

Label Design Contest Brief

Product Category: Food Supplements for Women's Health

Contest Title: Innovate for Her Health – Label Design Contest

Submission Deadline: [29-06-2025]

1. About the Brand

At Elixiva, we believe that wellness and beauty should be easy, effective, and based on quality. Unlike traditional capsules or powders, our liquid supplements are designed for better absorption and real results that you can feel and see. Liquid isn't just a format; it's a smarter delivery system administration. It allows for greater potency, faster absorption into the body and a level of convenience that fits modern life.

Our customers choose Elixiva because there is no mixing, measuring or taking multiple pills. Everything you need is delivered in a single clean, concentrated dose so you can take care of your health without wasting time. Each of our four specific elixirs, including collagen, multivitamins, probiotics, menopause and much more, is developed and produced in Sweden under strict quality standards. From formulation to packaging, all products reflect the fundamental Swedish principles we live by: precision, integrity and excellence.

Elixiva. Liquid supplements. Scandinavian standards.

2. Product Overview

The Elixiva range consists of these products:

- Collagen Deluxe 500 ml bottle
- Collagen Essentials 500 ml bottle
- VitaBiotic Boost 500 ml bottle
- Collagen MenuPlus+ 500 ml bottle
- Collagen Beauty Shot 25 ml vial

For this contest, we will need one label design for the Collagen Deluxe 500 ml. See product details in appendix and highlighted with yellow.

Type: Liquid

Target Audience: Health-conscious women aged 30–50

3. Design Requirements

Label Size & Format:

Label 500 ml bottle: 77Hx235Lmm + 2.5 mm bleed.

Label 25 ml shot vial: 61Hx85Lmm+ 2.5 mm bleed.

Wraparound, front & back.

File format PDF, AI

- Required Elements:
 - Brand Name and Product Name
 - Clear communication/highlights of the benefits front of the label – see appendix for details per product
 - Supplement facts panel (space back of label - placeholder is sufficient)
 - Ingredients section (space back of label - placeholder is sufficient)
 - Mandatory symbols and text like EAN code/Food Supplement/Produced by information (space back of label - placeholder is sufficient)

4. Design Style & Inspiration

Preferred Aesthetic: Premium, high quality, but not too aesthetic

Color Preferences: It is not possible to print a transparent label or split up the label in other formats

Typography Preferences: None

5. What to Avoid

- Overly busy or cluttered layouts
- Misleading health claims
- Tiny fonts (must be legible when printed)

6. Deliverables

- Print-ready label design (front and back if applicable)
- Source files (AI, PSD)
- Preview mockup on a bottle/container - use picture for dark color bottle and white vial for shot

7. Judging Criteria

- Originality and creativity
- Visual appeal and shelf impact
- Clarity of information layout

8. Appendix – Product details

Product 1: Collagen Deluxe 500 ml bottle

- Brand name: ELIXIVA
- Product name: Collagen Deluxe
- Key ingredients/Benefits:
 - Hydrolyzed Marine Collagen 11000 mg
 - Powerful anti-ageing combo: retinol + hyaluronic acid
 - Supportive multivitamins: Vitamins Selenium, Silicon, MSM
 - Clinically tested
 - For Skin, Hair and Nails

Product 2: Collagen Essentials 500 ml bottle

- Brand name: ELIXIVA
- Product name: Collagen Essentials
- Key ingredients/Benefits:
 - Retinol Hyaluronic Acid
 - Antioxidant Support with Organic Red Beet
 - Essential Vitamins and Zinc
 - Clinically tested
 - For Skin, Hair and Nails

Product 3: VitaBiotic Boost 500 ml bottle

- Brand name: ELIXIVA
- Product name: VitaBiotic Boost
- Key ingredients/Benefits:
 - 140 Active Nutrients, Vitamins, Minerals Amino Acids
 - Encapsulated Probiotics 10 Billion CFU
 - Ginseng for Energy and Boost Vitality
 - Clinically Tested
 - Immune System Support

Product 4: Collagen MenuPlus+ 500 ml bottle

- Brand name: ELIXIVA
- Product name: MenuPlus+
- Key ingredients/Benefits:
 - Hydrolyzed Marine Collagen 8000 mg
 - MenoBalance
 - Mood & Vitality
 - Hormone Complex
 - Clinically Tested

Product 5: Collagen Beauty Shot 25 ml vial

- Brand name: ELIXIVA
- Product name: Collagen Beauty
- Key ingredients/Benefits:
 - Hydrolyzed Marine Collagen 12500 mg
 - Hyaluronic Acid, Retinol, Elastin
 - Skin, Hair and Nails

Packaging

Bottle 500ml (dark amber color)



Shot vial 25 ml (white color)

