**Box must have on the front the following:**

***Name:* Slim Shotz**

**By Primal Cure**

***Headline:* Seriously Lose Weight**

**Sub-headline: With a Gorgeous, Fruity Shot Of Natural Goodness**

**Starburst: Fee*l the Difference in 7 days or your money back***

**21 servings**

**Box must have on the back the following:**

**On the back a space for the nutritional table: 40mm wide by 30mm high and the bottom 4cm left blank for bar code, information and logos.**

**Box must have somewhere following:**

Slimshotz has been formulated and produced in the UK and - it really works. It contains an almost magical ingredient from nature known as glucomannan, which we extract from the root of the Konjac plant (we call it Gluco-K). Get ready for this; it has been clinically proven to aid weight loss. In-fact, it is the only ingredient to be officially recognised by the EU Commission, to contribute to helping us lose weight.

**Ideas:**

**The drink is a bright pink colour and should be taken in a large shot glass or a small wine glass. Might be good to incorporate into design.**

**The drink is more aimed at the female market, so might have a photo of a pretty women**

**Optional:**

**Here is the wording of an advert for the product and you may incorporate some or all of it on the packaging:**

**Possibly the first Clinically Proven Weight Loss Drink**

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**A Brilliant Source of Natural Fibre**

Gluko-K, is a natural plant fibre, which as well as being beneficial for our gut, also expands in our stomach and makes us feel fuller for longer. Taken before a meal it reduces our appetite and for some people completely removes the desire to eat snacks.

**100% Natural Weight Loss**

While there are other slimming products on the market, many of them contain artificial sweeteners and other manmade ingredients. Not Slimshotz. Formulated by the author of Primal Cure, its 100% wholesome and completely natural.

**12 Additional Health Benefits**

Now you will find this clumsily worded and not brilliant English, but it is how the EU insist we write it. Slimshotz is loaded with vitamin C which contributes to the normal function of **bones, teeth, cartilage, bones, skin and blood vessels** and contributes to maintain the normal function of the **immune system** during and after extreme physical activity. It contributes to the normal function of the nervous system, to normal energy yielding metabolism and contributes to the **reduction of tiredness and fatigue**.

**Slimshotz** is formulated with Zinc which contributes to normal macronutrient **metabolism**, to the maintenance of normal **hair, skin and nails**, to a normal **cognitive function** and to normal metabolism of fatty acids.

It has also been **clinically proven**, that more than 4g of Glucomannan per day (your 3 servings provides way more) contributes to the maintenance of normal blood **cholesterol levels.**

**Maximise your Glass of Nature**

Take with a small glass of water (similar size to a glass of wine) and enjoy approximately 30 minutes before a meal. To lose weight and achieve the other 12 health benefits, take 3 times per day.

**Double the Goodness**

For each day you’re enjoying losing weight with Slimshotz, we will provide a disadvantaged child with a nutritional supplement. Follow our *Double the Goodness* campaign at [www.primalsupplements.com](http://www.primalsupplements.com)

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On Packaging

**Maximise your Glass of Nature**

Take with a small glass of water (similar size to a glass of wine) and enjoy approximately 30 minutes before a meal. To lose weight and achieve the other 12 health benefits, take 3 times per day. Follow each Shotz with a glass of water, and unless you’re a jelly lover, once you have emptied the contents into water, stir and drink immediately.

Warning: For people with swallowing difficulties there is a danger of chocking. Ingesting with adequate fluid intakeTake with plenty of water to ensure substance reaches stomach.