



GO FASTER  
ON THE FOOD SUPPLEMENT MARKET





## Get to know us

**Kares-up** is a specialized start-up which provides the best support for **Food Supplement** projects.

**Kares-up** is supporting companies or industrial actors wishing to develop their food supplement offer or to establish themselves on this market as a relevant and efficient new actor of **nutraceuticals**.

Our service is covering the whole process and questions:

- Which food supplement to develop?
- Which company is the most able to manufacture my food supplement? Is there an opportunity in the In & Out area?
- Which strategy do I have to set in place to integrate the nutraceutical market? ...

Beyond a technical know-how and an overall vision of the Health & Beauty market, **Kares-up** is relying on a network of experts in their field..

# Fields of support



## YOUR STRATEGY

Competitive advantages  
Business model  
Strategic approach and  
implementation  
Marketing Mix  
Organization



## YOUR PARTNER

Manufacturers & Certification  
Ingredients  
Packaging  
Formulation/ Regulation  
Innovation



## YOUR AREA

Nutricosmetics  
ORGANIC  
Clinically Proven Efficacy  
In & Out  
Sleep/ Stress  
Anti-aging  
Vitality  
Immunity  
Weight management  
Woman's health  
Sun products  
Joins  
Sport  
Digestion



## GALENICS & PACKAGING

Soft capsules  
Hard capsules  
Tablets  
Powder  
Powder or liquid sticks  
Gummies  
Ampoules / Individual doses  
Bottles  
Blisters  
Jars  
Pills  
Tubes  
Stand-up pouches  
Doypacks





# Kares-up process



## 1- Active listening

You share your project, your questions, your needs (strategies or operationals) and your expectations.



## 2- Support

Together, we evaluate the different options and outline the project and the result to be delivered



## 3- Action

You let us transform your expectations in results

# Kares-up : The 3 main advantages



**1- You save time** by delegating your partners research.

**2- You become more efficient** by choosing the best positioning the right product on the right place (efficient marketing-mix).

**3- You save money** by selecting the good partners in terms of prices, quality level, taking into account the galenic and the ingredient type.





# Kares-up birth

Above all, **Kares-up** is a story of loyalty and commitment relying on its founder **Raphaëlle Da Costa**.

Trained as a **cosmetic chemist**, Raphaëlle DA COSTA has operated in the Beauty area since 2010. Fascinated by **strategy, marketing, absolutely customer oriented**, she founds her enthusiasm and her dynamism by supporting brands in their different projects, first in cosmetics and then in nutraceuticals.

From one company to another one, her clients kept loyal. Today, she wants to give them the opportunity to benefit from her entire professional network without any limitation to either one exclusive company or one exclusive expertise. Indeed in November 2020 the creation of **Kares-up** service was clearly the best option to keep on supporting her client needs ...



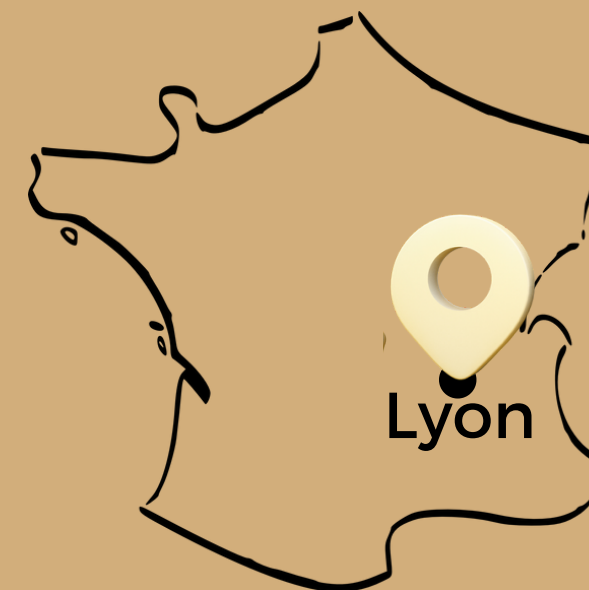


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# CONTACT

# KARES-UP

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