

# THE LONGEVITY SHIFT

## STRATEGIC IMPLICATIONS OF THE LONGEVITY MEDICINE REVOLUTION

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## Longevity. It's a word we've all heard, often in the context of diet tips, fitness routines, or wellness trends.

But in 2025, longevity has taken on a much broader and more strategic meaning. It's no longer just about living longer; it's about preserving vitality, function, and independence well into later life. And most importantly, it's emerging as one of the most dynamic frontiers in healthcare innovation.

At its core, longevity refers to extending not only lifespan but also healthspan – the number of years a person remains

healthy, active, and independent. We already engage with this concept more than we realize: we track our sleep, wear sunscreen, take cold showers, eat antioxidant-rich foods, and practice intermittent fasting. All of these are daily actions aimed at extending functional health and delaying decline. What's changing now is that longevity is no longer confined to lifestyle; it's becoming a serious focus for pharmaceutical manufacturers.



Companies are beginning to use or repurpose products to delay the onset of chronic disease, enhance systemic resilience, and intervene in the biological processes of aging itself. This is what is now shaping into **the longevity market**.



## Longevity products are increasingly diverse, but they broadly fall into five strategic categories:



**Repurposed therapeutics**, such as GLP-1 receptor agonists and metformin, are gaining attention for modifying aging pathways beyond chronic disease management, offering well-characterized safety profiles and immediate translational potential.

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**Molecular and cellular-level therapies**, including senolytics and nicotinamide adenine dinucleotide (NAD+) boosters, directly target the hallmarks of aging by clearing senescent cells and restoring mitochondrial function.

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**System optimizers** enhance resilience across metabolic, immune, and cognitive systems through both pharmacologic and adjacent approaches like microbiome modulation, signalling that prevention is entering therapeutic territory.

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**Experimental preventives**, such as gene therapies and cellular reprogramming, are early-stage but highly capitalized bets on regulatory pathways and putative age reversal. Large pharmaceutical companies cannot ignore these signals despite limited near-term return on investment.

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**Diagnostics and biomarkers**, like biological clocks, serve as consumer entry points for longevity interventions, enabling population stratification and personalized therapy while supporting value-based and HTA-informed care models focused on long-term outcomes.

## While the technologies and delivery models vary, longevity pharmaceutical products ultimately serve three common biological purposes:

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### Removing damage

First, they aim to remove damage by clearing out worn or dysfunctional cells, such as senescent cells, that contribute to systemic decline.

2

### Restoring function

Second, they restore function by enhancing resilience across key systems like metabolism, immunity, and cognition.

3

### Reprogramming systems

And finally, some therapies seek to reprogram systems altogether, resetting cellular behavior or gene expression to preserve youthful function at the molecular level.




With such diverse therapeutic strategies, it's no surprise that the longevity space is attracting a diverse array of stakeholders.

Major pharmaceutical companies are beginning to show interest, through existing metabolic assets or exploratory aging-related trials, while emerging biotechs are taking on the role of disruptors, advancing novel mechanisms such as senolytics and mitochondrial repair.

Platform-based research and development (R&D) firms add another layer, often working quietly yet ambitiously on technologies such as cellular reprogramming and gene editing that could redefine the field altogether.












Though their strategies vary, what unites these groups is a growing recognition that longevity may become a defining theme in the future of medicine.

Regulatory pathways vary significantly by region, which will shape development and access timelines.



Longevity may become a defining theme in the future of medicine.

Key players (non-exhaustive)

Pharmaceutical	Biotech	Platform R&D	DTC
 	  	  	  

## Each player type brings distinct capabilities and constraints to the longevity opportunity, shaping their strategic approach:



### Pharmaceutical

- Repurposing existing drugs (e.g., GLP-1s), exploring inflammation and metabolic aging.
- Building credibility in longevity through adjacent indications with established assets, while cautiously expanding into aging biology.



### Biotech

- Developing first-in-class therapeutics targeting core aging mechanisms like senescence and regenerative pathways.
- Leading scientific breakthroughs in aging; establishing pipelines around novel mechanisms.



### Platform R&D

- Advancing AI drug discovery, gene editing, and reprogramming tools tailored to aging biology
- Providing foundational tools and platforms to accelerate discovery, de-risk early development, and enable scalable intervention design



### Direct-to-consumer (DTC, permitted in US/NZ)

- Delivering biological age tests, supplements, and concierge longevity care
- Normalizing longevity concepts among consumers, generating demand, and building a large-scale personalized aging data infrastructure



## As these diverse strategies collide and converge, the competitive landscape is becoming increasingly complex to navigate.

For pharmaceutical and biotech companies, the emergence of longevity-focused therapeutics represents more than a scientific evolution; it signals a need to fundamentally rethink how value is created, communicated, and captured.

As the focus shifts from treating diagnosed illness to preserving health over time, companies will need to evaluate whether their existing or pipeline assets have relevance in this new, prevention-driven context.



Companies that successfully articulate a longevity-relevant value proposition, supported by novel endpoints and long-term outcomes, will be **better positioned to lead**.

### Importantly, commercialization models will also need to adapt:

- Traditional healthcare professional (HCP) led launches must now coexist with rising consumer influence, the growing role of diagnostics and digital health as complementary enablers, and payer expectations around system wide cost avoidance.
- The companies that will lead in this space are those that don't just follow scientific breakthroughs but shape the narrative around how their products contribute to healthy aging and long-term resilience.



## Navigating these strategic shifts requires new capabilities, insights, and frameworks:

- **Determine where to play and how to differentiate:** Conduct comprehensive landscape scans covering pipelines, emerging players, consumer demand, and clinical trends to enable differentiation strategy development.
- **Align your assets with the future of longevity:** Evaluate current and pipeline assets for alignment, including off-label use, new indications, or support for resilience, prevention, and healthspan extension.
- **Develop evidence and messaging that resonates:** Aid in the assessment and development of real-world evidence strategies and create robust value narratives, ensuring messaging resonates not just with HCPs and payers, but also engages the increasingly influential consumer base on aging and prevention.
- **Build a successful go-to-market plan for a new era:** From market shaping to launch preparation, create commercialization strategies that bridge traditional medical channels with emerging influencer, wellness, and digital ecosystems, in compliance-appropriate ways, setting the stage for successful market entry in a new era.

Whether you are developing initiatives in this area or assessing where longevity fits within your portfolio, **we can provide objective insights, strategic evaluation, and execution support to inform decision-making.**





# THANK YOU

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