

## Case Study

# From Purity to Performance:

Exploring Advanced Emulsifiers for Cutting-edge Applications & Market Success



## Client's Objective

Our client sought a comprehensive understanding of purified emulsifiers in the surface-active membrane lipid class, focusing on advanced technologies and competitive dynamics around lecithin/phospholipids, ceramides, liposomes, and lipid nanoparticles used in delivery systems. Their goal was to explore applications in pharmaceuticals, personal care, dietary supplements, and F&B, identifying efficient technologies employed by top competitors.

## Our Strategic Approach

Our approach provided the client with an in-depth analysis across:

### Comprehensive Ingredient & Application Analysis

- We conducted an extensive study of traditional & emerging emulsifier ingredients, assessing purity levels from 50% to 100%, specific grades, and application suitability.
- Mapped the application landscape, highlighting ingredient adoption in pharmaceuticals, personal care, and F&B, emphasizing health-driven attributes such as organic, preservative-free, and gluten-free certifications.

### Competitive & Developer Profiling

- We analyzed the competitive landscape and identified prominent and emerging developers of emulsifiers based on innovation, production scalability, and market reach.
- Highlighted the top competitive players' portfolios, revealing leading emulsifiers' unique features, such as high purity and enhanced delivery systems, while providing the client with a prioritized list of high-potential partners.

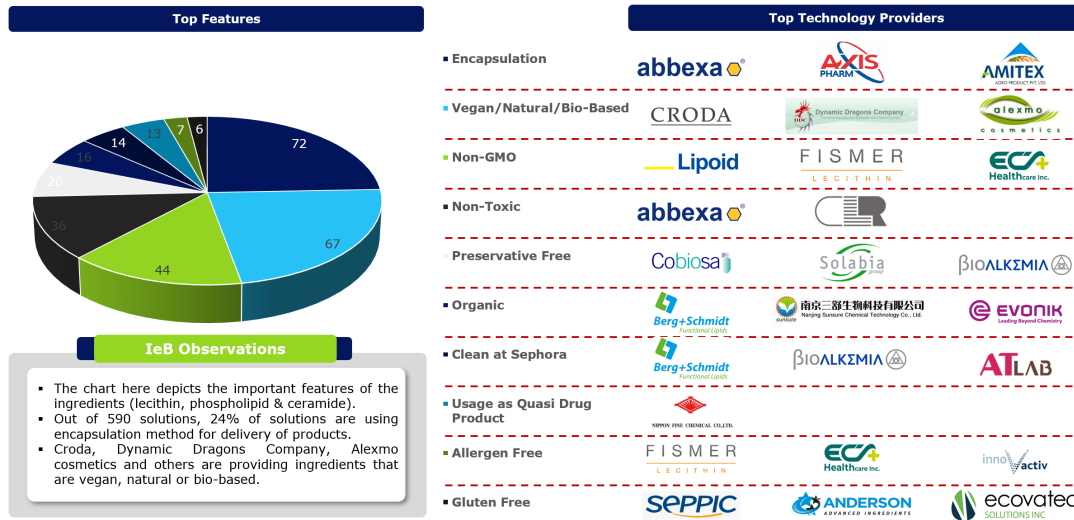
### Regulatory & Safety Insights

- Delivered a comprehensive regulatory overview, covering trends in ingredient safety, purity requirements, and compliance across target industries.
- Provided precise guidance on navigating ingredient certification processes, which informed the client's market positioning strategy and product design, aligning with the latest safety standards and regulatory shifts.

