



The Product Launch Process

The nutraceutical industry is fascinating—like an especially gripping episode of *How Things are Made*. The entire process, from brilliant idea to consumer experience, is rife with problem-solving, science, creativity, hard work and, often, results in a finished product that can enhance the human experience. Isn't that the coolest? Just imagine a world where a daily problem, discomfort or weakness can become a solution, comfort or strength. That's our world and we are excited to introduce you to its nuances.

If you're reading this, you are likely interested in knowing more about the process of developing a dietary supplement or nutraceutical. We applaud you for your curiosity, tenacity, and work ethic. Odds are, you are an entrepreneur with an idea for a supplement that you want to make a reality or you have a current product with some room for improvement. We are here to help walk you through the process—to help you understand what we do every day.

Step 1: The Idea

Every creative endeavor starts with a good idea—one that with time and the right team, can become a great idea. Products are often the result of recognizing a problem and then researching the best ways to solve that problem. Ideas can come from everyday discomfort, an especially enlightening brainstorming session, scientific discoveries or reinventing an existing product that needs an update.

In our experience, the process goes more smoothly if we have a firm grasp of your vision. To this end, we try to meet face to face with each of our clients to discuss and explore their ideas. In the event that an in-person meeting is impossible due to schedules or proximity, we embrace the modern conveniences of technology. This is one of our favorite pieces of the manufacturing puzzle—meeting and building relationships with like-minded people. We look forward to discussing the inspiration for your idea and the steps to turn that idea into a finished product.

Step 2: The Alchemy

Step two is our specialty. This is the magical piece of the puzzle where ingenuity meets science. Our team has over 30 years of lab experience in formulation, testing, and development. Once we understand your idea and vision, we like to spend some time in our labs researching and developing formulations. We begin sourcing and testing raw materials, creating methods and piecing together the science behind the idea.

Once we feel confident in our science and product development, samples are created. When the hours of imagining, plotting and planning result in an actual tube of lotion, a bottle of capsules, or a jar of protein powder, we feel a great deal of satisfaction in what we do.

Step 3: The Feedback Loop

Feedback is our friend. Once you have sampled our version of your product, we begin an entirely different type of dialog. We want you to tell us what you REALLY think. No sugar-coating. Our formulation and product development teams are interested in knowing how you feel about all aspects of the samples we provide. We are likely going to ask a lot of questions with the goal of the best possible product always on our minds. Is the flavor profile correct? Is the lotion consistency just right? Are the tablets the correct size? How can we improve the color? We want you to be happy with every aspect of your product and that requires great communication and open dialog.

In turn, we are going to offer our expert opinions and recommendations. Our team has worked with thousands of raw materials, countless flavor profiles and an endless selection of packaging options. We understand what works best and why. That's why our customers trust us to guide them through the process and bridge the gap between their idea and a finished product.

Step 4: Bringing the Idea to Life

Once decisions about formulation, packaging, pricing, and finished product expectations are made, it's time to get the process moving toward a tangible good. Manufacturing products is a process. Just like anything worth working on or toward, there are often a million pieces to a puzzle that must come together before you see the finished product. The world of nutraceuticals is no exception.

The actual process varies slightly depending on what kind of product is being manufactured, but everything tends to follow the same pattern. First, raw materials are sourced. We spend a great deal of time building relationships with suppliers all over the world to ensure that our raw materials are of the highest quality. Once these ingredients are sourced and ordered, we go through the same process with packaging supplies. It's a bit of a waiting game at this point. All of those sourced ingredients and packaging components must arrive at our facility before manufacturing can begin.

Once we have all of the project pieces and parts tested and approved, the production team schedules manufacturing and packaging. Machines are cleaned and prepped for each specific product run, employees are instructed on specific elements of the manufacturing process and production areas are transformed into a hive of efficiency and productivity. Our manufacturing and packaging teams are exceptional at what they do. They take pride in attending to every

detail—from label placement to accurate bottle counts/weights. They are also incredible people who work hard and make us so proud of what we do.

When orders are completed, products are boxed up, palletized, wrapped, and prepared for shipping. There are very few things as satisfying as a pallet of completed product wrapped and ready to be shipped to a wonderful customer.

Step 5: The Main Event

At this point, the fate of the product leaves our hands. Hopefully, you've been busy while your product was being manufactured—securing support from retailers, finding adequate storage, and preparing an avenue of e-commerce.

With any luck, you have also been developing holistic marketing efforts including digital, traditional, organic and paid advertising. Much like our formulation process, if you've done your homework and have made proper preparations, then the next part should go smoothly. You ship the product out to retailers, or to customers that order online, and (ideally) the product flies off the shelves.

As you start seeing reviews and responses to your product, it's important to be engaged in that discussion, especially online. Reputation management depends very heavily on addressing the concerns of your customer base, to ensure that a couple of dissatisfied customers don't drown out the positive buzz. So be active on review sites, and show a helpful and friendly attitude towards your customers. It goes a long way toward building a positive company image.

Once you start turning a profit, and product starts really moving, it's time to start thinking about another manufacturing run, and starting the manufacturing process over again. The good news is that once you and your customers are satisfied with a product, the manufacturing process for additional runs is streamlined and generally runs quicker than initial product development.

Conclusion

There's a lot that goes into creating a best-selling product. MBI is a wealth of experience and expertise in formulation and manufacturing. You can trust our experienced team to deliver the perfect product and to work with you at every step of the journey. If you're interested in learning more about our processes or have a need for nutraceuticals or personal care products, we would love to hear from you. Give us a call at **801-796-8742** or visit our website **mbimfg.com**.