



# Validence Labs

Fast, credible consumer trials for  
health, supplement & wellness brands

## Who we are

Our company bridges the gap between rigorous scientific methodology and practical, affordable consumer research.

With years of experience designing and executing studies, collaborating with CROs, and analyzing complex health data, our team recognized a critical need: High-quality, evidence-based research that is affordable, even for small companies. Founded by professionals with backgrounds in clinical practice and management consulting, we bring a unique blend of medical expertise and strategic market and consumer insight to every project.

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Our **mission** is simple: To empower health, wellness, and beauty brands with scientifically robust, consumer-derived evidence that informs product development, rigorously validates consumer claims, and objectively tests whether products deliver measurable outcomes.



# WHY CONSUMER EVIDENCE MATTERS



## The Wellness Market Is Expanding Rapidly

€200+ billion European wellness market, growing at 5–8% annually.

## Consumers Prefer Evidence-Backed Products

70% of consumers say they trust brands more when claims are backed by data.

## Trust Drives Conversion & Loyalty

Brands that validate claims see up to 30% higher conversion rates and faster market adoption.

## Differentiation in a Crowded Market

With thousands of wellness products launching yearly, evidence becomes a key differentiator, separating science-driven companies from generic competitors.

# The Problem

Why Traditional Research Fails Fast-Growing Brands

- 1 **Slow timelines** — Clinical studies can take 6–12 months.
- 2 **High costs** — Budgets often exceed €100,000.
- 3 **Complex compliance** — Pharmaceutical approval processes not aligned with health and wellness brand needs
- 4 **Limited agility** — Difficult to scale or adjust protocols during execution.

# The Solution

Agile Consumer Research for  
Health & Wellness

- 1 **Speed without compromise** – Get actionable, high-quality data in weeks, not months.
- 2 **Cost-efficient research** – Premium quality insights at a fraction of the cost of CROs or regulated clinical trials.
- 3 **End-to-end support** – We handle everything so you can focus on product innovation and growth.
- 4 **Scalable approach** – Start simple and expand to more data-rich studies as your product matures.

# FROM DESIGN TO DELIVERY – IN WEEKS, NOT MONTHS

## Design

Tailored study protocols built by experts to match your product and goals.



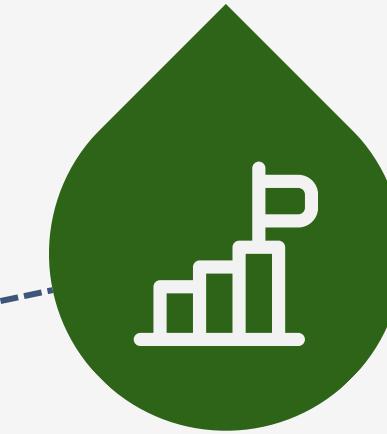
## Execute

Product shipping, participant support, and structured data collection.



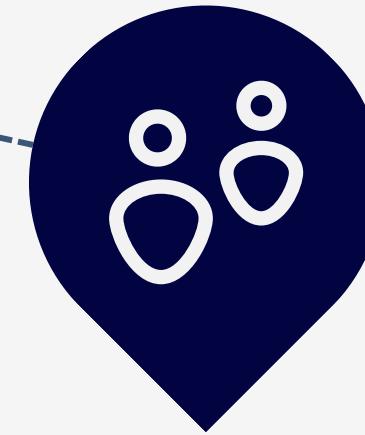
## Scale

Leverage insights, validate claims, and scale your product confidently.



## Recruit

GDPR-compliant participant recruitment from our growing European panel.



## Deliver

Clean, actionable data dashboards with clear insights and recommendations.



# OUR CORE SERVICES

## Consumer Insight Studies



Perfect for early-stage validation, product optimization, or consumer behavior research. These studies capture feedback, perception, and user experience to help you position your product effectively.

