

AI-DRIVEN MARKET-CENTERED INNOVATION PRODUCT FORMULATION (R&D) FOCUSED*

Don't Simulate the Market - Start with It

ConceptTide supports front-end innovation by starting with market reality, not hypothetical consumer opinion. Our process is designed to translate live market evidence into clear, technically actionable direction for R&D teams.



** A marketing-mix driven offer primarily exists, also a Qualitative Insights Boutiques Support Approach*

Who we are

“Augment, product formulation activities (R&D) using AI-Driven Verified Market Behavior”

ConceptTide is an **innovation-intelligence company** built by industry experts and data scientists with over 20 years of R&D category experience.

**After 18 months of rigorous R&D and live-market validation, we created a proprietary AI platform that fuses human expertise with real-world, verified data sources.*

Our system is designed to support, optimize product formulation capability, or provide directional certainty to R&D teams by **analysing market behaviour** — specifically, we focus on identifying the most reliable sensory/product driven signals.

Our approach consists of **5 analytical steps** based on **Market Reality inputs**, not hypothetical consumer opinion – where human intuition meets market truth.



Our R&D Focused Offer in a NutShell*

What is different?

Connect R&D Product Formulation Development and Screening for an Accelerated Optimisation using a Unique R&D Adapted Market Signals Algorhythm** Approach held in 5 steps.

What benefits:

By utilizing "real-world validated" market/category signals, we significantly integrate, augment and support the R&D product formulation development processes and its other missions by generating & screening product ideas with high potential —delivered with high speed and low cost.



Unified Market Intelligence:

We consolidate real in-market formulations, technologies, and performance signals into one structured view — allowing R&D teams to quickly understand how the category actually solves problems today.



Mechanism-Led Ingredient Mapping:

We don't list ingredients — we map ingredient → mechanism → benefit → consumer problem. This reveals why systems work, not just what is used.



Cross-Category Solution Discovery:

We identify how other industries solve the *same biological, physical, or behavioural problem* — and translate those mechanisms into your category.



Ingredient Integrity & Safety Screening:

We evaluate proposed ingredients against global regulatory frameworks and market precedent, and suggest safer or more viable alternatives when needed.



Market-Anchored R&D

Direction: Real-world performance signals immediately highlight which technical routes have the highest probability of success — before formulation begins



External Data Integration:

We integrate your internal research (consumer panels, expert input, qual findings) with market intelligence to refine recommendations.



Emerging Ingredient & Technology Detection :

We identify rising functional ingredients — including traditional, regional, or adjacent-category actives — before they become mainstream.



Functional & Sensory Compatibility Analysis:

We evaluate compatibility between ingredients, flavours, formats or routines to improve product performance & consumer acceptance.

Product Idea Generator*

OUR APPROACH: A FIVE STAGE MARKET-VERIFIED INNOVATION PROCESS

ConceptTide supports front-end innovation by starting with market reality, not hypothetical consumer opinion. Our process is designed to translate live market evidence into **clear, technically actionable direction** for R&D teams.

1

Define the Market's Rules

We map the competitive landscape to understand dominant need states, how products cluster, and what "good" already looks like in the category adjacent or other ones (JTBD).

2

Quantify Where the Market Fails

We identify and size structural consumer pain points using validated secondary signals such as reviews, observed behaviour, and product patterns.

3

Learn How Problems Are Already Solved

We analyse how the category and adjacent categories address similar problems, identifying repeatable solution patterns.

4

Translate Problems into Mechanisms

We move from symptoms to mechanisms (jobs-to-be-done), mapping each to feasible ingredients or technologies and assessing differentiation potential.

5

Generate and Curate Market-Ready Product Formulations

Using mechanism-led constraints and a functional ingredient radar, we generate and refine formulations that are innovative, buildable, and culturally credible.

The Result: fewer dead ends, faster development cycles, and higher confidence that what enters the lab is worth building.

Product Idea Screening

SUMMARIZE WITH MSP

MSP (Market Success Potential) = weighted composite over applicable **KPIs** (trend alignment, taste, flavor, sensory appeal,). Report **gaps vs market average** to quantify headroom.

