

QUINTILES, the leading CRO "Company Research Organization", is a world leader of service company in clinical research.

Founded in 1982, with its headquarters near the Research Triangle Park (North Carolina), QUINTILES employs a total staff of more than 20 000 people in 39 countries.

QUINTILES is a worldwide principal world supplier of information, techniques and services in the pharmaceutical industry. QUINTILES can ensure totally development and marketing of its customer products. QUINTILES brings up-to-date therapeutic data, competencies, services and its world resources by the means of an integrated network of the information system, its scrupulous procedures, its innovating technologies and its vast therapeutic and lawful competencies.



"The Electronic Tongue provides qualitative and quantitative analysis of taste assessment at an early stage in the development process. By minimizing the need to recruit human taste test subjects, human risk is reduced while achieving quick results to move compounds to the next development stage".

#### **A new technology**

The ASTREE Electronic Tongue system is an instrument equipped with an array of seven coated sensors for liquid analysis. It is fully automated with 15 positions for formulation samples providing four replicate measurements per sample. It provides fast comparative measurements of non/low volatile molecules and dissolved organic compounds that are responsible for taste and flavor sensations



*Quintiles users, Scientific specialist:  
Trmalracy Friedeck, Wayne West, Scott Peterson*

#### **Qualitative & Quantitative analysis of taste assessment**

- Masking of active in oral formulations (powder, effervescent, syrups, emulsions, tablets, lozenges, sublingual, orodispersives, films...),
- Screening of the best taste masking ingredients,
- Matching bitter placebos,
- Tasting flavor stability

This taste assessment technology has been proven effective to quantify bitterness in API, develop suitable matching placebos and optimize taste-masked formulations.

#### **Save time and money**

- Provides faster and safer optimization of oral formulations
- Generates reliable measurement of bitterness
- Objectivates the quantification of the bitterness intensity of NCE's
- Assures taste quality throughout product development
- Safely reduces the reliance on human taste panels.