NutrafEYE Label

Date:

Fall 2009

Medium:

Adobe Photoshop, Adobe Illustrator

Type:

Individual Design Project

Project:

Logo and label design for dietary supplement.

The client that had created a new product, that promoted vision wellness through vitamins and minerals. I created a new identity and label for this product line. I have worked with the client through the years and spent many hours mocking up the label and bottle design.

I used Adobe Illustrator's 3d extrusion tool to create the bottle mock-up and wrap around.

Formats:

- 1. Sample Bottle Label
- 2. 60 Capsule Bottle Label





60 CAPSULES

Supplement Facts

Amount Per Capsule Phytonutrient Complex Blend 160 mg †

Green tea extract (Camellia sinensis) (dried leaves)
Amino Acid Smoothing Formula
L-Alanine, L-Valine, N-Acetyl-L-Cysteine, L-Glutathione (reduced) 150 mg _†

Phospholipid Tear Stabilization Complex (from soybeans) 6.2 mg | 1

Phosphatidylcholine, Phosphatidylserine, Phosphatidylethanolamine, Phosphatidylinositol & Phosphatidic Acid

Mucin complex (porcine) 50
(Minimum 60% mucin, a source of mucopolysaccharides) FloraGLO® lutein (from marigold flowers, Tagetes erecta) 6.2 mg † EZ Eyes ™ Zeaxanthin (from marigold flowers, Tagetes erecta)1 mg†

1 mg † Sphingomyelin (from eggs)

Other ingredients: Rice flour, vegetable cellulose, sucrose, magnesium silicate, tapioca starch, shellac, microcrystalline cellulose, maltodextrin, chlorophyll, tricalcium phosphate, glycerin, rosemary extract, purified water

Contains egg, soybeans.

This product contains NO milk, fish, peanuts. crustacean shellfish (lobster, crab or shrimp), tree nuts, wheat, yeast, gluten, or beef. Contains NO artificial sweeteners, flavors, colors, or preservatives.

Manufactured for Vitamin Science, Inc., Huntington, NY 11743 Toll Free: 1-800-427-7660 · Web Site: NutrafEYE.com

With just one NutrafEYE™ capsule per day, your eyes will appear younger and healthier, all while protecting your vision with FloraGLO° Lutein and EZ Eyes° Zeaxanthin against the ravages of increasing age. You'll notice healthier eyelash growth, less dryness and light sensitivity and a softening of those harsh wrinkles and dark spots.*



*These statementshave not been evaluatedby the Food and Drug Administration.This productis not endedto diagnose,treat, cure or preventany disease. RECOMMENDED INTAKE: Take one (1) capsule daily with meals, or as recommended by a health care practitioner.

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Do not use if outer seal is broken. MADE IN USA



Supplement Facts

160 mg

mino Acid Smoothing Formula L-Alanine, L-Valline, N-Acetyl-L-Cysteine, L-Glutathione nd L-Tyrosine hospholipid Tear Stabilization Complex (from soybeans

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