### Key Features:

- Scientifically informed study design tailored to your product
- Recruitment of your target audience
- GDPR-compliant data collection and analysis
- Clean, actionable insights for product development and marketing



### Typical Timelines & Scope:

- Duration: 6-8 weeks
- Deliverables: Behavioral insights, satisfaction scores (e.g., NPS), and purchase intent analysis

# OUR CORE SERVICES

## Biomarker/Wearable Integration



For brands that want deeper insights, we integrate non-invasive biomarker tracking using wearables or validated at-home measurement kits. These studies can be conducted as single-arm or blinded designs upholding highest scientific standards.

### **Key Features:**

- Objective data collection (e.g., sleep quality, activity, heart rate variability)
- Seamless logistics: shipping, onboarding, and support handled end-to-end
- Advanced data analytics and easy-to-read reporting dashboards
- Scientific rigor to support marketing claims and R&D decisions

### **Typical Timelines & Scope:**

- Duration: 6-12 weeks
- Deliverables: Structured biomarker datasets, performance metrics, and claim-support reports

# PRODUCTS WE TEST

We specialize in consumer trials for health, wellness, skincare, and supplement brands. Our studies show how products perform in real-world conditions and generate credible, science-informed insights.



## Supplements

Vitamins, probiotics, botanicals, adaptogens.

*Example: participants report higher energy, improved focus, or better digestion.*

## Functional food and beverages

Protein shakes, kombucha, adaptogen blends.

*Example: reduced afternoon fatigue, improved gut comfort, or better satiety.*

## Skincare and beauty

Creams, serums, masks, haircare.

*Example: visible improvements through before-and-after photos, self-reported smoother skin, or reduced blemishes.*

## Wellness devices and digital tools

Wearables, health apps, at-home tests.

*Example: improved sleep scores, increased activity levels, or stronger user trust.*

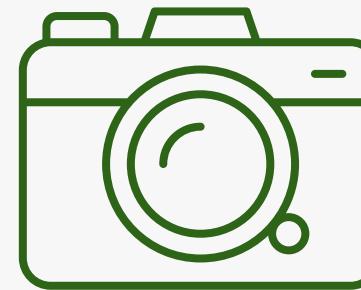
# WHAT BRANDS LEARN FROM OUR TRIALS

Our studies deliver both subjective and objective insights that brands can use for product development, marketing, and investor communication.



## Consumer Perception:

- 80% would recommend the product to a friend
- 70% would purchase again
- Satisfaction and NPS scores



## Visible Results:

- Before-and-after photos for skincare products
- Noticeable improvements in hair shine or density



## Behavioral & Wellbeing Outcomes:

- Better sleep quality measured by wearables
- Lower reported stress levels, confirmed by heart rate tracking
- Improved digestion or energy levels



**Deliverables:** Raw and processed datasets with statistical outputs, data-backed claim language for packaging & marketing, measurement protocols and methodology documentation, visualization assets and executive insight summaries