Key Metric	Product A	Product B	Product C
Market Success Potential	0.70	0.65	5.6
Difference vs Market Potential	+0.4	0.04	-0.7
Trend Alignment	0.67	0.60	0.50
Fragrance Appeal	0.71	0.72	0.67
Perceived Effectiveness	0.55	0.55	0.55
Convenience	0.70	0.65	0.60
Trust & Safety	0.62	0.54	0.55

Above Market Average Average Below Average

ENSURE INGREDIENT INTEGRITY:

Identify red-flag ingredients, discover safer, trend-aligned alternatives

Evaluate the **risk and safety** of proposed ingredients using global regulatory benchmarks (FDA, WHO, EFSA).

- Identify red-flag ingredients
- Discover safer, trend-aligned alternatives

Ingredient	Risk Level	Safety Concerns	Alternative Suggestions
Almond Paste	High	Allergen (tree nut)	Sunflower seed butter, pumpkin seed butter
Soy Protein Isolate	Moderate	Allergenic potential	Brown rice protein, hemp protein
Chicory Root Fiber	Low to Moderate	Gas and bloating	Smaller amounts for sensitive individuals
Pea Protein Isolate	Low	Low risk, hypoallergenic	N/A

TAKING IT A STEP FURTHER WITH OUR DEEP-DIVE OPTIONAL MODULES



- **Focus on Long-Term Growth:** Make data-driven innovation decisions based on a balanced view of short-term viability and long-term relevance.
- **Target Growth-Driving Products:** Explore product pairing scenarios to enhance category stretch and drive incremental penetration



What makes your algorithm unique & different from traditional online scrapping?

Most scraping tools just grab text from websites. We don't just collect data — we make sense of it by using our own proprietary calculations to extract the ingredient features we need & create KPIs. We turn online signals into market insight that R&D can act on.

Can I couple/augment it with other R&D relevant source of data?

Yes, you can easily do so: With Expert Panel Data, Consumers' Panel Data, Qualitative data, Sensory Demand Space Data, Category Appraisal

How do you deal with ground breaking innovation R&D Development?

We start with real consumer tensions & demand spaces. To find breakthrough opportunities, we: Look across categories for alternative product solutions consumers might choose / Pair problems with different ways they could be solved / Use Emerging Ingredients Trend that shows where markets are shifting / Combine AI logic with qual and quant inputs (Panels) when available. This helps us surface new relevant solutions, not just variations of what exists today.

How is the choice of benchmark products made?

We don't benchmark against every product on the internet — we focus on the products that actually matter to consumers & solve their problems (across categories)

Do I get direction to improve my idea product at the screening stage?

Yes – You will receive specific guidance on what to strengthen — for example: what to amplify, what is missing, which needs are poorly addressed, how messaging could land better

What are or where can I see your general outputs?

We provide a specific R&D focused output snapshot deck (PowerPoint & Platform) upon request

How do you build the MSP composite score ?

MSP blends the signals that matter in your category. Each part is weighted based on what drives success in the market, and we benchmark against market averages to show headroom. You'll also see this illustrated in our category case studies.

Can we share data to proof test the offer before hand?

Yes certainly. We can discuss about the type of data you have available and importantly about your goal (expert panel, data, consumers' panel data, qualitative, product stations...)

Can I obtain alternative ingredient solutions?

Yes – We tie up Ingredients & Combinations of Ingredients with mechanisms, benefits and problem solving that can lead to unveil unexpected solutions from different categories

Any limitations?

Yes. Categories with no online presence provide limited signals in those cases, the system works, but results rely more on trend and expert sources than digital footprints. We highlight these cases openly so you can plan effectively

APPENDICES:

- CASE STUDIES (2)
- ARTICLE

No-Sugar RTD Tea

Accelerating No-Sugar RTD Tea Innovation in China Through Market-Verified Intelligence



Their challenge

A global beverage company set out to develop a pipeline of no-sugar ready-to-drink (RTD) tea concepts for the Chinese market. The ambition was clear: deliver credible functional benefits, reduced sugar, and strong sensory appeal in a category where consumer expectations, regulatory scrutiny, and speed to market are all exceptionally high.