## Snippet

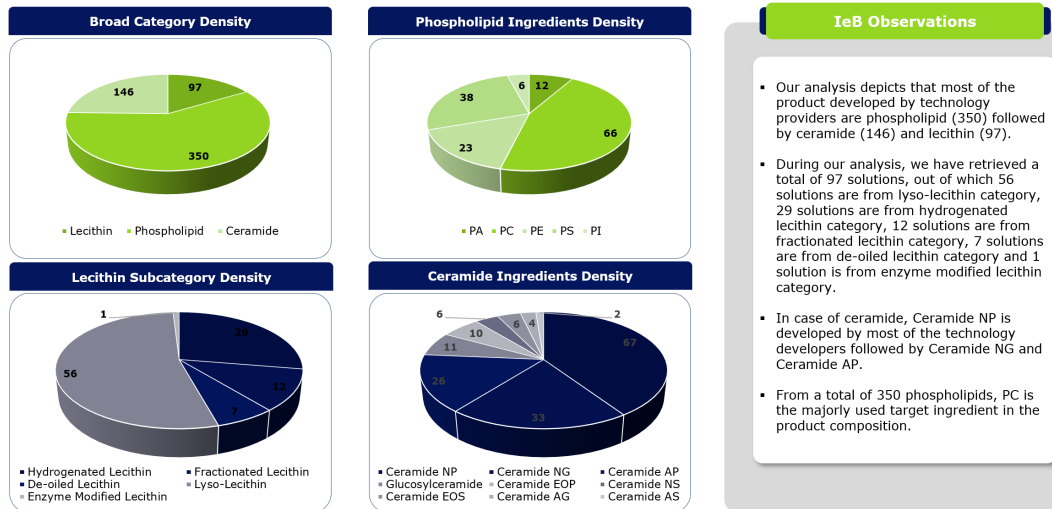
### Top Features VS Technology Developers

Berg & Schmidt, Bioalkemia & Atlab are providing ingredients with "Clean at Sephora" labeling claim



### Analysis- Lecithin, Phospholipid & Ceramide

Phospholipid is highly explored category under surface-active membrane lipid



Phosphatidic Acid – PA, Phosphatidylcholine – PC, Phosphatidylethanolamine – PE, Phosphatidylserine – PS, Phosphatidylinositol – PI

## Impact

- The client identified key products based on encapsulation, organic, gluten-free, preservative-free, and non-toxic features.
- Enabled the client to prioritize a few ingredients with high purity levels across various applications.
- Based on our recommendation, the client collaborated with the top two potential developers of those ingredients, considering scalability, market reach, certification, delivery system, and IP protection.

# Ingenious Brain

Ingenious e-Brain is a renowned business advisory and management consulting firm offering high-quality, customized, and cost-effective solutions around Technology Research, Business Research, and Intellectual Property Research to industry leaders and innovative companies across the globe. Innovation, knowledge, and transparency form the basis of our company's mission and vision. Along with cost benefits, we provide the highest quality results, ensuring foolproof confidentiality and security. We are an ISO-certified company with offices in India, USA, UK, Japan, and Germany.

Ingenious e-Brain has a strong team of analysts and subject matter experts with domain proficiency devoted to helping clients grow. Our highly qualified professionals offer tailored, value-added, and cost-effective services to our clients. We believe in building long-term relationships with our clients, including national & international corporations, Fortune 500 companies, world's leading research institutes and universities as well as independent inventors.

Copyright © 2024 Ingenious e-Brain

## We are located at

### India (HQ)

207-208 Welldone TechPark, Sohna  
Road Sector 48, Gurugram, Haryana  
122018

+91 124 429 4218

### Japan

1-12-14 Jinnan, 6F/7F/8F Shibuya  
Miyata Bldg, Shibuya-ku

+3 397 046 5950

### Delaware (USA)

8 The Green, Suite B, Dover, DE 19901

+1 302 450 1418

### California (USA)

99 S Almaden Blvd, Suite 600, San Jose, CA

+1 347 480 2054

### Germany

5th Floor, Hahnstrasse 70, Frankfurt am  
main, 60528

+49 335 2773 4678

### United Kingdom

13 Freeland Park, Poole, Dorset, United  
Kingdom, BH16 6FH

+44 207 193 3548

For enquiries e-mail us at  
[contact@iebrain.com](mailto:contact@iebrain.com)

Find more about us at  
[www.iebrain.com](http://www.iebrain.com)

Follow us on

