



# Lise DUPIN

*Commercial Director*



[By I Feel Good event](#)

## Tell us about yourself and your background?

My name is Lise Dupin, after several years of experience in the pharmaceutical, veterinary and then cosmetics industries, I joined Pharmanager Development in the sales department 6 years ago. Today, I am the sales director with a team of 4 salespeople and a marketing and communications manager.

## Pharmanager Development, what is it? Which sectors do you cover?

It is a scientific and regulatory consulting company in the health nutrition sector. We have expertise in 5 business sectors: food and nutraceuticals, pharmaceuticals, cosmetics, animal nutrition and biocides.



## **Tell us about your expertise?**

We have European expertise and in more than 55 third countries, today we help companies conquer new markets.

## **Who are your clients?**

We support start-ups that do not have a regulatory department, up to large laboratories or brands that outsource because they do not have the skills in the sector, do not have the resources or want dual expertise. Our customers are based in France, Europe and abroad.

## **How do you support your customers?**

As part of the service, we offer our customers our product development services, from scientific justification to regulatory procedures and also offer training and the possibility of auditing their suppliers. We support companies by checking the conformity of their products and their health communications, by registering their products when necessary. We can also produce Novel Food files in order to obtain European approval for these new food ingredients, etc.

## **Tell us about the training you offer?**

All year round, we offer webinar training on recurring themes: natural health products, border products, medicines, medical devices, animal nutrition, cosmetics, health communication, food supplements, labeling, AGEC law, control of food supplements and dietary supplement (French and English) / tailor-made training (intra-company) / FR & EN e-learning training. In addition, we offer tailor-made training (intra-company) as well as e-learning training in French and English.

## **Why is it important to have good support for regulations?**

In order to avoid having products placed on the market withdrawn and having financial problems subsequently and above all for the safety of the consumer above all. Because regulation is a restrictive tool which encourages manufacturers to improve their products, whether from a health, ethical or commercial point of view (competition law, and it is therefore a means of avoiding any unfair practice). It touches on topics at the heart of current events such as the environment, health and the right to be transparently informed about what we buy.

## Do you think that regulations will become more and more restrictive?

Yes, because consumers increasingly want healthy products that respect the environment, etc.

## What are your cosmetic supports?

- Development of new products (white label or custom)
- Verification of raw materials, formulas, labeling and claims
- Drafting of Product Information Files (DIP)
- Drafting safety reports (RS)CPNP Notifications
- Launch of safety and effectiveness tests
- Carrying out monthly regulatory monitoring

For Europe and some export countries.

## What is Pharmanager Development's greatest strength?

Phinn®, a unique, complete and up-to-date platform which provides access to all types of information in the food supplement sector. Turnkey tool intended to support food supplement manufacturers on the regulatory and marketing aspects of product development.

## Tell us a little more about Phinn®

We have over 850 Phinn® subscribers. This is a scientific and regulatory database to help our users develop their food supplements. 4 supports are available: regulatory, scientific, marketing and R&D. We also offer a Supplier Database which facilitates ingredient sourcing. : A new “my formulas” formulation module was created in 2023 to develop formulas from Phinn®.



## Do you have marketing expertise?

Yes, we have a strategy for adapting to the claims regulation called OptiClaim®. This expertise is born of a collaboration with Nutrikeo, Pharmanager Development helps you to understand the regulatory requirements (claims regulations 1924 / 2006 / EC and 432 / 2012 / EC) by offering you a dual **MARKETING** and **REGULATORY** approach. This support allows you to find the best compromise between regulatory requirements, marketing imperatives and consumer understanding to implement the most relevant and impactful communication strategy.

## What is your feeling about the cosmetic and nutraceutical products of tomorrow?

The consumer wants more and more transparency on the products he buys so for me, these are products that are as natural as possible, respectful of the environment, etc. And for nutraceuticals, I think consumers are going to turn more and more to food supplements, because we are very much into prevention these days. Manufacturers no longer have a choice but to meet the expectations and needs of consumers who want local, healthy and environmentally friendly products. We therefore pay more and more attention to the ingredients chosen, their origin and their implication for the planet. The regulations are more and more restrictive and the purchasing power which is lowering, can however be a brake on the purchase of cosmetic and nutraceutical products which are not considered as basic necessities. We are therefore faced with a challenge and we must more than ever understand the expectations of consumers.



You will find PHARMANAGER Development stand 409 at the I FEEL GOOD exhibition,  
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