What You Need to Know Now About R&D

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Over the past few years, the nutraceutical landscape has called for dietary supplement companies to rethink the ways products are brought to market as they deal with regulatory, market, and economic changes. In this new frontier, it has become critically important for the natural products industry to optimize its investment in Research and Design (R&D).

R&D is the key to success for any dietary supplement company in today's market and for the future success of the industry. The only way to radically change the current way of thinking about R&D for dietary supplements, however, is to recode the "DNA" of dietary supplement organizations.