



# Six Supplement Label Design Tips for New Brand Owners

THAT GET YOUR PRODUCT **NOTICED**

PRESENTED BY:



A TCC COMPANY

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★  
★ **WELL DONE** ★  
★

*You've made the decision to manufacture a  
dietary supplement product!*

# TO BE **SUCCESSFUL** IN THIS INDUSTRY

You need to have more than just a dietary supplement that contains quality ingredients...



You need a dietary supplement label design that immediately  
**jumps** off the shelves & **attracts** a prospective buyer. . .





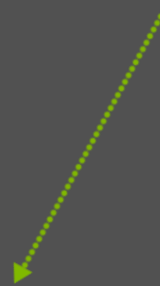
But, how do you go about doing it?

# TIP #1

Finalize your marketing strategy **before** contacting a supplement manufacturer.

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Trust Us, It Makes a Big Difference

# 5 Questions to Answer When Creating Your Product Marketing Strategy:

1.

**What market am I looking to target?**

*Is your product intended to support healthy weight loss? Vision? Cognition? Joint health?*

2.

**Which delivery method should I choose?**

*Capsules, tablets, powders, and softgels are the most popular. What you choose is dependent on your target audience and the packaging you want.*

3.

**Why should someone purchase my product?**

*Determine your unique selling propositions & see how you can communicate them on your product label and packaging*

4.

**What is the serving size of my product?**

*Your packaging design will vary depending on the serving size of your product – blister packs vs. PETE bottles.*

5.

**Who are your competitors?**

*See who they are and how they're going about marketing their products – and then improve upon it.*



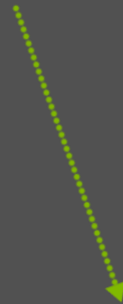


## TIP #2


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It's a Jungle Out There!

A woman with long blonde hair, seen from the back, is reaching up to a shelf in a health supplement store. The shelves are filled with various bottles of supplements, including brands like 'SOFLEX' and 'WH'. A large green circle is overlaid on the right side of the image, containing the text 'What Will You Do To Get NOTICED?'.

What Will  
You Do To Get  
**NOTICED?**

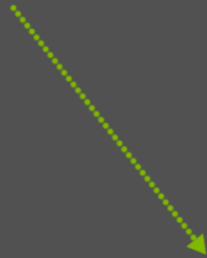
Knowing your competitors and how they market their products will help your designer create eye-catching labels and packaging!

## TIP #3

Educate yourself on the different bottling and secondary packaging options that are available.

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Educate yourself on the different **bottling and secondary packaging options** that are available.



**The Possibilities Are Virtually Endless!**



YOU ONLY GET ONE  
CHANCE TO **IMPRESS** A  
POTENTIAL CUSTOMER

MAKE SURE YOUR  
**PACKAGING DESIGN**  
GETS THE JOB DONE



Remember that the supplement label printing and design options available to you vary on the packaging you select!

# PRODUCT BOTTLING OPTIONS INCLUDE:



## HDPE Packaging:

Traditional white bottles can give your product a clean, medical look that may entice prospective buyers.



## PETE Bottles:

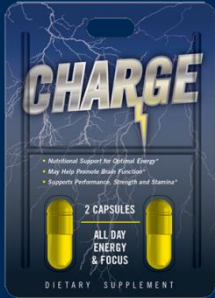
Standard colors include white, blue, clear, and amber. Other color options may be available as well. These colored bottles can help to differentiate your product and get it noticed.



## Glass Jars:

Popular packaging option for a natural or apothecary look.

# POPULAR SECONDARY PACKAGING OPTIONS:



## Blister Cards:

Options include a multi dose card that would include a box or a single dose hanging blister card which can be sold at the point-of-purchase. Blister cards offer great product protection and appeal to a higher end market.



## Packets

Stick packs like the ones pictured to the left are the most popular amongst consumers due to their convenience and the ability to take the pre-measured product on-the-go.



## Single & Multi Dose Packaging:

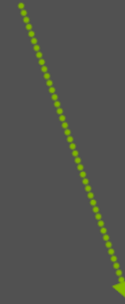
Ideal for product samples and for products meant to be taken all at once.

## TIP #4

Outsourcing your project to a firm that lacks experience designing supplement labels is a **no-no**.

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Seriously, Just Don't Do It. . .



# TALE OF THE TAPE



## WEBSITE DESIGN SPECIALIST

**VS.**



## SUPPLEMENT LABEL DESIGNER

Primarily designs websites and other forms of web-based multimedia.

Primarily works raster-based applications such as Adobe Photoshop, which are primarily used to edit images.

Most likely does not possess experience creating GMP-compliant dietary supplement labels.

