**Design requirements**

Product

Aromatherapy mists and blends for canine wellness.

Label size / dimensions:

* Product label for mists 250ml is W154mm x H 128mm – spec is here - <https://www.newdirections.com.au/WebRoot/Store/Shops/newdirections/MediaGallery/Product-Descriptions-Drawings/CMAB250-250ml-Aluminium-Bottle.pdf>
* Product label for mists 500ml will be provided when available (please check brief update)
* Product label for the oil blends is available here <https://www.newdirections.com.au/epages/newdirections.sf/en_AU/?ObjectID=40146>
* Please allow a 3mm margin on all labels for printing

Label requirements - Information to be included (please see sample text provided)

* Aroma Dog logo
* Product name & short description
* Barcode
* Ingredient list
* Volume e.g. 500ml / 17 Fl oz)
* Australian made and owned
* Directions for use
* Business name and address

Label requirements – Other

* Suitable for printing on indoor vinyl labels
* There are 12 product varieties for mists & blends (12 design variables) 250ml and 500ml bottles & relevant label size
* There are 6 product varieties for the essential oil blends (15ml bottle and label size)
* File needs to be editable to allow ingredients to be added and barcodes

Additional material provided

Logo  
Colour palette  
Sample label information for the mock up (see below)

Sample Label text to use in the design – Calm Dog product

Aromatherapy Mist to calm anxious, nervous, fearful and stressed dogs.

This artisan aromatherapy blend assists to comfort, calm and soothe dogs who experience fear, anxiety, nervousness or stress. Ideal to use before guests arrive or for visits to the vets. Also great for use in shelters, pounds and foster homes. Pair with our gem and flower essences.

Directions: Shake the bottle well before misting. Mist either directly onto your dog's coat or your hands and massage into their coat. Avoid eyes and for external use only.

Store in a cool place.

Made in Australia.

500ml / 17 Fl oz

Base ingredients: spring water, aloe vera, vegetable glycerin, castor oil, grapeseed extract and vodka.

Essential oils: Lavender, Lavandula angustifolia, Sweet Marjoram, Origanum marjorana, Roman Chamomile, Anthemis nobilis and Neroli, Citrus aurantium.

Aroma Dog Australia

91 Armfield Street, Stafford QLD 4053.  
www.aromadog.com.au  
woof@aromadog.com.au

Grooming aid for dogs. Totally lickable but intended for external use. Not suitable for cats. Please use as directed.