For the R&D organisation, the challenge was not formulation capability, but directional certainty at the front end:

- Which functional benefits are worth formulating for?
- Which ingredients are both technically feasible and culturally credible in China?
- How can early concepts avoid late-stage reformulation driven by taste failure, compliance issues, or weak consumer relevance?

Traditional innovation research could provide inspiration or feedback, but not evidence-based guidance on where to invest R&D effort with confidence. The team needed a way to reduce risk before committing to lab trials, pilot runs, and regulatory review.



The Approach: A Five-Stage, Market-Verified Innovation Process

ConceptTide supports front-end innovation by starting with **market reality**, not hypothetical consumer opinion. Our process is designed to translate live market evidence into **clear, technically actionable direction for R&D teams**.

Stage 1: Defining the Market's Rules



ConceptTide began by mapping the RTD tea market to understand how leading brands organise consumer value today. This revealed a highly structured landscape built around a small set of dominant need states:

- Refreshment and convenience
- Taste and indulgence
- Physical wellbeing
- Mental wellbeing
- Sustainability and ethics

Most successful brands occupy **two to three adjacent need states**, rather than a single benefit. This establishes clear category rules: no-sugar RTD tea concepts must still deliver enjoyment, reassurance, and familiarity.

R&D implication: innovation succeeds when it extends these rules rather than ignoring them. Sugar reduction alone is not sufficient; it must be paired with sensory satisfaction and credible function.

Stage 2: Quantifying Where the Market Under-Delivers



ConceptTide then shifted focus from who is winning to where the market is structurally failing consumers. Using validated secondary signals, we identified and sized high-incidence pain points, including:

- Lack of low-sugar options with acceptable taste
 - Limited functional ingredients with clear purpose
 - Artificial or inconsistent flavour delivery
 - Hydration and functional under-performance
 - Clean-label and sustainability concerns
- Importantly, these frustrations are evidenced by observed behaviour such as brand switching, product dilution, supplementation, and avoidance — not stated opinions.
- R&D implication: many late-stage formulation challenges originate from unresolved early-stage tensions, particularly around sweetness quality, mouthfeel, and functional efficacy.

No-Sugar RTD Tea

Accelerating No-Sugar RTD Tea Innovation in China Through Market-Verified Intelligence



Stage 3: Learning How the Market Solves These Problems



Rather than treating these gaps as unsolved, ConceptTide examined how RTD tea and adjacent categories (supplements, sports drinks, beauty, pharma, packaged food) are already addressing similar challenges. Clear solution patterns emerged:

- Botanical and herbal ingredients used to deliver function with familiarity
- Sugar reduction achieved through sweetness modulation, not removal
- Sensory compensation via cooling, texture, and aroma
- Clean-label preservation and processing technologies that protect quality

R&D implication: most successful innovation does not require new chemistry, but **new combinations of proven solutions** already accepted by consumers and regulators.

This step expands the solution space while maintaining feasibility, ensuring that innovation remains buildable rather than speculative.

Stage 4: Mechanism-Led Innovation for R&D



To make insights actionable for R&D teams, ConceptTide translated consumer frustrations into **mechanisms of action** — the functional jobs products are expected to perform.

Key mechanisms included:

- Hydration enhancement
- Antioxidant delivery
- Relaxation without sedation
- Gut and immune support
- Sweetness perception without calories
- Sensory satisfaction without sugar

Each mechanism was then mapped to:

- Ingredients or technologies already proven in other categories
- Cultural legitimacy and regulatory feasibility
- Sensory implications for beverages
- Differentiation potential within RTD tea

This created a clear design space for R&D: where to focus experimentation, what to deprioritise, and which pathways offer the best balance of novelty and feasibility.

