



## Settling a Contract Dispute with Nutraceutical Expertise

The dietary supplement industry has experienced significant growth over the past two decades and shows no signs of slowing, with analysts projecting the global market to increase from \$177.50 billion in 2023 to more than \$300 billion by 2030. Overcoming the regulatory and legal challenges of this industry requires specialized knowledge and experience.

When a breach of contract dispute arose between two dietary supplement companies, IMS Legal Strategies was tasked with identifying an expert witness who had significant experience in product development and marketing strategies within the health and wellness industry.

### The Case Challenge

The dispute centered on the development and distribution of a nutraceutical product. Representing the defendant company, our client sought an expert to consult on the marketing of new products, including opportunities and reasonable expectations for the success of newly launched supplements, typical failure rates, and industry norms. The expert needed to be an industry professional with an advanced degree and experience in both direct and multi-level marketing of supplements. Ideally, they would also have prior courtroom testimony experience.

### The Expert Solution

Our custom expert witness services team performed a tailored search to find an expert who met each of the client's requirements. An IMS researcher identified nine potentially qualified experts within 24 hours of beginning the search and continued searching until the best available experts were found. Our recruiting team ultimately contacted 26 experts before narrowing the list down to the four most qualified candidates for the client to consider. Following a round of interviews with three experts, they selected the perfect person for their case.

The chosen expert is a consultant with a PhD and more than 30 years of experience in the supplement and pharmaceutical industries. She previously held executive positions focused on research, product development, and marketing of nutritional supplements, botanical and homeopathic drugs, and other products. She had prior experience as a consulting expert in litigation as well.

## The Outcome

Following the engagement of our client's chosen expert, the parties settled the dispute, and the case was dismissed with prejudice.

## Rely on IMS to Find the Expertise You Need

IMS provides access to the top consulting and testifying experts in hundreds of industries and niche specialties. Whether your case calls for a scientific expert to explain the chemical formulations of nutraceuticals, a medical specialist to consult on possible risks and benefits of an alternative health trend, or a microbiology expert to clarify food safety testing technology, our dedicated researchers and recruiters utilize proven strategies to quickly connect you with the best candidates for your consideration.

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**IMS knows the subject matter authorities across every industry and discipline.** No matter your specific needs, IMS will locate and deliver the [best-aligned expert witness](#).

**Let's find your expert:** [contactus@imslegal.com](mailto:contactus@imslegal.com)

**IMS Legal Strategies** is a trusted partner to law firms and corporations worldwide, providing the expertise and technology needed to solve dispute-related challenges and protect reputations. IMS delivers strategic solutions for the entire litigation lifecycle, including advisory and analytical support, specialized expert witness services, data-driven jury consulting, powerful trial graphics, and seamless presentation technology. We work closely with clients to develop a strong case around key themes and present compelling narratives that leave a lasting impression on decision-makers. Our integrated teams have decades of practical experience in more than 65,000 cases and 6,500 trials. Together, we win. Visit [imslegal.com](https://imslegal.com) for more.