

Innovate UK Business Connect - KTP Platform (Current)

2759 Innovate UK KTP 50th Golden Awards

Detoxpeople Ltd – Anglia Ruskin University Higher Education Corporation

Application name should be the nominee name (i.e. the name of the Partnership team, project, people or person who will be the recipient of the Award).

**Confidentiality
Declaration**

Project team Detoxpeople Ltd – Anglia Ruskin University

- ✓ I confirm all contributors to this project have provided consent for the use of the information provided in this application to be used by the organisers in any promotion of the Awards.

Consent

- ✓ I am happy for any of the information provided to be used by the organisers in any promotion of the Awards

1. Knowledge with Impact**Criteria**

In this category applications should demonstrate exemplary TCS / KTP credentials, with a particular focus on evidencing the impacts made, the transformative outcomes delivered, and the exploitation potential realised.

Eligibility

To be eligible for this award, your TCS / KTP participation must have begun after 1st January 1975 and have been completed by 30 June 2025.

2. Driving Innovation for the Future**Criteria**

Here we wish to showcase the most creative, innovative and market-disruptive aspects of TCS / KTP. Applicants here should be able to demonstrate and evidence the nature, novelty and scale of progressive change enabled and exploited by TCS / KTP.

Eligibility

To be eligible for this award, your TCS / KTP participation must have begun after 1st January 1975 and have been completed by 30 June 2025.

3. The Art of Successful Collaboration

Criteria

This theme exemplifies the TCS / KTP ethos, here we wish to focus on the relationship aspects of TCS / KTP and how applicants can demonstrate a depth and breadth of reach and impact that has been facilitated through people and organisations working in partnership for a common goal.

Eligibility

To be eligible for this award, your TCS / KTP participation must have begun after 1st January 1975 and have been completed by 30 June 2025.

The shortlisted finalists for each category will be invited to attend the Gold Awards Gala Dinner on Wednesday, 29th October 2025 at the Kimpton Clock Tower Hotel in Manchester.

Each shortlisted finalist will be allocated three Gold Awards Gala Dinner tickets, but will be responsible for covering their own travel and accommodation costs.

Are you applying for the Art of Successful Collaboration Category? Yes

About the Nominees

Describe the People/ Partners/ Participants involved including any available TCS/ KTP project details (mention here any relevant context such as Knowledge Base and Company Partner details, main company activities, markets, locations; also consider providing turnover, profitability, and headcount numbers where possible).

The Business Partner – Detoxpeople Ltd

Based in Chelmsford, Essex, Detoxpeople was a distributor of premium food supplements, including the liposomal brand Lipolife. Reliance on overseas manufacturers limited control, innovation, and growth. Through the KTP, the company created GMPriority Pharma, the UK's first dedicated liposomal manufacturer. Now equipped with GMP/ISO22000-certified facilities and advanced R&D laboratories, the business has expanded from 9 to 43 employees, increased pre-tax profit margins from 23.6% to 35%, and grown turnover to over £10m while exporting to 27 international markets.

The Knowledge Base – Anglia Ruskin University

ARU, led by Professor Mohammad Najlah, contributed world-class expertise in pharmaceuticals, nanomedicine, and formulation scale-up. The project strengthened ARU's translational research profile, informed new teaching materials, and generated publications, while securing further KTPs and industry contracts.

The Associate – Dr. Sahrish Rehmani

An expert in nanomedicine and regulatory affairs, Dr. Rehmani embedded new manufacturing and compliance systems, spearheaded alcohol-free and dry liposomal

innovations, and achieved Innovate UK's highest "Outstanding" rating. She advanced to Principal Scientist & Regulatory Lead, ensuring knowledge legacy and future innovation.

Together, these partners achieved a step-change transformation—now nationally recognised as finalists for Best of the Best 2024 and Business Transformation 2025.

The Strategic Context

What was the strategic challenge, need or opportunity that this KTP (or formerly TCS) nomination set out to address? Please outline the key purpose/ aims/ objectives of your partnership(s) and/ or the drivers motivating the Gold Award nominee(s)

At the outset of this KTP, Detoxpeople Ltd faced significant barriers to growth and innovation. As the distributor of the liposomal supplement brand Lipolife, the company relied heavily on overseas contract manufacturers. This dependence restricted control over quality, slowed responsiveness to customer and market needs, and limited the company's ability to innovate. Technical issues—such as poor product stability, unpleasant taste, and the presence of alcohol in liquid formulations—further restricted access to key global markets, especially those governed by religious or ethical dietary requirements. These challenges threatened competitiveness in a rapidly expanding, science-driven nutraceutical sector.

The KTP with Anglia Ruskin University (ARU) was established to address these obstacles and unlock transformational opportunities. Its aims were clear:

Develop in-house manufacturing capability compliant with ISO22000/GMP standards, eliminating reliance on overseas production and strengthening UK manufacturing resilience.

Expand and diversify the product portfolio, creating alcohol-free and pioneering dry liposomal powders with improved stability, taste, and global transportability.