Stage 5: From Evidence to R&D-Ready Concepts



Using a functional ingredient radar and mechanism-led constraints, ConceptTide generated and curated approximately 50 no-sugar RTD tea concepts. These were refined into R&D-ready directions designed to tackle the most pressing market gap: **credible functional benefits without sugar compromise.**

Example Concepts:

Botanica Brews

Organic, low-sugar RTD teas enhanced with functional botanicals such as ginger, turmeric, hibiscus, and echinacea. Designed to deliver physical wellbeing while maintaining flavour integrity, clean labels, and sensory appeal.

SweetLeaf Teas

Zero-calorie RTD teas using advanced sweetness modulation techniques to deliver indulgent taste without sugar or aftertaste. Designed for diabetic and calorie-conscious consumers without sensory compromise.

Conclusion: Front-End Innovation That Works for R&D

- Reducing technical and commercial risk early
- Shortening development cycles
- Improving the quality of briefs entering the lab
- Avoiding late-stage trade-offs on taste, label, or compliance

By starting with market reality and translating it into mechanisms and feasible design spaces, ConceptTide helps R&D teams spend less time guessing — and more time building what will actually succeed.

De-risking Shampoo Innovation

Through Market Verified Intelligence

R&D + Claims | Regulatory Perspective | Focus

areas: Hair Thinning & Scalp Irritation



Their challenge

Hair thinning and scalp irritation sit at the intersection of consumer anxiety, biological complexity, and claim sensitivity. For R&D teams, the core challenge is not formulation capability—it is choosing the right mechanisms and ingredient systems early, so that what enters development is both technically feasible and claimable.

R&D and claims teams needed early-stage clarity on:

- Which consumer tensions are structural (recurring) versus transient?
- Which mechanisms are credible in a cosmetic context and low risk for tolerability?
- Which ingredient systems can scale across multiple products and pipelines, justifying investment?



The Approach: A Five-Stage, Market-Verified Innovation Process

- Stage 1 Define the market's rules ·
- Stage 2 Quantify where the market fails ·
- Stage 3 Learn how problems are currently solved ·
- Stage 4 Translate into mechanisms ·
- Stage 5 Generate and curate R&D ready concepts

Stage 1: Defining the Market's Rules



ConceptTide began by mapping how the shampoo market organises value today. Leading brands cluster around a limited set of need-state territories—notably scalp balance, hair health/maintenance, moisture/nourishment, treatment, protection, and beauty enhancement.

Brand	Need State 1	Need State 2	Need State 3
Head & Shoulders	Scalp Balance	Cleansing	Anti-Aging & Longevity
Pantene	Hair Health & Maintenance	Beauty & Enhancement	Moisture & Nourishment
L'Oréal Paris	Beauty & Enhancement	Treatment	Protection
Herbal Essences	Moisture & Nourishment	Hair Management & Styling	Cleansing
Garnier Fructis	Hair Health & Maintenance	Protection	Multi-Functional & Hybrid Care
TRESemmé	Beauty & Enhancement	Hair Management & Styling	Treatment
Dove	Moisture & Nourishment	Sensitive & Hypoallergenic Care	Cleansing
Aveda	Treatment	Hair Health & Maintenance	Cultural Relevance

Stage 2: Category Tensions



Where the market under delivers Pain points are evidenced by real behaviour (product switching, routine layering, avoidance), not stated intent. In this dataset, Combat hair thinning affects 15–20%. Scalp sensitivity signals also recur: Soothe itchy scalp (10–20%) and Minimize scalp irritation (5–10%).



De-risking Shampoo Innovation

Through Market Verified Intelligence

R&D + Claims | Regulatory Perspective | Focus areas: Hair Thinning & Scalp Irritation



Problems



Next, ConceptTide examined how brands respond today and where adjacent categories provide proven solution patterns. This separates what is merely fashionable from what is repeatable and buildable.

Consumer Problem	Solution Pattern	Evidence (Source / Growth)
Combat hair thinning	Caffeine and vitamin-based stimulation systems	Mintel, Google Trends +22%
Restore moisture to dry scalp	Hydrating natural oils	Euromonitor +10%
Soothe itchy scalp	Anti-dandruff actives (e.g. zinc pyrithione)	Google Trends +12%
Minimize scalp irritation	Soothing & barrier-support ingredients (aloe vera, panthenol)	Mintel +10%

From Category Sameness to White Space

The category currently relies on a small set of proven biological mechanisms, repeatedly applied to adjacent problems. While this reduces risk, it has also driven convergence in product architecture, claims, and messaging across leading brands.

