

SKINNY MEAL

Whole Body Nutritional Shake
Creamy Dark Chocolate Gelato

NOTE: final forms provided in .ai, Psd, Jpg, Png, Svg, Vector. All layers and fonts where applicable. All art must be original, no clipart.

Description: This is a high end whole body nutritional product with key elements for super nutrition that should be highlighted: (see supplemental fact panel categories and ingredients. This is not a weight loss product, but rather a potent all natural nutritional whole body vegetarian shake. One effect can be weight loss.

We are seeking innovative ideas for this packaging design so we do not want to limit creativity by injecting our ideas at this point. Needless to say the bottle is like one of those bottles you see for bodybuilding shakes, so the challenge is to create something that separates this bottle from bodybuilding products and the rest through creative design. (see blank bottle below.)

This label will be printed on a full body shrink sleeve on the bottle, so you will be designing the 360 panel and the art above the bottle neck perforation line. When seal is opened the top perforation is removed and the below jacket stays intact. (Die line provided below, for printer in .ai)

A label that pops off the shelf, clean, bright, sexy, trendy, makes you confidently spend \$120 per bottle (ingredients in this formula are very expensive top of the chart.)

Use of symbols to describe certain key factors (examples only, Not interested in the designs on these bottles, only symbols to highlight key product info not for use)

Will supply Supplemental / Nutritional Fact panels, dose, use, company info, copy, etc. in a follow up. The back side of bottle like the one on the left with blue cap has a great pictorial way to describe "Who can use", "Whats inside", "Whats Not inside" I like this approach, but you will have to be creative in application so not to infringe of this companies label.



20g ORGANIC
plant based protein



ORGANIC
greens



ORGANIC
vegetables



ORGANIC
sprouts



8g ORGANIC
fiber





SYMBOLS NEEDED

Product Benefits

16 grams of Non-GMO Pea Protein

Fruits & Vegetables

Vitamins & Minerals

Antioxidants

ProBiotics

Digestive Enzymes

Immune Support

Liver Support

Aches-Pain-Stiffness Support

All Natural Plant Based Vegetarian

116 calories

30 Servings

2 grams Dietary Fiber

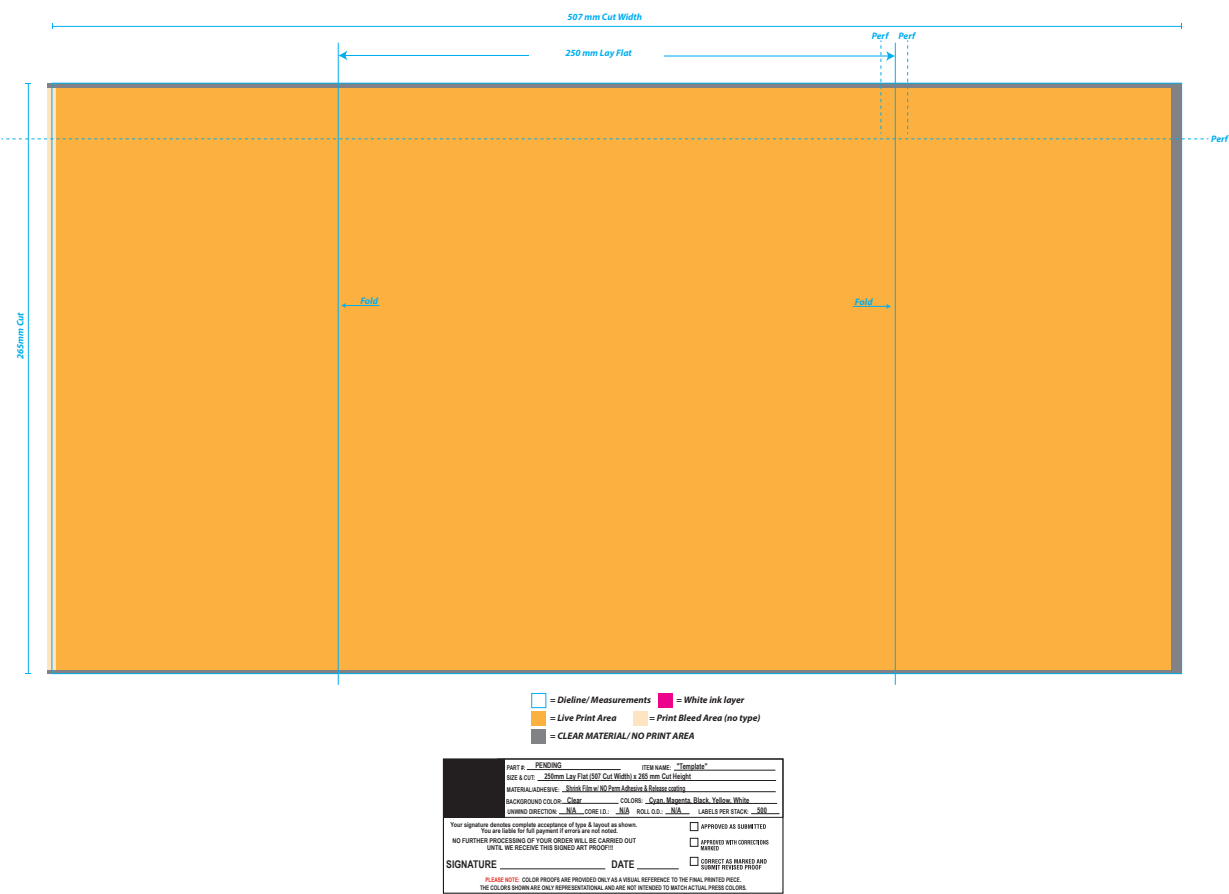
NET WT 990 grams, 2.18lb

WHATS NOT IN PRODUCT

No Soy, Sugar, Dairy, Gluten, Wheat, Lactose, GMO, trans fat, Cholesterol

CONTINUE BELOW

Die lines provided (attached)