# THE GOLD STANDARD FOR CREDIBLE INSIGHTS

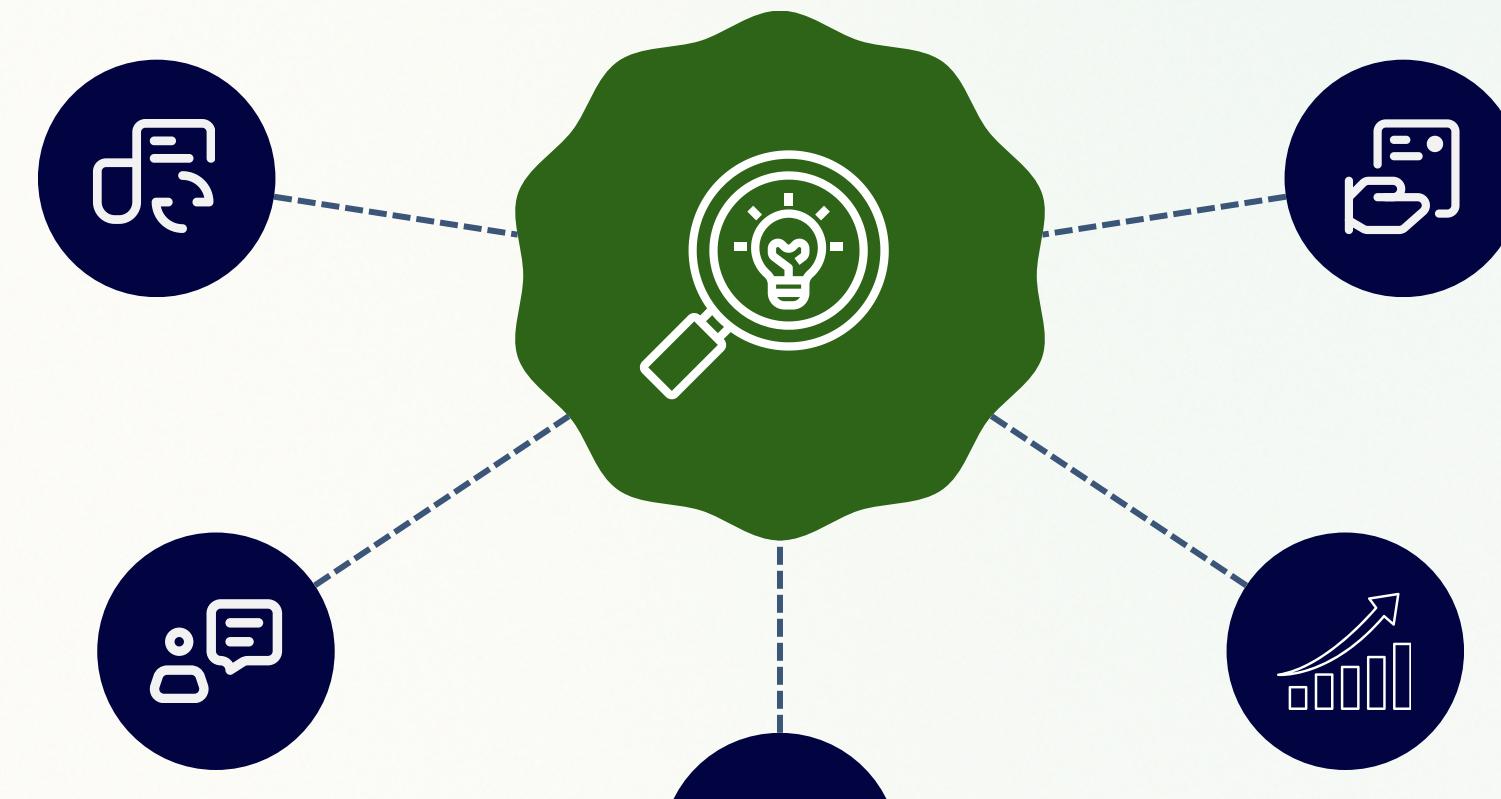
## Why use a third party for consumer trials?

### Neutrality & Credibility

Data collected and analyzed independently builds trust with investors, retailers, and end-consumers.

### Scientific Expertise

Protocols are designed by experienced researchers with clinical research and CRO backgrounds, ensuring structured, reliable results.



### Efficiency

A dedicated partner streamlines recruitment, logistics, and data reporting, saving time and resources.

### Data Integrity

Robust processes and GDPR-compliant frameworks safeguard participant data and ensure high-quality datasets.

### Scalability

Easily integrate biomarker testing or wearable data as your research needs grow, without organisational changes.

# Why choose Us

Our differentiators



**Scientific Expertise** – Deep clinical research and CRO experience.



**Speed & Agility** – Data in weeks, enabling rapid iteration and faster go-to-market.



**Quality Data** – Scientifically structured studies without unnecessary complexity.



**Scalable Solutions** – From small-scale tests to large, multi-country studies.

# Let's design your study today

Ready to validate your next product? Partner with us for fast, credible, and actionable insights.

## Contact us

 Contact: [info@validencelabs.com](mailto:info@validencelabs.com)  
 Website: [www.validencelabs.com](http://www.validencelabs.com)

