



Body Science: TX100 Super Berry

Body Science, is a brand committed to products enhancing sports nutrition. Its range caters to fitness enthusiasts and athletes, passionate about their performance. Body Science designed quality packaging to market their green tea product called TX100 Superberry, which is specialised in the market due to its inclusion of probiotics for a healthy digestive track.

Objective:

This manufactured green tea was marketed towards people from a range of backgrounds and lifestyles. The packaging was designed to convey its health benefits, and drive sales.

Method:

The packaging was designed for assembly without the use of glue and was varnished with a Spot UV and dispersion varnish, to add a textured feel to the box and create vibrancy for the berries on the box. The benefits of the product were printed on the front of the box in clear, capitalised bold font.

Results:

The box and packaging used are common across their product line, appealing to customers on the shelf, and are instantly recognisable to customers. ●

The packaging was designed for fold assembly, removing the use of glue

