**Label Contest Brief**

We are Slovenia based company Aroma herbal Ltd. [www.aroma-herbal.com](http://www.aroma-herbal.com) We offer essential oils as pure essential oils or blends (mixed) essential oils. We have different kind of essential oils 40+ and blends. We sell in different sizes as: 10ml, 30ml, 50ml and 100ml. But majority is 10ml.

All essential oils are in glass bottles with closer. We will now change bottles style from amber to cobalt blue with black closure (see picture attached)

We would like to have different stile of label for different category of essential oils. Here is link about different categories of essential oils <https://www.essentialoilhaven.com/blending-essential-oils/> . The different style / color could be by note:

* Top notes
* Middle notes
* Base notes
* Mixes – different oils mixed together and named as chill out, deep breath, sleep well, etc

Possible is also differentiation regarding:

* Citrus
* Floral
* Herbaceous
* Camphoraceous
* Spicy
* Resinous
* Woody
* Earthy
* Mixes

On labels should be also pictograms according to REACH directive of EU and label according to CPL (see attached file). We would also like to add EAN code attached on the edge of the label. On label is some text fixed I try to show in pdf attached file and some is variable depends from essential oil and date of production.

Meaning we need general labels for each note or other classification and one for mixes – you could also show your option or classification on something else with story behind.

10 ml roll 30 mm x 70 mm (1,25”x3”) but finial dimensions will follow.

We use Primera Lx900 printer. For editing labels we use BarTender which support also EAN codes. We import labels as picture in background or different according to your instructions.

**Target Market** *Retail, health and wellness, all audiences and web shop*

**Look And Feel** *Elegant, Personable, Pharmaceutical, Colorful, upmarket, serius*