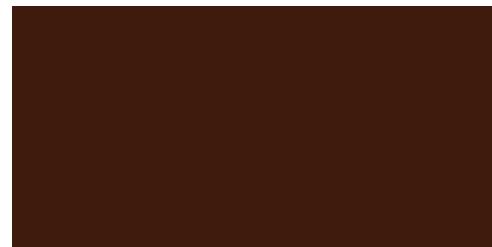


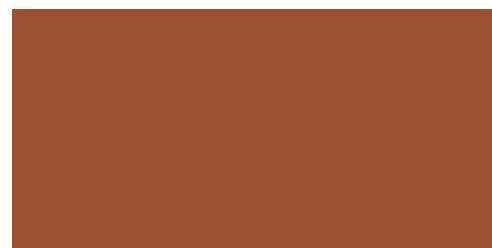
Lula
CHOCOLATE

LuLa

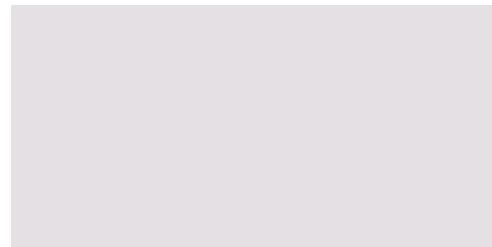
bestfriend every woman needs



H1
Baskerville Display PT
Bold



H2
Baskerville Display PT
Italic



Body
Neue Haas Unica W1G
Regular



H3
Baskerville Display PT
Bold Subhead

Our chocolate bars offer all-natural medicinal relief from the symptoms of menstruation. We feature two unique recipes to satisfy cravings and ease the pain.

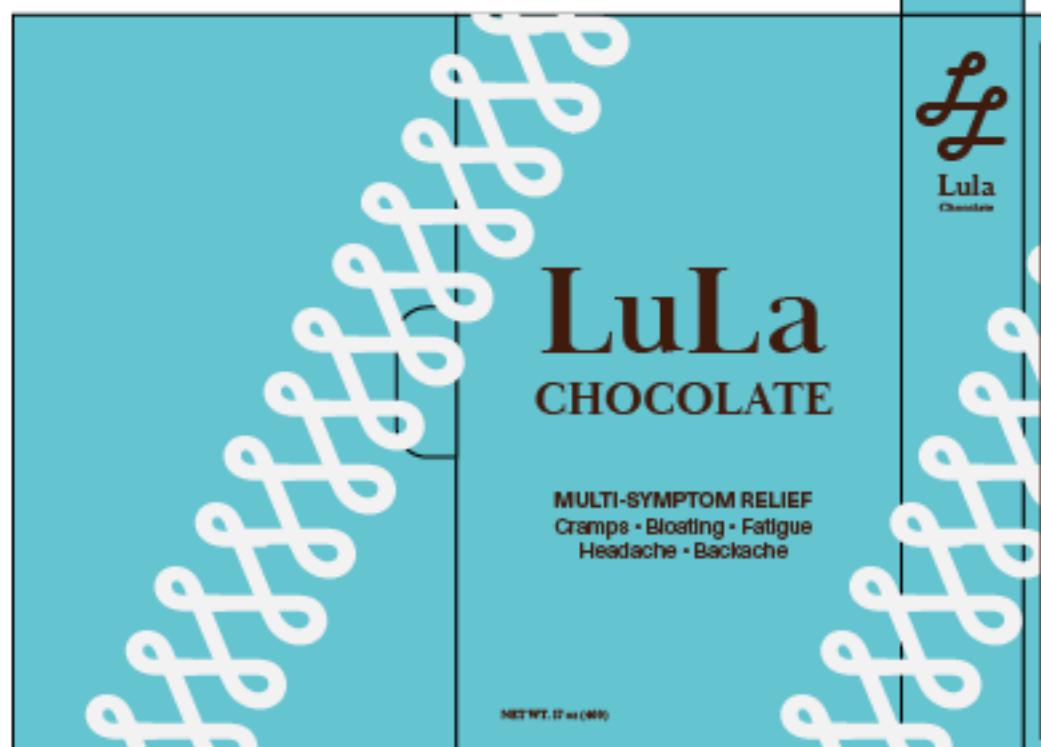
Audiance

We appeal to women in their 20's to late '30s. They are young, in control of their bodies, and willing to indulge for satisfaction's sake. They are not squeamish or embarrassed about their bodies.

