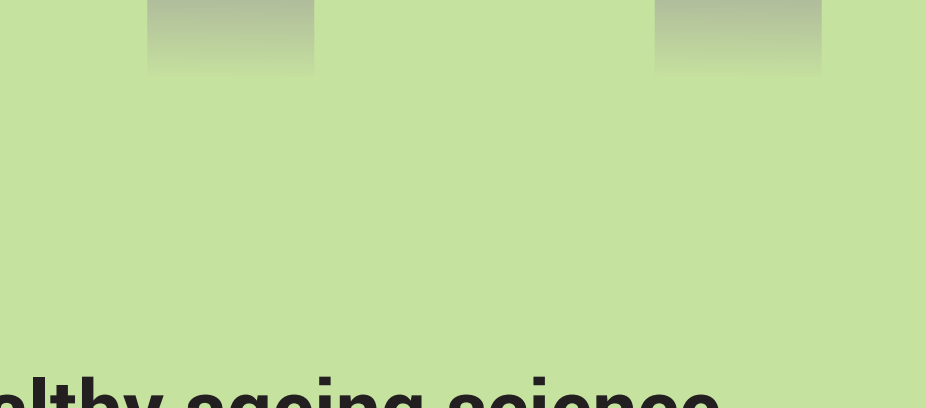
Evidence-driven solutions for healthy ageing products

Understanding the Ageing Landscape

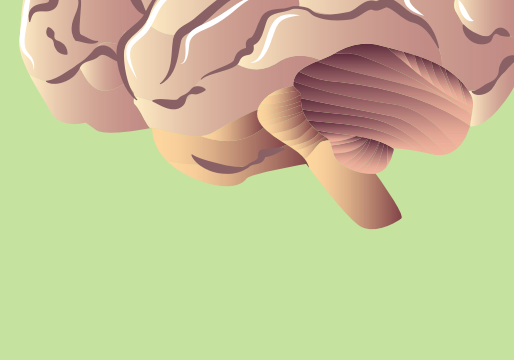
Global populations are aging rapidly, with one in six people worldwide expected to be 60 or older by 2030.¹



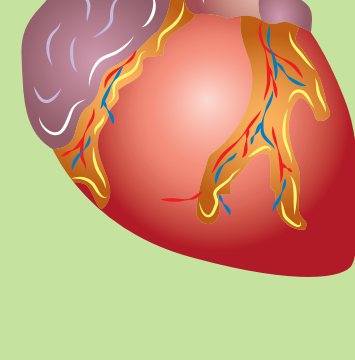
Consumers are increasingly seeking products that go beyond simply extending lifespan, focusing instead on health span and quality of life.



This category presents exciting opportunities in healthy ageing science. Yet ageing is multidimensional, affecting:



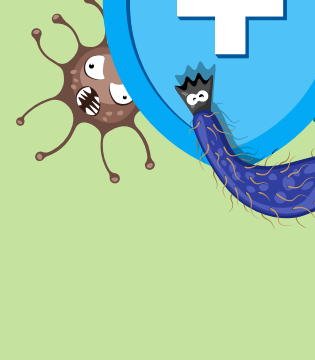
Cognitive



Cardio-vascular



Musculo-skeletal



Immune health



Skin health

Creating products that are scientifically robust and evidence-backed can therefore be complex.

Challenges in Clinical Research

Many clinical studies fall short when key elements are not fully considered. Such shortcomings include:

