**DESIGN REQUIREMENTS:**

**Packaging Contest Brief:**

The name Femakul is the mission of the product in order to bring the Coolness, and relief for women who suffer Hot flash – Night Sweat – Mood Swing during menopause period. The name Kul was specifically because it sound “Cool”. The marketing for Femakul should be geared towards female consumers, especially 40-55 ladies who will use this product to feel more sexy, and want to have better sex life.

Specific requirements:

1. The label must follow the standards of **Dietary supplements label GUIDE of FDA or Health Canada**
2. Main Focus should eye catching.
   1. **Focus on the Usage of the product**: Menopause Relief
   2. **Focus on the Country of Origin** : Canada; Manufacturer and Product quality (Vegetable capsules with registered number NPN 23192365
   3. **Focus on Product** (should not be disturbed by pictures)
3. **Choose elegant color that will be matched with the sample bottles**

**Target Market** Lady between 35-55

**Look And Feel** *Elegant, Upmarket, Modern, Professional, Feminine, Serious*

**LABEL DESIGN INFORMATION**

|  |  |
| --- | --- |
| Product name | Femakul |
| Usage | Menopause Relief for Hot flash – Night Sweat – Mood Swing |
| Target Clients | Women from 40 to 55 years old |
| Type | Dietary Supplements  Vegetable capsules |
| Number of Capsule per bottle | 30 |
| Product registered number | NPN 23192365 |
| Country of Origin | Canada |
| Manufacturer | Nutralab Canada Ltd.  980 Tapscott Rd. Toronto, ON M1X 1C3  Canada |
| Distributor | Health GMP |
| Suggested use | As a dietary supplement, take 1 capsule 1-2 times per day or directed by healthcare professional |
| Supplement Facts | **Isoflavon Soy bean extract 40%                                             40mg**  **Black cohosh extract  2.5% Triterpene Glycosides          40mg**  **Wild yam extract 10% Diosgenin                                           20mg** |
|  | \*Daily value not established  Other Ingredients: Vegetable Cenllulose (from Capsule Shell), Organic Rice Extract, Organic Rice Concentrate |
| Precaution | Keep out of reach of children  Protect from heat, light, moisture  Store in room temperature  Do not use if safety seal is broken |

**BOTTLE SAMPLE:**