The opportunity is not new biology, but breaking default category logic — how familiar mechanisms are combined, prioritised, and framed.

Stage 4: Mechanism-Led Innovation and Platform Leverage



With category tensions and solution patterns established, ConceptTide translated consumer problems into **mechanisms of action** — the functional and biological “jobs” products are expected to perform.

Rather than focusing on ingredients in isolation, mechanisms were treated as the **primary unit of innovation**, allowing R&D teams to separate what needs to be achieved from how it may ultimately be delivered.

Mechanism	Example Enabler (Cross-Category)	Underutilised in Hair Care?	Trend Support	Differentiation Potential	Primary Concept Track(s)	How It Shows Up in Concepts
Microbiome modulation	Probiotics (Food & Beverages, Supplements)	Yes	Medium	High	Scalp Irritation	Supports scalp balance and comfort; enables claims around balance, resilience, and long-term scalp health
Anti-inflammation	Omega-3 fatty acids (Food & Beverages, Supplements)	Maybe	High	Medium	Scalp Irritation, Hair Thinning	Reduces irritation drivers; supports gentle efficacy and tolerability in thinning routines
Antioxidant protection	Ferulic acid (Skin Care, Supplements)	Maybe	Medium	Medium	Hair Thinning	Protects scalp and follicle environment from oxidative stress; supports maintenance and prevention framing
Structural support	Keratin-based treatments (Hair Care, Pharma)	No	Low	Low	Hair Thinning	Reinforces hair fibre strength claims; treated as a hygiene factor rather than a point of differentiation
Cooling & soothing	Menthol (Skin Care, Pharmaceuticals)	Maybe	High	Medium	Scalp Irritation	Provides immediate sensorial relief; supports comfort and soothing claims without therapeutic overreach
Barrier repair	Peptides (Skin Care, Wound Care)	Yes	Medium	High	Scalp Irritation, Hair Thinning	Strengthens scalp barrier; reduces irritation risk while supporting a healthy follicle environment

As summarised in the table above, each mechanism was assessed against five criteria relevant to R&D and claims development: cross-category proof, underutilisation in hair care, trend support, differentiation potential, and applicability across concept tracks (hair thinning and scalp irritation).

De-risking Shampoo Innovation

Through Market Verified Intelligence

R&D + Claims | Regulatory Perspective | Focus areas: Hair Thinning & Scalp Irritation

Stage 4: Mechanism-Led Innovation & Platform [Follow up]



Mechanism Versatility as an R&D Investment Lens

In addition to feasibility and claims headroom, ConceptTide evaluates mechanisms on versatility: their capacity to support multiple concepts, formats, and pipeline extensions.

As shown in the mechanism-to-concept mapping:

- Core mechanisms span both hair thinning and scalp irritation
- Several translate directly into adjacent formats, including leave-on scalp treatments, sensitive-scalp cleansing lines, and derm- or clinically positioned sub-ranges

This positions priority mechanisms as **platform investments rather than single-use solutions.**

From an R&D investment standpoint, this enables:

- Shared formulation learning across SKUs
- Reusable supplier qualification and safety documentation
- Scalable claims substantiation across pipelines
- Reduced duplication with increased strategic optionality.

Stage 5: From Mechanism Platforms to R&D-Ready Concept Tracks



With mechanisms defined and prioritised, ConceptTide generated and curated concepts across **two strategic tracks: Hair Thinning and Scalp Irritation.**

Importantly, these tracks are not independent silos. As shown in the table, they are **built on shared mechanism platforms**, with each concept expressing those mechanisms in different ways depending on the consumer problem and claims posture.

Track A — Hair Thinning (efficacy with tolerability and conservative claims posture)

Track B — Scalp Irritation (barrier support and comfort led claims)

Hair Thinning Spotlight: Hydration Boost Shampoo

Scalp Irritation Spotlight: Hydrate & Soothe Shampoo Bar

Elevator pitch: Addresses dry scalp issues using cutting-edge ingredients for deep hydration and scalp health. Focused on nourishing the scalp to enhance overall hair health and appearance.

Elevator pitch: A zero-waste, highly portable shampoo bar designed for ultimate scalp moisture and balance. Infused with hyaluronic acid and colloidal oatmeal, this bar deeply hydrates the scalp while soothing irritation and itchiness.

Need states: Scalp Balance, Hair Health & Maintenance
Problems solved: combat hair thinning, reduce hair breakage
How it works: This shampoo infuses hyaluronic acid and coconut oil to deeply moisturize the scalp, prevent breakage and encourage hair growth. The formulation also includes gentle cleansers to maintain the scalp's natural oils.

Need states: Moisture & Nourishment, Scalp Balance
Problems solved: soothe itchy scalp, minimize scalp irritation

How it works: The solid shampoo bar format allows for easy application and minimal waste. Hyaluronic acid deeply moisturizes the scalp, while colloidal oatmeal helps alleviate irritation and itching.

Key ingredients/inputs: Hyaluronic acid, coconut oil, silk proteins, gentle cleansers.

Key ingredients/inputs: Hyaluronic acid, colloidal oatmeal, saponified natural oils.

Hair Thinning Spotlight: Strengthen & Repair Shampoo

Scalp Irritation Spotlight: *Scalp Harmony Serum-Infused Shampoo*

Elevator pitch: A shampoo designed to tackle hair thinning and breakage by fortifying hair fibers from the roots. Utilizes biotin, keratin, and argan oil to strengthen and repair hair.

Elevator pitch: Luxurious liquid shampoo enhanced with a serum infusion of ceramides and beta-glucans to repair and protect the scalp barrier while reducing inflammation. Addresses moisture, nourishment, and scalp balance in a sophisticated formula.

Need states: Hair Health & Maintenance
Problems solved: combat hair thinning, reduce hair breakage

Need states: Moisture & Nourishment, Scalp Balance
Problems solved: soothe itchy scalp, minimize scalp irritation

How it works: The serum-infused formula delivers concentrated doses of ceramides and beta-glucans to the scalp, providing a barrier repair and anti-inflammatory effect. This helps retain moisture and reduce irritation.

How it works: Enriched with biotin and keratin which penetrate the hair shaft to fortify and rebuild damaged areas, while argan oil provides essential nutrients and moisture.

Key ingredients/inputs: Biotin, keratin, argan oil.

Key ingredients/inputs: Ceramides, beta-glucans, gentle cleansers, natural fragrances.

What if the real reason haircare isn't solving dry scalp, thinning hair, or breakage... isn't a lack of ingredients — but a lack of reframing?



By David Lansanah – Founder ConceptTide

In this article, we explore why persistent problems in haircare remain unresolved — and how uncovering deeper, unarticulated tensions like hydration stability, recovery, and biological resilience can unlock entirely new innovation pathways.

Because the next breakthrough may not come from another serum.

It may come from borrowing mechanism logic from skincare, sports recovery, pharma, or oral care — and quantifying it against real market benchmarks.

Despite decades of innovation, dry scalp, thinning hair, dandruff, and sensitivity remain stubbornly persistent.

Hair loss alone affects millions in the UK. Data from NHS UK indicate that approximately 6.5 million men and 8 million women live with hair loss, with 85% of men and 40% of women showing signs by age 50 (NHS UK, 2024).

From a market perspective, anti-dandruff and scalp care is now the largest segment in Europe's hair and scalp care market, while hair loss products are the fastest-growing sub-segment. The European market was valued at \$20.9 billion in 2024 and is projected to reach \$31 billion by 2030 (Grand View Research, 2024).

The need is large. The growth is strong. Yet the problem persists.

Everyone Is Optimizing the Same Logic

Walk into any retailer across the UK or Europe and you'll see the same pattern:

Caffeine, biotin, peptides, hyaluronic acid.

