

# COLLABORATION: INGREDIENT PRINCIPALS

*At TandemRain Innovations, we partner with quality ingredient principals and representatives to bring the benefits of their ingredient to a finished product format. As your partner, we combine your functional ingredient with our expertise in product development. Here are just some of the services we provide as part of the complete package that quickly puts your ingredient into a finished product for the market:*

## PRODUCT DEVELOPMENT WITH EXCLUSIVITY

Our national brand and retailer customers want innovative products with ingredients that provide a functional benefit to their food, beverage, cosmetic or medical food. We partner with our ingredient principals to develop exclusive formulations that can be presented to the national brands and retailers for immediate delivery to the market. Ingredient partners must be willing to dedicate a portion of their ingredient to the exclusive use for this formulation.

## REGULATORY UNDERSTANDING AND MANAGEMENT

The regulatory world of ingredients and their application into foods, beverages and cosmetics can be complicated. We work with our ingredient principals to simplify this process and guide you through the regulatory requirements. We often partner with ingredient principals that want to achieve GRAS status, or enter into international markets, but need assistance to properly navigate their ingredient through the regulatory process.

## EFFICACY, SCIENCE AND COMPLIANCE

Every ingredient and product we develop at TandemRain is backed by science and research. This information is used in the development and substantiation of efficacy. We also make sure that every domestic product is compliant with FDA guidelines. We work with our ingredient principals to assess their science research and provide support in their quest to increase their healthful position in the marketplace, both domestically and internationally.

## BRANDING, PACKAGING AND MARKETING

Creating a great product is crucial to your success, but it's only part of the story. No matter the size of your business, we can help you brand, package and market your new product. It's just another value we add.

## MANUFACTURING/DISTRIBUTION

If you have a small or startup ingredient and need help, or you're a larger organization that doesn't want to add to your infrastructure, TandemRain can help with the formulation, manufacture and distribution of your ingredient. For us, partnership includes the entire process, from development to distribution.

## INGREDIENT REPRESENTATION

We will properly position your ingredient, along with the finished product that we have developed, into the view of national brands and retailers. We will also fully represent your ingredient, from a deeper understanding of the science supporting your healthful benefit to the details of formulating products with your ingredient.

**Working in tandem yields incredible results.**

*Inspired teamwork. Incredible results.*

