

Project: Advascience Branding

Summary: To create the label/outer box design concept for Advascience, a broad range of nutraceuticals and personal care products.

Brand: Advascience

Tagline: Live Your Best

Product lines: Nutraceutical tablets, capsules and powder in bottles, boxes; Hair and Body products in jars, bottles; Skin care products in jars and bottles; Essential oils.

Background: We currently have 4 brands of health supplements serving different categories – weight loss, men's health, immune health and anti-aging. To better handle the challenges and difficulties of managing 4 separate brands, we have decided to rebrand and combine all 4 brands under a master brand Advascience. At the same time, we will also launch a complete line of products for health, beauty and personal care under this brand name.

Current Brands/Products look:



New Look Requirements:

1. Can be totally different from existing designs
2. Must be a design that is flexible to implement on a nutraceutical product/skin care etc
3. Design should shout healthy, natural, professional, modern and catchy
4. Specs: No fixed specs. Provide your designs as a supplement bottle label and a mockup outer box.

Logo: No logo decided yet. We thought to work on the packaging look first then create a logo to match it. Here is a preliminary concept:

Advascience

Live Your Best

Inspiration:

