

Label Brief: Mood Mushrooms

Brand Name:

Mood Mushrooms

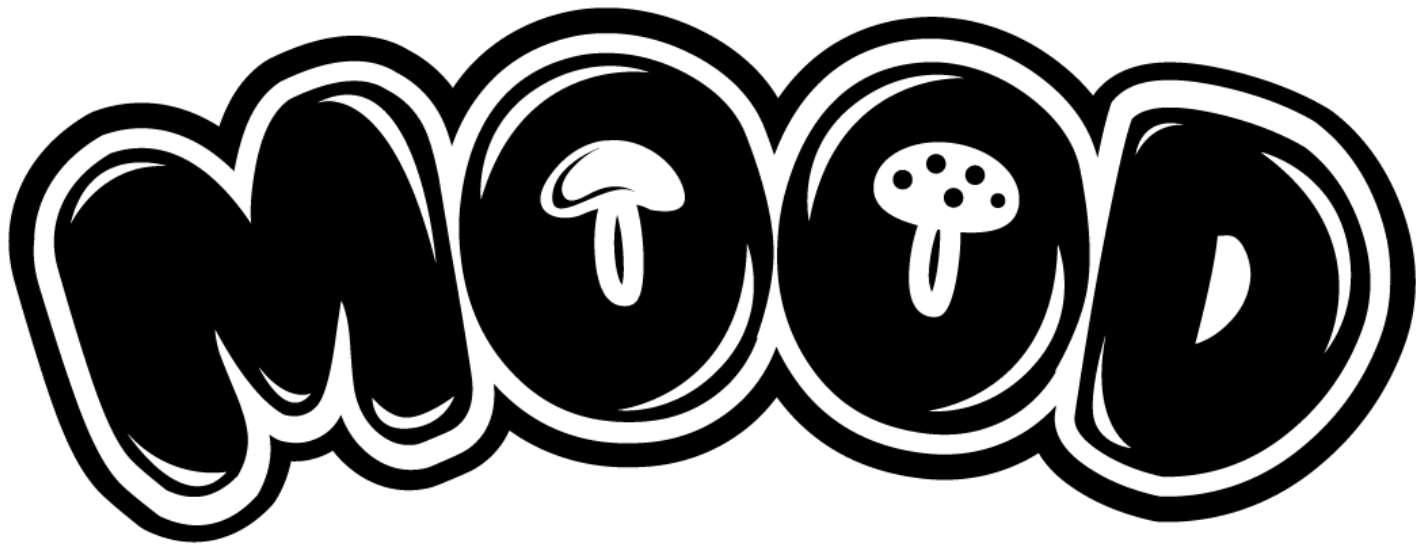
Project Overview:

Mood Mushrooms is a healthy blend of functional organic super mushroom gummies that aims to enhance mood and promote overall mental and physical well-being by taking daily doses. The gummy product line offers a range of benefits, including increased energy, focus, calmness, sleep, immunity defense and overall mood upliftment. Mood Mushrooms is a brand that exudes positivity, vitality and personal growth. Mood Mushrooms is accessible, friendly, and approachable, making it easy for customers to integrate the brand into their daily routine. We cater/celebrate self-care by tending to both mental health and physical health.

Each benefit (i.e. product & flavor) is assigned a specific color that represents that “mood.” There are a total of 6 Moods, all 6 colors must be cohesive together. We prefer the color that represents the Mood to also be a clear representation of the flavor assigned to that mood, but we are open to interpretation if the color story looks good. We are also open to imagery (either real images or flaticons representing the ingredients or flavors) on the labels to help illustrate the components of this delicious product.

Logo:

We are open to interpretations for color for the logo. You can keep the inside of the logo letters white, or make them transparent with the label background color or use black, it is your choice. We are providing several options previously provided, but we are not locked in on one logo color yet.



Label Request:

The Mood Mushrooms products are gummies that will be placed in bottles and bags. There will be 6 different products with designated moods and flavors (i.e. Sleep/Lavender Vanilla, Calm/blackberry, Uplift/Pineapple, Focus/peach, Defense/black cherry, Energy/orange).

Dimensions will vary, here are a few:

Bottles:

6" W x 2" H

5" W x 2" H

Pouches:

4 x 6 x 2"

NOTE: The front of bottle details in the first and 4th image below are not the correct info. See the outline below for correct details for each Mood.