BOTTLE BLANK SHAPE (PNG)



Hopefully this give artists a good idea of what we need to get started. Be creative, push the envelope, a bottle is just a bottle, but you make it a piece of art that make a person pick up the bottle and provide information that clearly tells them this is the bottle I want to buy and viral in nature. Our demographic is both men and woman, 24-65.

SUPPLEMENTAL / NUTRITIONAL FACTS (only a mock of one of our other products for place holder.)

Nutritional Facts		Ingredients	Amount	%DV
Serving size: 11g (1 scoop)		PROPRIETARY ANTIOXIDANT BLEND:	1275 MG	*
Servings per container: 30		QUERCETIN, ACEROLA, RED WINE EXTRACT, GREEN TEA EXTRACT(Nat.Decaffeinated), GRAPE SEED EXTRACT, BILBERRY EXTRACT, RESVERATROLEXTRACT 25%, BLUE BERRY EXTRACT		
Amount Per Serving	%Daily Value	PROPRIETARY FRUIT AND VEGETABLE BLEND:	1700 MG	*
Calories 35		CRANBERRIES, APPLE SKIN EXTRACT,STRAWBERRIES, RED RASPBERRIES,PEACHES, PEARS, PAPAYAS, WATER-MELON, CARROT JUICE POWDER, PLUMS, KIWI, BROCCOLI, PARSLEY, KALE, SPINACH, CAULIFLOWER,CABBAGE, BANANA POWDER		
Total Fat <1 g	2%	PROPRIETARY CLINICAL DETOX AND ANTI INFLAMMATORIES SUPPORT BLEND:	1040 MG	*
Saturated Fat 0 g	0%	BROMELAIN (500 GDU), TURMERIC (STD. TO 85% CURCUMINOIDS), MILK THISTLE (STD. TO 80% SILYMARIN), PRUNE EXTRACT, BLACK CHERRYJUICE EXTRACT		
Trans Fat 0g	0%	PROPRIETARY DIGESTIVE SUPPORT BLEND:	200 MG	*
Cholesterol 0 g	0%	AMYLASE, LIPASE, CELLULASE, PAPAIN, ALOE LEAF, GINGER ROOT, LICORICE ROOT		
Total carbohydrates 5 g	2%	PROPRIETARY FIBER SUPPORT BLEND:	2725 MG	*
Dietary Fiber 4g	8%	APPLE PECTIN, OAT BETA GLUCAN, RAISIN POWDER		
Sugars <1 g	*	PROPRIETARY PROBIOTICS BLEND:	125 MG	*
Protein <1 g	*	LACTOBACILLUS ACIDOPHILUS, LACTOBACILLUS THERMOPHILUS, LACTOBACILLUS CASEI, BIFIDOBACTERIUM LONGUM, BIFIDOBACTERIUM BREVE		
Sodium 30 mg	2%	PROPRIETARY GREENS BLEND:	1800 MG	*
Ingredients		BARLEY GRASS JUICE POWDER, SPIRULINA, CHLORELLA, SEA VEGETABLES(laminaria japonica, ecklonia, ascophyllum-nodosum alaria, macrocystis)		
Vitamin A 5000 IU	100%	OTHER INGREDIENTS:		
Vitamin B1 1.5 mg	100%	CARROT POWDER, BLACK CHERRY, STEVIA, PINEAPPLE		
Vitamin B2 1.7 mg	100%			
Niacinamide 20 mg	100%			
Pantothenic Acid 10 mg	100%			
Vitamin B6 2 mg	100%			
Vitamin B12 6 mcg	100%			
Vitamin C 125 mg	100%			
Vitamin D 400 IU	100%			
Vitamin E 30 IU	100%			
Biotin 300 mcg	100%			
Vitamin K 80 mcg	100%			
Folic Acid 400 mcg	100%			
Calcium 58 mg	5.8%			
Magnesium 10mg	2.5%			
Potassium 25 mg	0.7%			
Phosphorus 44 mg	4.4%			
Manganese 2 mg	100%			
Zinc 15 mg	100%			

† Percent Daily Values are based on a 2,000 calorie diet. * Daily Value not established

This product has been sealed for your protection. Do not use if seal is broken. Contents sold by weight, not volume. Some settling may occur.

SOME OTHER SYMBOL IDEAS (color is not the point here, just symbol ideas) but am very open to more innovative ideas.



Best wishes to all bidding artists and thank you in advance for your talent.