Embed long-term R&D and regulatory expertise to ensure continuous innovation, compliance, and sustained growth.

These objectives were strategically important for both business and society. They aligned with consumer demand for evidence-based, ethically compliant supplements; industry needs for shelf-stable products with improved bioavailability; and the UK government's post-COVID drive to reshore advanced manufacturing.

The partnership successfully translated ARU's academic excellence in pharmaceuticals and nanomedicine into applied commercial capability, enabling the creation of GMPriority Pharma—the UK's first dedicated liposomal manufacturer. This shift unlocked exports to 27 markets, secured £13m in exclusivity contracts, and embedded a culture of continuous scientific innovation.

The drivers motivating this Gold Award nomination are clear: a pressing business challenge addressed through outstanding knowledge transfer, resulting in a transformative, resilient UK manufacturer with enduring societal and sectoral impact.

Overview of Outcomes/ Impacts for the Beneficiaries

Please outline the key achievements for the host Organisation(s), the Knowledge Base(s) and the Associate(s). What were the evidential impacts and outcomes realised alongside any evidence of changes in operations, culture, economic/ societal/ environmental benefits etc. How was TCS / KTP applied to optimal effect for the mutual benefit of the

involved stakeholders and how did the collaborators ensure that sum of the outcomes realised went beyond the individual and collective ambitions.

Host Organisation (Detoxpeople / GMPriority Pharma):

The KTP enabled Detoxpeople to evolve from a supplement distributor into the UK's first dedicated liposomal manufacturer. Through the creation of GMPriority Pharma, the business established GMP/ISO22000-certified cleanroom and R&D facilities, embedding permanent in-house capability. Achievements included: expansion from 20 to 180 SKUs; breakthrough innovations in alcohol-free and dry liposomal powders; exports to 27 countries; and £13m in exclusive contracts. Turnover surpassed £10m, profitability rose from 23.6% to 35%, and headcount grew from 9 to 43. Operational culture shifted towards evidence-based R&D, continuous innovation, and regulatory excellence, ensuring resilience and competitiveness.

Knowledge Base (Anglia Ruskin University):

ARU translated research in pharmaceuticals and nanomedicine into real-world innovation. The project generated four publications, new teaching content, and postgraduate training in formulation and scale-up technologies. It strengthened ARU's REF impact case, attracted three additional KTPs and an industry-funded research contract, and embedded entrepreneurial thinking within the university.

The Associate (Dr Sahrish Rehmani):

As KTP Associate, Dr Rehmani led technology transfer, regulatory compliance, and product development. She spearheaded the establishment of dry liposome production, developed SOPs, secured GMP/ISO22000, Halal and Kosher accreditations, and co-authored scientific outputs. She was awarded Innovate UK's highest rating of "Outstanding" and progressed to Principal Scientist & Regulatory Lead, ensuring legacy capability within the business.

Beyond Individual Ambitions:

The collaboration achieved outcomes far beyond initial objectives. It catalysed new UK manufacturing capability, reshaped sector standards, and delivered societal benefits through alcohol-free and shelf-stable products that reduce cold-chain dependency and expand global access. By embedding skills, infrastructure, and culture, the project created enduring mutual benefit—commercial growth for the company, impact and collaborations for ARU, and a sustainable leadership pathway for the Associate—together delivering a legacy greater than the sum of its parts.

WOW Factor!

What makes this nomination special in having applied the TCS/ KTP partnership culture and ethos to best effect and why should it win the Art of Successful Collaboration Gold Award?

This nomination is special because it embodies the true ethos of TCS/KTP—collaboration, trust, and mutual benefit—applied to transformative effect.

The partnership between Detoxpeople Ltd and Anglia Ruskin University (ARU) was founded on shared vision and seamless collaboration. The academic supervisor, Professor Mohammad Najlah, worked closely with the business to co-design strategy, ensuring that academic rigour underpinned commercial goals. The company embraced

this ethos fully, embedding R&D systems, SOPs, and regulatory standards that became part of its culture. The KTP Associate, Dr. Sahrish Rehmani, was the vital bridge—translating advanced research into practical manufacturing processes, while also building permanent internal capability.

This collaborative approach transformed Detoxpeople from a distributor reliant on overseas suppliers into GMPriority Pharma—the UK's first dedicated liposomal manufacturer. Together, the partners achieved far beyond their initial objectives: turnover grew to over £10m, profit margins rose from 23.6% to 35%, staff increased from 9 to 43, and exports reached 27 countries. ARU gained an outstanding REF impact case and further KTPs, while the Associate advanced to a senior leadership role, achieving Innovate UK's highest "Outstanding" rating.

The strength of this collaboration has been recognised nationally. The project was shortlisted as a finalist for Innovate UK's Best of the Best Award (2024) and again for the Business Transformation Award (2025)—clear validation of its excellence and legacy.

This nomination should win the Art of Successful Collaboration Gold Award because it demonstrates how academia, business, and an exceptional Associate can work in genuine partnership to achieve outcomes none could have realised alone—embedding knowledge, driving growth, and leaving a legacy of innovation that continues to shape the sector.