Brand Personality

Lula is warm and comforting. We aim to be the best friend every woman needs —providing understanding and relief. With a hint of sarcasm, you need when nothing is going as you planned. Vent away! We are here to listen!

EXTERIOR



Front Cover

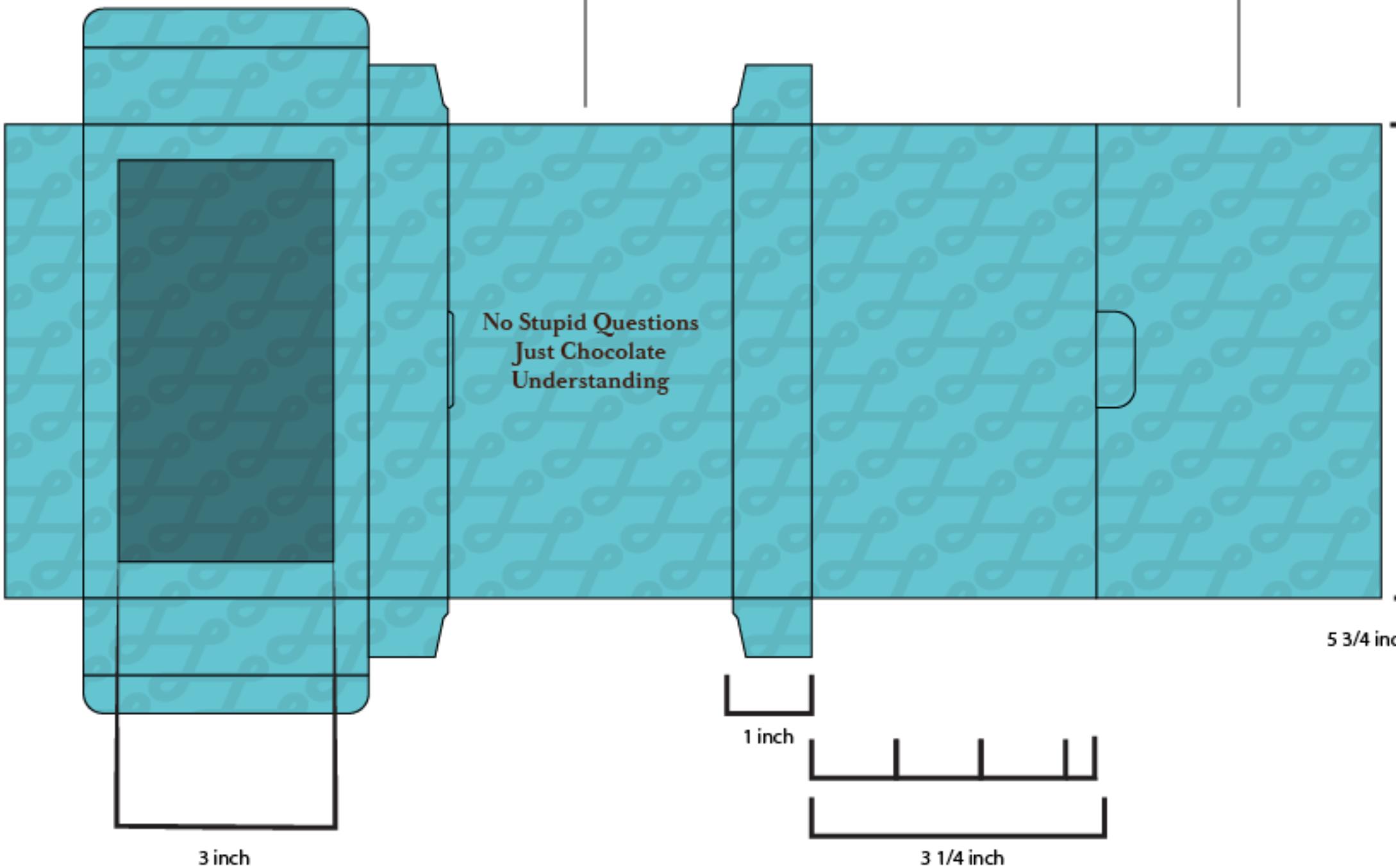


behind the front cover

INTERIOR

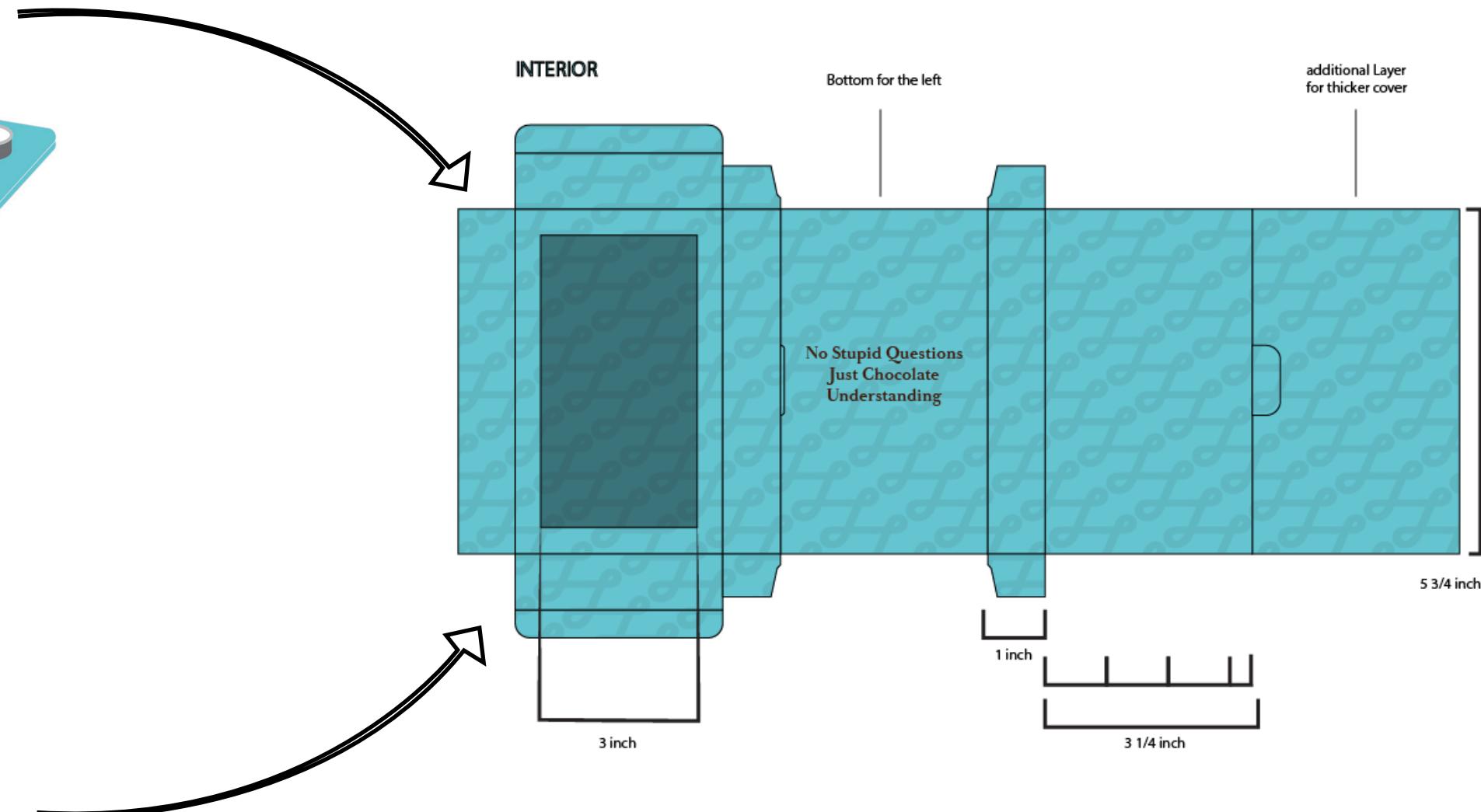
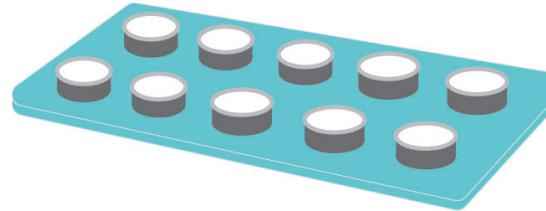
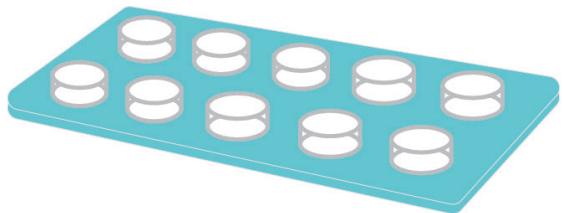
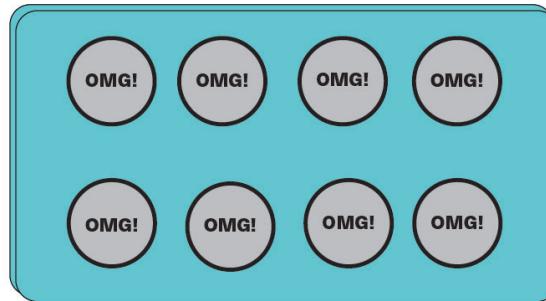
Bottom for the left

additional Layer
for thicker cover

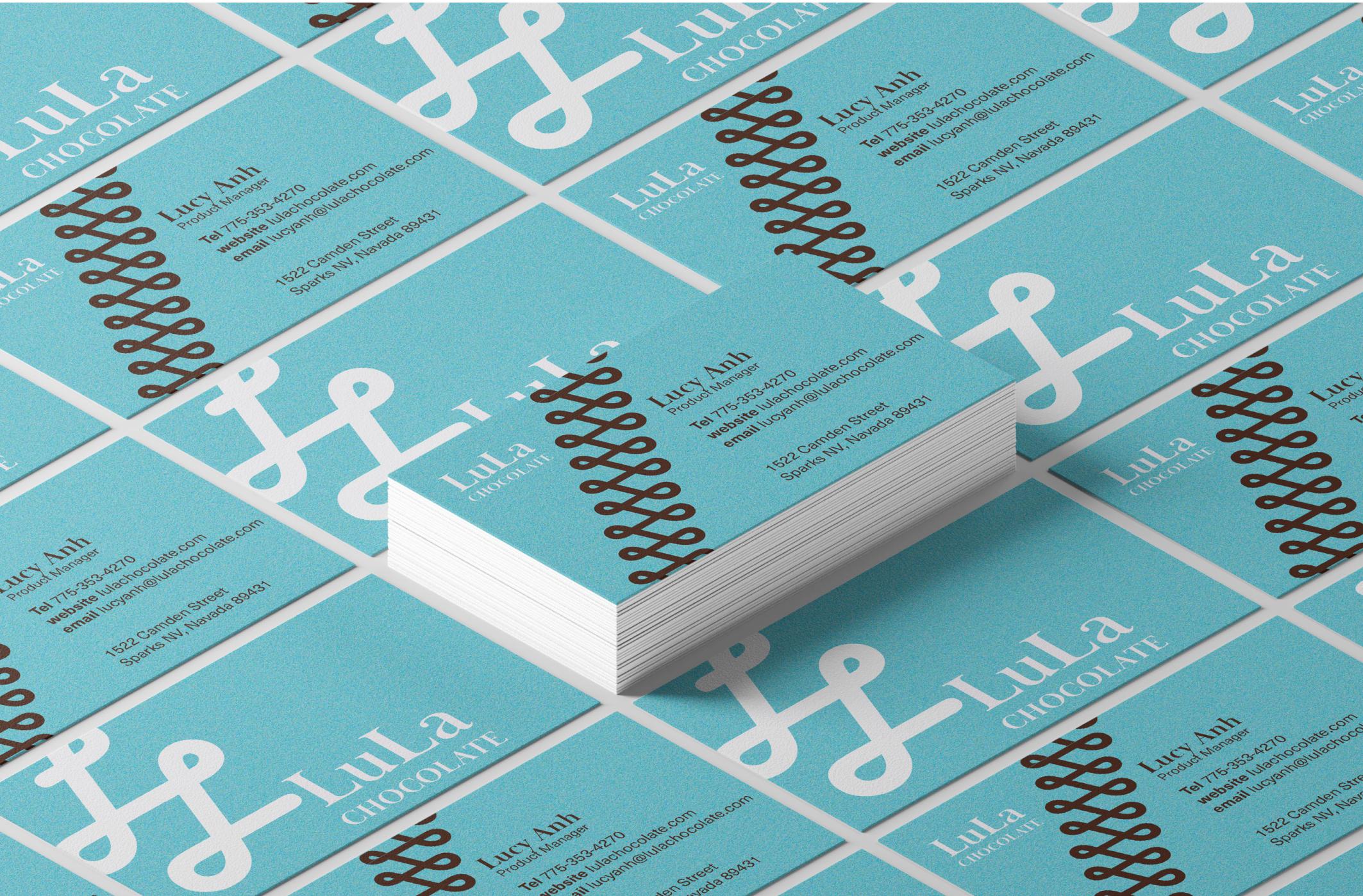


Products Inside

Two pill and a thank you card should be inserted into the box which is a darker shade to indicate it is hallow.



Business Cards



Final Mockup

