

It's a design for a sleeve of chewing gum, something like this:



Here are the details:

Front:

- Confadent Logo
- Oral Technology = tagline under the logo

Corners

- 8 Pieces Sugar Free Gum
- Aspartame Free, with Xylitol
- Peppermint

Middle

- Whitens Teeth
- Freshens Breath
- Helps Reduce Plaque
- Helps Protect Gums

Side Panel 1:

CONFIDENCE GUARANTEED

Back:

- Checkbox
- Drug Facts Label

- "With FDA-approved active ingredients, dentist-recommended Confadent gum whitens teeth, freshens breath, and helps reduce plaque and prevent gingivitis"

- www.confadentgum.com

- UPC

- FB, Insta, and Twitter Icons with @confadent

- Dist by Kiss Industries; Denver, CO Questions? XXX-XXX-XXXX

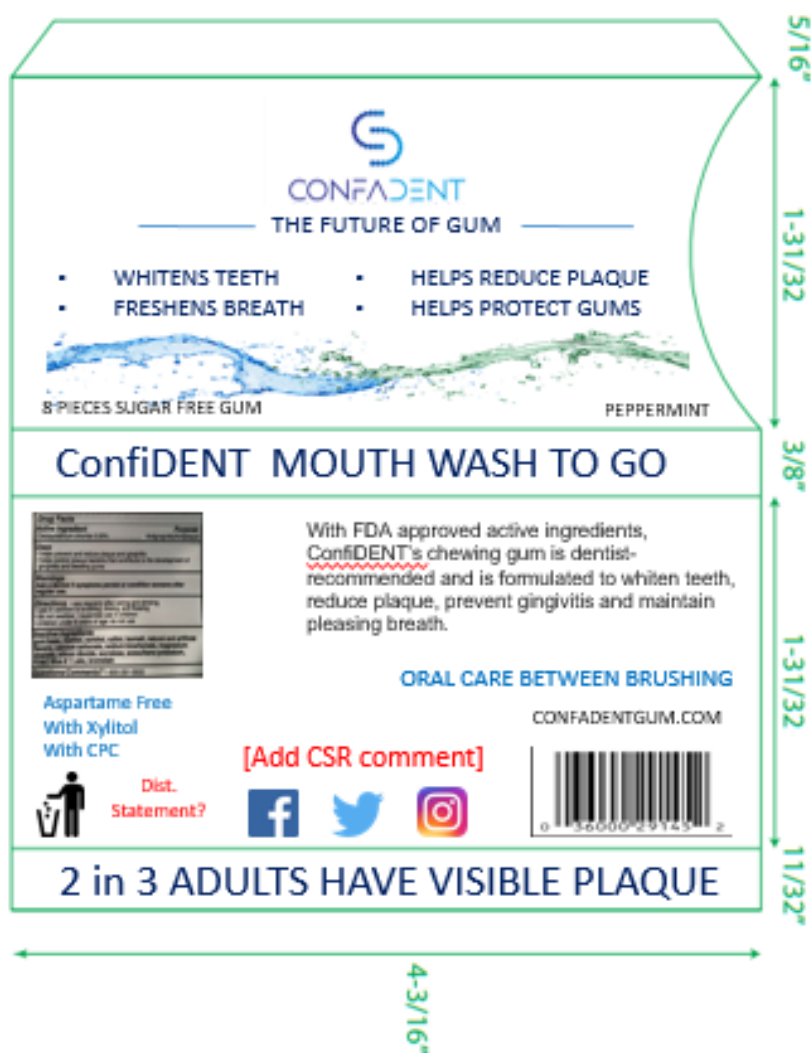
- Not for pets icon

- Dispose responsibly icon (man throwing thing in trash)

Side Panel 2:

- 2 in 3 ADULTS HAVE VISIBLE PLAQUE

Here's a template:



This is what a designer sent us:



We were not happy with this. If you think the splash of mouthwash looks cool, feel free to integrate it somehow, but it may be better to nix it altogether.

We are looking for an **ELITE** design. Think 5 Gum:



Can't wait to see some mockups! Our logo is the other file attached to the contest.

Cheers,
Kasper