

- Take advantage of the growing trend of plant-based products and develop botanical extracts in their joint health supplements with *Boswellia serrata*, ginger, and hemp-derived compounds in innovative ways.
- New lines in specialty supplements: for specific conditions like osteoarthritis or sports recovery, along with added nutrients, collagen and MSM.
- To banner clean label and allergen-free certifications and tick sensitive customer boxes. Innovation in product line adds on to the competitive edge, opens a whole horizon of opportunities in niche markets, and in turn enhances the brand's relevance and future-readiness in light of changing customer preferences.

5.4 Enhance Partnerships with Healthcare Providers and Wellness Programs

Healthcare professionals top the list of trusted sources for advice on matters relating to health. It is this group from which recommendations can be secured for a sales uplift of supplements ; thus, strengthening partnerships with Blackmores:

- Agree with the clinics and hospitals to suggest the Blackmores Joint & Mobility to the potential customers looking for a better life by managing joint health.
- Sponsor wellness programs or corporate health initiatives focused on musculoskeletal health, making products available by providing samples for free or providing health education.
- Training of the pharmacists and healthcare staff for communicating the benefits and usage of the products.