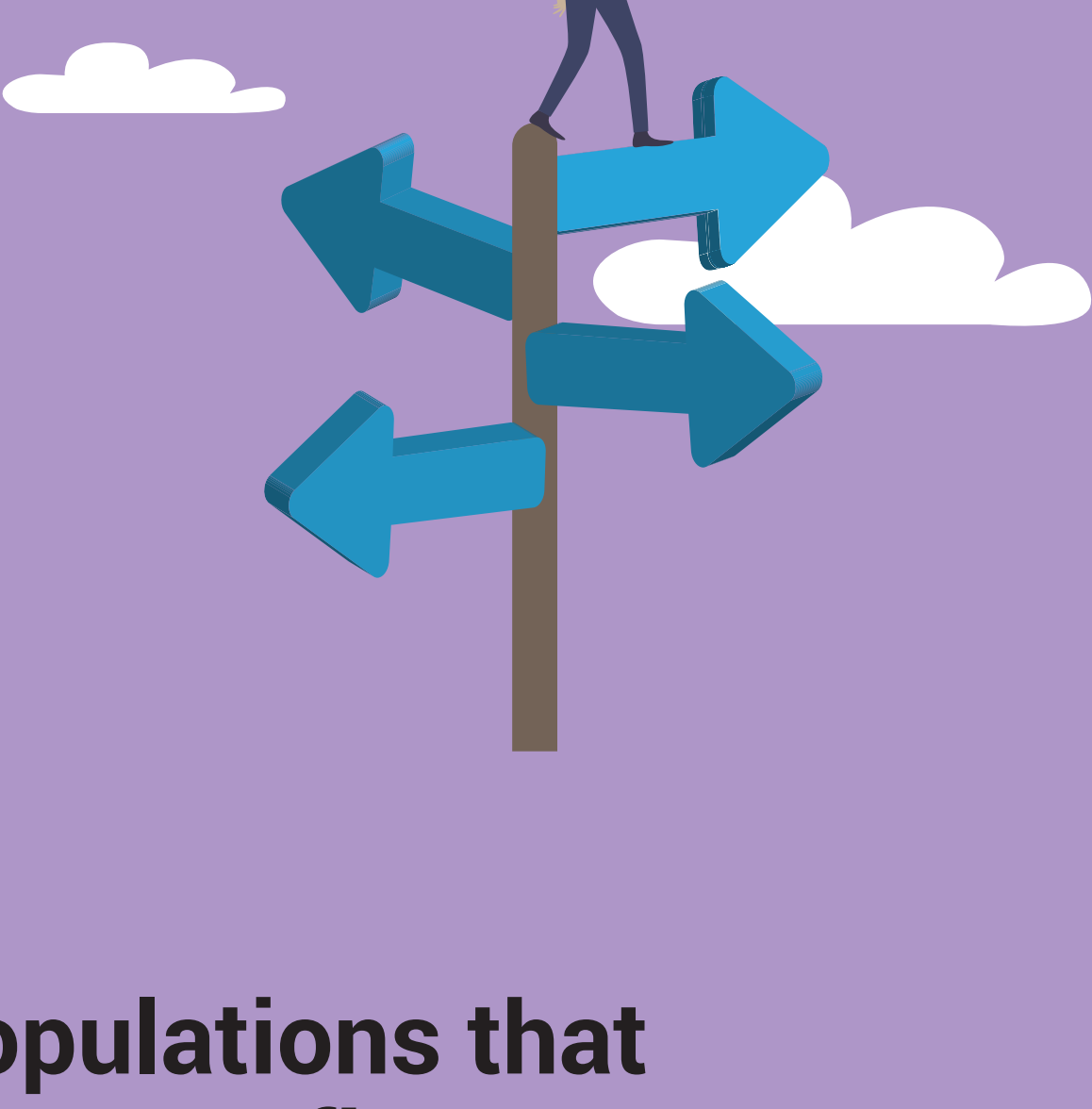


Study durations that are too short to capture meaningful outcomes

(eg, bone health studies require at least six months of research to determine outcomes – if not more).

Endpoints that lack clinical or functional relevance

(eg, focusing on DNA methylation and telomere length/telomerase activity does not necessarily showcase that these populations feel healthier).



Populations that do not reflect real-world ageing

(eg, A healthy ageing population without comorbidities such as atherosclerosis or diabetes).



Successful trials must answer not only 'does it work?' but also: 'for whom?', 'under what conditions?', and 'how does it impact quality of life?'



Why the Right Contract Research Organisation Matters

Substantiating claims for healthy ageing products requires:

Thoughtful study design



Diverse, representative populations

Clearly substantiated, actionable claims



Global knowledge of the regulatory landscape

These requirements must be balanced with time and budget constraints, making a strong CRO partnership essential.



Our Approach to Healthy Ageing Product Development

At SGS Nutrasource, we work backwards from your product goal to:

Define product purpose



Design trials with clear, measurable endpoints

Generate robust evidence to support claims



Incorporate diverse populations reflective of multidimensional ageing

With 20+ years of experience and in more than 40 indications, we provide integrated clinical trial management, regulatory expertise, and product certification services to help clients reduce evidence gaps and accelerate time to market.

