

Company name:	Snowden Healthcare Ltd	Contact name & Job Title	Brendan McElroy, R&D Director
Project title:	Development and testing of joint and prostate health drinks		

The background to the case study

Snowden Healthcare Ltd manufactures and sells a varied range of healthcare products including gels and patches, pain relief devices and vitamins and supplements.

Snowden Healthcare was incorporated in 1995 and currently has 19 employees.

The challenge / trigger event

No joint or prostate product currently on the market used an automatic-fill dosing cap or daily powder sachets for ease of the customer. Previous research has shown that liquids are more easily absorbed by the body with a greater percent of ingredients reaching the bloodstream than tablets. An easy-to-drink solution would also be ideal for customers who already take lots of capsules and/or find them difficult to swallow.

Snowden Healthcare identified a gap in the market for a new method of consumers taking natural supplements to support certain health issues.

Snowden Healthcare looked to develop two health drinks: one for joint health and one for prostate health. Both would contain a unique combination of ingredients with joint maintenance and prostate health properties.

Snowden needed to carry out a feasibility investigation to study:

- Whether a liquid solution in a dosing bottle would work and how viscose the liquid would be/whether it would need to be taken diluted or undiluted
- Whether a powder formula in individual daily sachets would be an alternative method
- Compare technical difficulties, ease of consumer use, cost price, taste and weight

Snowden also looked to conduct a market evaluation with their existing customer base, to include trial samples, and evaluations carried out via questionnaire and follow up assessment telephone calls.

The solution

Snowden Healthcare required the contracting of feasibility testing and prototyping to be carried out for each drink, as well as carrying out market evaluation to gain customer feedback

Medilink East Midlands provided £9,210 grant funding through the INSTILS project, part-funded by the European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020 in England.

The results / evaluation

The grant funding allowed Snowden to accelerate these projects and get the product to market approximately 18 months earlier than it would've been without the funding from Medilink EM. As a result the product was the first of its kind to market. The funding also reduced the risk of development and helped the company to exploit export potential.

It is anticipated that these new products will increase UK turnover by approximately £250,000 per annum. The additional products would help the company to further enhance their reputation with consumers, and grow their export sales which is currently a key growth area for Snowden. In the long term there is the potential for job creation and further investment into new products.

Medilink East Midlands's role/Quote from the company

"The support that Medilink East Midlands gave us through the INSTILS grant helped us to bring these two innovative products to market at pace and make a positive impact on sales".

Brendan McElroy, R&D Director, Snowden Healthcare Ltd



European Union

European Regional
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