Salicylic acid, niacinamide, probiotic ferments.

Shampoos, serums, leave-ins.

As Euromonitor (2024) notes, many brands rely on a narrow set of actives applied to similar formats, resulting in incremental rather than transformational innovation.

This isn't a creativity issue. It's a structural constraint.

Brands optimize within existing category logic instead of questioning it.

The Real Gap: Deeper, Often Unarticulated Tensions

Most innovation begins with articulated needs:

"I have dandruff."

"My hair is thinning."

"My scalp feels dry."

But beneath these symptoms sit deeper tensions that consumers feel — even if they don't always verbalize them clearly.

At Concept Tide, we identify proxy dimensions that reveal the structural gaps beneath the surface:



- Effort minimization — routines are time-consuming and cognitively heavy.
- Predictability & control — inconsistent results erode trust.
- Sensory reassurance — products feel reactive rather than restorative.
- Biological resilience — thinning framed cosmetically instead of systemically.
- Hydration stability — moisture is delivered, but not sustained or stabilized over time.
- Recovery & repair — damage is treated superficially, rather than structurally rebuilt.

For example:

Hydration is often positioned as instant relief — but rarely as a stabilized, barrier-level function that protects against recurrence.

Repair is marketed through bonding claims — but seldom framed as a resilience system that supports long-term recovery under stress (heat, pollution, styling).

These tensions rarely appear directly in survey answers.

They surface when triangulating multi-source market signals, behavioral data, reviews, formulation science, and cross-category analogies.

What If the Answer Isn't in Haircare?

Skincare has mastered barrier repair and microbiome balance.

Oral care reframed cavities into preventative ecosystem maintenance.

Sports nutrition built an entire language around recovery, resilience, and performance under stress.

Pharmaceuticals optimised slow-release and controlled delivery systems.

Gut health translated inflammation into systemic modulation strategies.

The insight is not to copy ingredients.

It is to borrow mechanisms and recovery logic.

If scalp dryness is fundamentally a barrier instability issue, why treat it as surface hydration?

If thinning reflects biological fatigue, why frame it as cosmetic root strengthening?

If breakage is stress damage, why not apply recovery science from sports physiology?

This is mechanism-led R&D discovery — identifying functional systems proven elsewhere and translating them into new category logic.

From Curiosity to Quantification

Cross-industry inspiration alone is not enough.

The critical question is: Will it work in this category?

Concept Tide anchors innovation against:

- In-market brand benchmarks
- Category-specific KPI weightings
- Sensory and market priors
- Regulatory feasibility
- Trend maturity
- Competitive performance gaps

Every concept is scored using a composite Market Success Potential framework grounded in real market performance rather than hypothetical intent.



We don't simulate the market. We start with it.

Why Staying Category-Blind Is Risky

When brands remain confined to category conventions:

Ingredient fatigue intensifies.

Claims converge.

Differentiation erodes.

Disruption comes from outside the category.

The greatest risk isn't missing a trend. It's missing a reframing.

A Different Model for Innovation

Concept Tide was built after 18 months of rigorous R&D and live-market validation to systematize this process.

Our approach integrates:

- AI-powered cross-industry pattern discovery
- Unarticulated tension mapping
- Mechanism-led solution identification
- Emerging ingredient intelligence
- Hydration stability and recovery-system modelling
- In-market benchmarking architecture
- KPI-based Market Success Potential scoring

Human expertise interprets the signals.

AI structures and scales them.

The market anchors the outcome.

The result is proof, not opinion.

Final Thought

Haircare doesn't need another caffeine serum.

It may need a hydration-stability system inspired by barrier science.

A resilience-and-repair framework grounded in recovery physiology.

A slow-release delivery format adapted from pharma.

Or a preventative routine model inspired by oral care.

The next breakthrough may not be in your category at all.

But it may already exist somewhere else — waiting to be translated.

— **Concept Tide**



ConceptTIDE
Ltd

TO KNOW MORE

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PROOF TEST

Eager to test the approach, **share a set of your data** so we can take you through our analytical process and unveil its relevance & strength (free of charge)



THANK YOU!