

Case Study: Product Safety Solution for Licensee

Saves contract manufacturer \$2 million in costs and ensures timely product launch

Challenge

To safeguard brand equity, a leading consumer firm required a lengthy and expensive toxicology study for a recently acquired, new-to-category product by one of its contract manufacturers (CM). The CM lacked the scale or resources to conduct these studies, which also potentially pushed out launch timelines.

Solution

The client partnered with two seasoned YourEncore toxicologists. Bringing large firm experience and an appreciation of resource limitations often faced by CMs, they were able to:

- Propose an alternative, research based approach that provided sufficient evidence of the product's safety without needing additional toxicology studies
- Prove product compliance with industry regulatory standards and the consumer company's internal safety benchmarks with a detailed analysis

RESULTS

- 1 **Avoided costs of \$2 MM and completed in a few weeks** what would have taken two years.
- 2 Helped the consumer firm **approve the product for launch within just a week of receiving the report.**
- 3 **Aided on time launch**, with the product currently enjoying high double digit growth and new product extensions.
- 4 **Protected the consumer firm's brand equity**, pre-empting potential post-launch safety events.