BOTTLES:

<p>SUGGESTED USE: Adult Daily Dosage: 1 gummy.</p> <p>WARNING: KEEP OUT OF REACH OF CHILDREN. If you have a medical condition, are on medication, or are pregnant or nursing, please consult a qualified health care professional before use. Do not use if safety seal is broken or missing.</p> <p>† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.</p> <p>SCAN FOR TEST RESULTS</p>  <p>YOUR QR CODE HERE</p> <p>FOLLOW & VISIT US ONLINE @YOURSOCIAL YOURWEBSITEURL.COM</p> <p>BATCH: ADD HERE EXP DATE: ADD HERE</p> <p>Barcode Here</p>	<p>YOUR BRAND LOGO</p> <h1>MUSHROOM GUMMIES</h1> <h2>CHAGA</h2> <p>BLACK RASPBERRY</p> <p>NATURAL FLAVOR</p> <p>30 GUMMIES 2500mg per gummy**</p> <p>Net Wt. = 4.76oz. (135g)</p>	<p>Supplement Facts</p> <p>Serving Size 1 Gummy (4.5g) Servings Per Container 30</p> <table border="1"> <thead> <tr> <th>Amount Per Serving</th> <th>% Daily Value</th> </tr> </thead> <tbody> <tr> <td>Calories 10</td> <td></td> </tr> <tr> <td>Total Carbohydrate 3g</td> <td>1%*</td> </tr> <tr> <td>Total Sugars 3g</td> <td>†</td> </tr> <tr> <td>Includes 2g of Added Sugars</td> <td>4%*</td> </tr> <tr> <td>Organic Chaga (Inonotus obliquus) Extract</td> <td>2500mg †</td> </tr> <tr> <td>Fruiting Bodies & Mycelium (From 250mg of 10:1 Extract)</td> <td></td> </tr> </tbody> </table> <p><small>*Percent Daily Values (DV) are based on a 2,000-calorie diet. †Daily Values (DV) not established.</small></p> <p>**EQUIVALENT FROM 250MG OF 10:1 EXTRACT</p> <p>OTHER INGREDIENTS: Organic Tapioca Syrup, Sugar, Pectin (Pectin, Maltodextrin, Sodium Potassium Tartrate, Sodium Hexametaphosphate), Natural Flavors, Citric Acid, Sodium Malate, Organic Vegetable Glycerin, Natural Color, Vegetable Oil, Carnauba Wax.</p> <p>DISTRIBUTED BY: Company Name Address Street, City State Initial, ZIP Code</p>	Amount Per Serving	% Daily Value	Calories 10		Total Carbohydrate 3g	1%*	Total Sugars 3g	†	Includes 2g of Added Sugars	4%*	Organic Chaga (Inonotus obliquus) Extract	2500mg †	Fruiting Bodies & Mycelium (From 250mg of 10:1 Extract)	
Amount Per Serving	% Daily Value															
Calories 10																
Total Carbohydrate 3g	1%*															
Total Sugars 3g	†															
Includes 2g of Added Sugars	4%*															
Organic Chaga (Inonotus obliquus) Extract	2500mg †															
Fruiting Bodies & Mycelium (From 250mg of 10:1 Extract)																

RED LINE IS THE CUT LINE
BLUE LINE IS THE SAFELINE
DIMENSIONS = 6"W x 2"H

2021 V.1

RED LINE IS THE CUT LINE
BLUE LINE IS THE SAFELINE
DIMENSIONS = 5"W x 2"H

BAGS:

10mg CBD
5mg CBN
5mg Melatonin

Ingredients: Light Corn Syrup (Corn Syrup, Salt, Vanilla), Cane Sugar, Water, Gelatine, Sorbitol Powder, Citric Acid - ADM, Organic Apple Pectin, Natural & Artificial Flavors, Melatonin, Sweetener (Maltodextrin, Sucralose), Water, Sugar, One Or More Of The Following U.S. Certified Colors: Red #3, Modified Corn Starch, Vegetable Gum, Citric Acid, And Less 1/10 Of One Percent Sodium Benzoate And Potassium Sorbate (As Preservatives), Hemp Extract.



www.yourwebsite.com

The business name and address of the manufacturer, packer, or distributor.

Nutrition Facts

5 servings per container

Serving size 1 Piece (4g)

Amount per serving

Calories 10

% Daily Value*

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 0mg 0%

Total Carbohydrate 2g 1%

Dietary Fiber 0g 0%

Total Sugars 2g

Includes 2g Added Sugars 4%

Protein 0g

Vitamin D 0mcg 0%

Calcium 0mg 0%

Iron 0mg 0%

Potassium 0mg 0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Directions: 1 Pieces. Do not exceed 4 pieces every six hours

300 mg total Cannabinoids

Packaged in the same facility as peanuts, tree nuts, wheat, soy, and milk products.

