

Synergy BioNaturals

Brand Values

- 1. Company mission statement:** Synergy BioNaturals (SBN) will produce and market unique rapidly absorbed, highly bioactive, scientifically formulated CBD infused herbal remedies with demonstrated outcomes and clinical evidence, to support the body's holistic health and wellness. We incorporate time-tested 100% natural plant-based formulas with the latest discoveries and scientific advances to provide scientifically-formulated alternative products to pharmaceuticals (prescription painkillers, other toxic prescription drugs and over-the-counter drugs that contain harsh chemical compounds alien to the human body).
- 2. Product/services positioning statement:** Synergy BioNaturals (SBN) will be the only manufacturer to produce and market patented liposomal, rapidly absorbed scientifically formulated plant-based proprietary formulations of CBD phytocannabinoids and terpenes with superior herbal remedies with demonstrated outcomes and clinical evidence, to support the body's holistic health and wellness. In addition, SBN will use secure, HIPPA compliant clinical trial tracking tools obtain and reports patient and provider aggregated outcomes data to enhance the formulas and provide accurate, real-time evidence to support appropriate dosing and use of their products for specific conditions. Strategic marketing investments will generate brand loyalty and build direct relationships with consumers and distributors.
- 3. Benefit of your product/service:** Synergy BioNaturals (SBN) will be the most trusted provider of all natural, scientifically tested products, that are an alternative to synthetic prescription medications, to help patients get restful sleep, relief from chronic pain or stress and anxiety, without harmful and serious side effects that disrupts the body's natural balance.
- 4. Five words that represent your brand:** Pure, Powerful, Professional, Proven, Pragmatic and Synergistic
- 5. Why Synergy BioNaturals and what is the value proposition?**

Synergy BioNaturals, an American, evidence based nutraceutical manufacturer, is the first and only nutraceutical company to commit to conducting and reporting ongoing prospective and retrospective clinical research in collaboration with their consumers and healthcare providers.

As a powerful alternative to pharmaceuticals, Synergy BioNaturals' organically grown, 100% pure, plant-based products have demonstrated outcomes and clinical evidence, to support homeostasis of the body's endocannabinoid system and support holistic health and wellness.

Synergy BioNaturals' products are the first and only to combine a proprietary blend of THC-free, broad spectrum whole plant CBD with the highest quality, physician-formulated, 100% natural herbs that have been used for centuries and clinically proven to improve the body's ability to deal with stress, support restful sleep and reduce pain and inflammation.

Synergy BioNaturals' patented dual encapsulated, liposomal, products are supercharged with 10 X potency, easy to swallow, water soluble capsules that rapidly absorb to ensure greater bioavailability and powerful results.

Synergy BioNaturals' is committed to our customers and our planet. In addition to sustainable ingredients, sustainable farming and sustainable packaging, our products are 3rd party lab tested over 20 times for potency, purity, safety and security before reaching our customers with lab results included for every bottle.

Brand Attributes

The following questions will dive into the essence and identity of your brand.

7. What words do you feel best describe your brand identity? **Pharmaceutical** ● **Feminine** ● **Simple** ● **Colorful** ● **Conservative** ● **Approachable** ● **Luxury** ● **Serious** ● **Professional** ● **Modern** ● **Elegant** ● **Safe**

8. What colors represent your brand? **Cobalt blue**, **Heineken green**

9. What colors would you not like to see? **Pink**, **Yellow**, **Orange**, **Brown**

10. What words would you use to describe your brand's image? **Professional**, **clean**, **clinical**, **modern**, **natural**, **trustworthy**

11. What words would you not want used to describe your brand's image? **Earthy**, **hippie**

12. What attributes and/or emotions do you want associated with your brand? **Strength**, **trust**, **confidence**, **life changing**, **empowering**, **compassionate**, **caring**

13. What attributes and/or emotions would you not want associated with your brand? **Weak**, **slick**, **snake oil**, **unprofessional**, **profiteering**, **elitist**

Abstract Values

To answer the following questions, use your imagination to think of your brand in unique situations.

14. How would you describe your brand to a friend? **The best possible combination of ingredients in a simple, easy to use, precise delivery device**

15. How would you describe its style? **Cool**, **cutting edge science combined with proven common sense**

16. What other brands would be its friends? **Apple**, **LG**, **Tesla**

17. Where would your brand hang out? **At a health and wellness store on the way back from a relaxing yoga session**

18. Age? Gender? **25-65 health conscientious moms**

19. What actor/actress would be perfect to play your brand? Why? **Jennifer Lawrence in Hunger Games: smart, powerful, compassionate, empowered, sees big picture**

20. What kind of car would your brand be? **Tesla**

21. What animal would represent your brand? **Eagle**