Knowledge of both flexographic and digital print presses which is needed to create print ready label designs.

Primarily works in vector-based programs like Illustrator or Indesign, which gives you cleaner lines and a higher quality label.

Knowledgeable about FDA and GMP regulations so your supplement facts box and product label are both compliant.



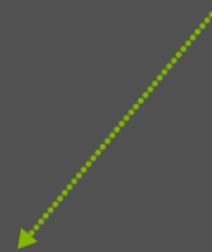
When it comes to setting up and creating a proper dietary supplement label, working with an experienced **Supplement Label Designer** is recommended.

## TIP #5

Avoid putting the FDA, NSF, and GMP seals and logos on your supplement label design.

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They'll Do Much More Harm Than Good.

# Industry Seals and Logos

Although you might think that adding the following industry seals and logos to your label may lend credibility to your product, the fact of the matter is that they may do more harm than good...



The FDA logo can only be used by United States Food and Drug Administration. It cannot be used on private sector materials.





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GMPs are a set of guidelines for manufacturing products. You cannot use this logo on your label, but you can say your product was “manufactured in a cGMP facility.”



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The only way in which the NSF logo can be used on a dietary supplement label is if the product is Certified for Sport. For more information on this topic, [visit the NSF website](#).

## TIP #6

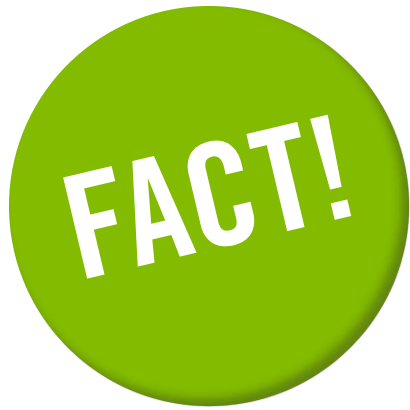
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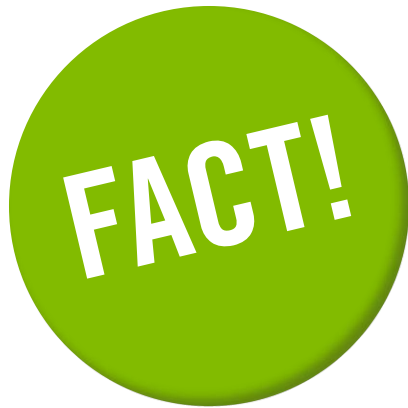


Don't Worry, We'll Give You Our Blueprint to  
Success Shortly.



Not taking the time to familiarize yourself with the FDA's supplement label requirements may result in a non-compliant label design...





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If the FDA deems your label to be non-compliant, they can pull your product off the market and force you to reprint your labels.

As you can imagine, this can cost you significant amounts of time and money!



# Tips for a Creating an FDA Compliant Dietary Supplement Label Design



1. Your Principal Display Panel (PDP) must have a statement of identity such as “Dietary Supplement” listed and net quantity of contents – numerical count, weight, or volume measure.
2. Your label should include directions, warnings (if applicable), and have correct contact information – a company name, a full U.S. address or phone number with city, state, and zip code. A web address can also be listed along with any marketing copy.
3. If any structure function claims are made on your label, the FDA disclaimer must be included adjacent to the claim, or tied to the claim using a specific call out symbol. Typical symbols used are an asterisk (\*) or cross/dagger (+). Visit the FDA website for the exact disclaimer verbiage and formatting to use on your label.
4. Below are some formatting tips for your supplement facts box:
  - ✓ The supplement facts panel is located to the immediate right of your PDP.
  - ✓ All content must be legible, so often a neutral contrasting background is used. Black and white are common colors used.
  - ✓ Minimum font sizes are required, and vary depending on a number of factors, including the size of your label, how many dietary ingredients your product has, and where in the supplement fact box the information is used.
  - 1  
✓ The wording “Supplement Facts” should be the whole width of the panel in the largest sized font wherever possible/practical.

CLIENT:

PROJECT:

**\*\* DISCLAIMER:** These tips provide some general labeling information. This is not a comprehensive labeling guide. For a full dietary supplement labeling guide, go to [www.FDA.gov](http://www.FDA.gov).

# LET'S RECAP

1. Finalize your product marketing strategy **before** contacting a supplement manufacturer.
2. **Know who your competitors are** and what their products look like.
3. Educate yourself on the different **bottling and secondary packaging options** that are available.
4. Outsourcing your project to a firm that lacks experience designing supplement labels is a **no-no**.
5. Avoid putting the FDA, GMP, and NSF **seals/logos** on your supplement label design.
6. Make sure you take the time to **educate yourself** on basic FDA supplement label requirements.



# Have a Question? We Are Here To Help!



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