ELDERBERRY SAMPLE

For size reference only, ingredients/strength/directions may change

FULL SPECTRUM

Gelatin Based-Sugar Coated Gummy Squares

Elderberry Flavor

5ct Bag

300MG Full Spectrum CBD

Label must include:

- Logo (constant)
- Product name (varies)
- Mood (varies, up to 50 characters)
- Flavor (varies)
- Front label Ingredients (2 total ingredients listed, about 24 characters at most)
- Back Label ingredients (varies)
- Gummy count (constant)

- Dosage per gummy (constant)
- Net weight

Label features we like:

- We like the use of ingredients (fruit & mushroom types), whether that's of the fruit flavor or the ingredients included in product as flaticons used in the background of the packaging

Products:

1. Uplifting
 - a. Flavor: Pineapple
 - b. Mood: Mood Enhancement, Mental Health Helper
 - c. Front Label Ingredients: Cordyceps
 - d. Back Label Ingredients: Magnesium, Vitamin B2, Theacrine, Rhodiola Rosea, Shiitake, Cordyceps, Myrcene, Pinene.
2. Focus
 - a. Flavor: Peachy Keen
 - b. Mood: Focused, Creative, Productive
 - c. Front Label Ingredients: Lion's Mane & Cordyceps
 - d. Back Label Ingredients: Rhodiola Rosea, Theacrine, Luteolin, Forskolin, Lions Mane, Cordyceps, Caryophyllene, Linalool.
3. Defense
 - a. Flavor: Black Cherry
 - b. Mood: Immunity & Gut Health
 - c. Front Label Ingredients: Turkey Tail
 - d. Back Label Ingredients: Vit A, Vit C, Ginger, Magnesium Glycinate, Lemon Balm, Maitake, Turkey Tail, Humulene.
4. Energy
 - a. Flavor: Orange Outrage
 - b. Mood: Awake, Stamina, Active
 - c. Front Label Ingredients: Lions Mane & Cordyceps
 - d. Back Label Ingredients: (NALT) N-Acetylcysteine-L-Tyrosine NALT, Caffeine, Vitamin B1, B3, Rhodiola Rosea, Ginkgo, Cordyceps, Valencene, Lions Mane, Limonene.
5. Sleep
 - a. Flavor: Vanilla Lavender Lucid Slumber blend
 - b. Mood: Bedtime, Naptime, Relax Time
 - c. Front Label Ingredients: Melatonin & Reishi
 - d. Back Label Ingredients: Melatonin, Ashwagandha, Reishi, Bobinsana, Passion Flower, Linalool.
6. Calm
 - a. Flavor: Blackberry Bliss
 - b. Mood: Chill, Relaxed, Good Vibes
 - c. Front Label Ingredients: Reishi & Ashwagandha
 - d. Back Label Ingredients: Ashwagandha, Lemon Balm, Reishi, Chamomile, Velvet Bean, Caryophyllene.

Product Labels we like:

- <https://eatmushies.com/>



- <https://www.mushroomrevival.com/collections/mushroom-gummies>



Energy Gummies



Focus Lion's Mane Gummies



Calm Gummies



Daily 10 Mix Mushroom Gummies



Focus Lion's Mane Capsules



Daily 10 Mix Mushroom Capsules



Energy Cordyceps Capsules

- <https://www.humnutrition.com/>



- <https://odysseyelixir.com/>



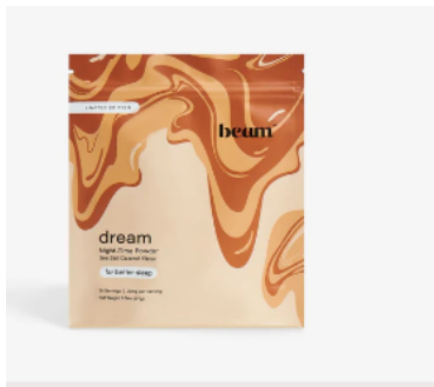
-
- <https://trytroop.com/products/>



-
- <https://spacegoods.com/collections/shop-all>



- <https://shopbeam.com/collections/shop-all>



- <https://spacetea.com/>

Space Tea Has Landed At Sprouts Market



<https://drinkcann.com/products/cann/>



<https://littlesaints.com/collections/plant-magic-mocktails>

