

Building biotech partnerships

Nutraceutical manufacturer **Suntrition** has teamed up with a leading laboratory in a move that brings mutual benefits, and has also led to the formation of a wider collective of like-minded life-science firms and professionals.

Based in Tecumseh, Ontario, Canada, Suntrition is an award-winning, advanced manufacturer of nutraceutical products. The company operates on a contract basis, working with customers to create unique and proprietary evidence-based natural supplements for health and athletic markets. Suntrition is an NSF, GMP for Sport-registered manufacturer and has been ranked by *Profit* magazine as one of the fastest-growing companies in Canada.

It has recently forged a strategic partnership within the biotech field with Biomedcore, a leading-edge biotechnology laboratory, to develop proprietary disease models to validate therapeutic efficacy at the final formulation level. The move brings groundbreaking medical science technology to the table, as well as ongoing R&D. This facilitates the translation of findings from basic science to practical applications in healthcare and natural health product formulations with a focus on accelerating product development through collaboration and innovation.

NHP 2.0

“Our partnership with Biomedcore has tremendous synergies, melding both the biotech and natural health product fields,” says Grant Bourdeau, president and CEO at Suntrition. “We are developing clinically validated products of unique differentiation to license to our like-minded clients, and in turn manufacturing these consistently and protecting the science while doing so.”

Dr Indrajit Sinha, Suntrition chief scientific officer and CEO of Biomedcore, has coined the output of this offering as NHP 2.0.

“We are pioneering a new category of evidence-based products developed through leading-edge science and collaborative relationships,” says Sinha.

Suntrition is able to provide its customers with a full-solution service platform from concept to claim and, most importantly, allows for a modular, cost-effective approach to product design, development and regulatory approval. The company’s proprietary *in vivo*, pre-clinical disease models are designed to mimic human diseases and conditions. Ingredients, formulas and product delivery matrices may be designed, developed and optimised, and then validated against these disease models.

Accelerating innovation

Supported by the National Research Council of Canada, the companies are entering the second phase of a \$1-million project to develop therapeutically validated NHPs (natural health products) in collaboration with other like-minded companies in the same sector.

Suntrition and Biomedcore have built a state-of-the-art laboratory within Suntrition’s pharmaceutical-grade



Suntrition’s service offering includes nutraceutical encapsulation.

manufacturing facility headquarters, and have begun to galvanise a movement around accelerating breakthrough innovations in product development.

“This innovation is a leap forward that is redefining the success in clinical validation of natural health products,” Bourdeau adds.

Collaboration is inevitable

The decision to join forces with Biomedcore has morphed into a coalition of life science companies and professionals called MyLivingBody. By bringing together coalition members, the coalition fosters open and honest collaboration towards the advancement of health optimisation and disease prevention.

MyLivingBody, formed by Bourdeau and Sinha, stimulates creativity and innovation around common pursuits, while allowing participants to retain their individuality. The most recent member, Nutrasource Diagnostics (NDI), provides contract research organisation services in human clinical trials, product analytics and human diagnostics, and regulation for NHPs, pharmaceuticals, cosmetics, and the food and beverage industry.

Suntrition, Biomedcore and NDI are coming together to pioneer technologies that enable health optimisation and disease prevention, backed by clinically proven science. They are proud to launch this full-service offering, which is focused on developing high-value, evidence-based natural health products, and are seeking collaborative partnerships that lead to successful commercialisation. ■

Further information

Suntrition
www.suntrition.com

