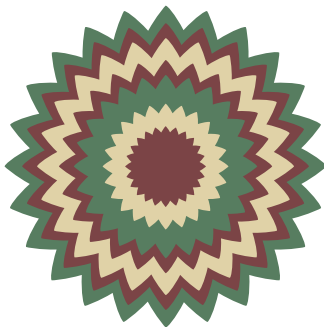


TAP • ROOT

BRINGING NATURAL PRODUCTS TO MARKET

Tap~Root fuses science, regulatory and marketing expertise to help natural products companies enter and succeed in the marketplace.

Our consulting services assist ingredient suppliers, manufacturers, start-ups and biotechs as well as investors, lawyers, PR and branding firms.



HOW WE WORK

Parlaying complexity into powerful usability

SPECIALTY AREAS

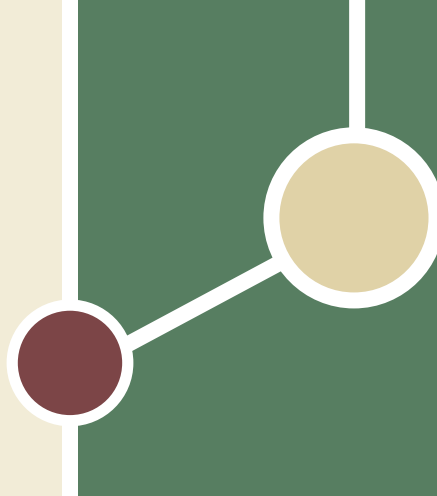
- Strategic advisor for start-ups and small companies
- Claim substantiation dossiers
- Scientific literature analysis for persuasive marketing
- Label and website reviews
- Science advisory boards
- Due diligence for investors/M&A
- Making companies partner/investor-ready

OUR VALUES

Excellence
Integrity
Relationship
Cutting edge
Well-being

The Tap~Root consulting team brings decades of experience in the natural products industry turning scientific evidence into successful functional foods, dietary supplements and cosmeceuticals in a demanding marketing and regulatory environment.

Working in a customized way, we can act as strategic advisors for the short or long term, or come in for targeted projects. The team includes PhD, MA and RD backgrounds.



TAPPING YOUR DEEPEST RESOURCES

Start-ups and manufacturers often need outside expertise. We've become a strategic advisor to companies, guiding the launch process, serving as regulatory overseer, building new platforms or making companies investor-ready. Start-up feedback: "Risa treats our business like it is her own."

Investors have turned to Tap~Root to help evaluate a target's product line for scientific and regulatory strength. We devise an efficient and effective way to zero in on the key information and insights. Investor feedback: "Risa's final report was very well structured, contained pragmatic recommendations and thoroughly met our objectives."

We've helped companies develop Claim Substantiation Dossiers using a unique methodology. We've also turned these dossiers into value-adds for customers. Customer feedback: "No ingredient supplier provided information as helpful and thorough."

For more case studies and testimonials, see tap-root.biz/case-studies



Risa Schulman, PhD, President, has helped establish many successful brands over the past 20 years, as an executive and a consultant. She is a respected industry thought leader, writer and speaker.