Increasingly, food, ingredient and CPG companies – from start-ups to established brands – are working to create unique products that incorporate bio-actives (CBD, CBG, CBC) from hemp and cannabis. When you need to understand the science behind the health and wellness claims related to cannabis, the research around cannabis-infused products, and our body’s endocannabinoid system, talk to RTI Innovation Advisors.

With more than 40 years’ experience exploring the benefits and risks of cannabis, we help food and CPG clients investigate the science and safety of cannabis compounds. We identify how – or if – claims align with consumers’ desires and we

- clarify the complex and emerging science,
- uncover emerging technologies,
- advise around development challenges,
- identify strategic partners (for quality assurance and testing), and
- evaluate and rank acquisition targets.

We define which indications around CBD have scientific validity and regulatory acceptance. For example, we advise food and beverage clients on dosing effects and concerns around FDA guidelines on labeling claims. In markets where there’s greater freedom to operate, we advise CPG companies on topical solutions delivering health and wellness benefits. Beyond CBD we help clients incorporate the use of other cannabinoids (CBC, CBG) and plant extracts – including terpenes.
The Cannabis Value Chain

It’s both complex and challenging to identify opportunities and mitigate risk across the cannabis value chain. We provide insights so that you can

• clarify the chemical properties of cannabis that limit or enhance future innovation,
• understand cannabis properties including dosing, delivery, flavor and aroma, or user effects,
• evaluate hemp and cannabis bio-actives scientifically for therapeutic health and wellness effects,
• discover technologies and white space opportunities that enable product differentiation,
• anticipate how changes in the future regulatory environment might affect innovation, and
• identify major innovators, potential partners, or competitors.

Success Story

Our global food and beverage client needed to understand the implications of introducing cannabis bio-actives into existing products and plan future research and evaluation work accordingly. We provided scientifically-supported insights including

• What is the state-of-the-science?
• What is the competition doing in the space?
• How are pharmaceutical companies assessing and addressing long term risks?
• What are the problems to solve in genomics, formulation, and health effects?
• What are the medical and physical effects of short- and long-term usage?
• What are the specific implications of cannabis-derived bio-actives and their impact on health?
• What claims are substantiated in science and what are the appropriate doses?

Our client used the insights we provided to plan its global expansion strategy and expand its product line. Today the company uses the information from our work to inform its risk assessment, innovation activities and investment strategies; our client also uses our insights in its R&D strategy and science-based approach to using cannabis as an ingredient.

When you need expertise in the science of cannabis and its bio-actives – including consumer needs or regulatory and legal perspective – we’re your partner. We ensure that you understand the state of cannabis science, the benefits and challenges, and potential opportunities from a scientific vantage point.

Let’s talk about your innovation challenges we can solve.
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