



HCP-001 | MAGOX – PACKAGE CONCEPTS: UPDATED 9/16/13

#### DESIGN CONSIDERATIONS

To preserve achieved consumer loyalty, initially retain primary elements of current package, including:

- Blue text on white background
- Green swish below brand
- Blue field below swish
- Green gradient behind brand name (optional)
- Position of 400
- Serif font
- Lower baseline for "M" and "O"

#### OTHER CONSIDERATIONS:

- Display muscle relief image – invites consumer identification with ailment and relief (vary this image)
- Italicize fonts: adds attitude/product confidence that brand is effective/active
- Place HCP logo to build awareness
- Standardize layout for other HCP brands
- Use gradations, lighting and shadows to add depth
- Show product
- Increase shelf visibility: horizontal layout, larger box or riser card
- Include peg board die cut on riser card to offer additional placement options
- Highlight top benefits on riser card
- Brand placement on all 4 panels for greater

recognition at all angles

- Optional: Step the package revamp to ensure consumer loyalty. Introduce package #1, then #8 sometime thereafter.

#### MARKETING (TBD):

- Facebook MagOx page
- Facebook HCP/Health advice page with links to all HCP products
- MagOx.com website – Links to include:
  - Home
  - Health improvements
  - Do you need MagOx? Profile of likely candidates for MagOx.
  - Testimonials
  - Free sample (TBD)
  - Dr. recommendations
  - Interactions
  - Other HCP products
  - Forward link (family referral)
  - Purchase online – "For yourself or family member"
  - Consumer Info/FAQs



ORIGINAL PACKAGE

#### 1. ORIGINAL COLORS



#### 3. VARIATION



#### 2. ORIGINAL COLORS WITH DROP SHADOWS



#### 4. VARIATION





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5. VARIATION



7. STRONGER



6. VARIATION



8. SELECTION FOR FULL TREATMENT



8. SELECTION WITH RISER CARD

SEE NEXT PAGE FOR BOTTLE AND 3D VIEW



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8. PACKAGE 3D VIEW





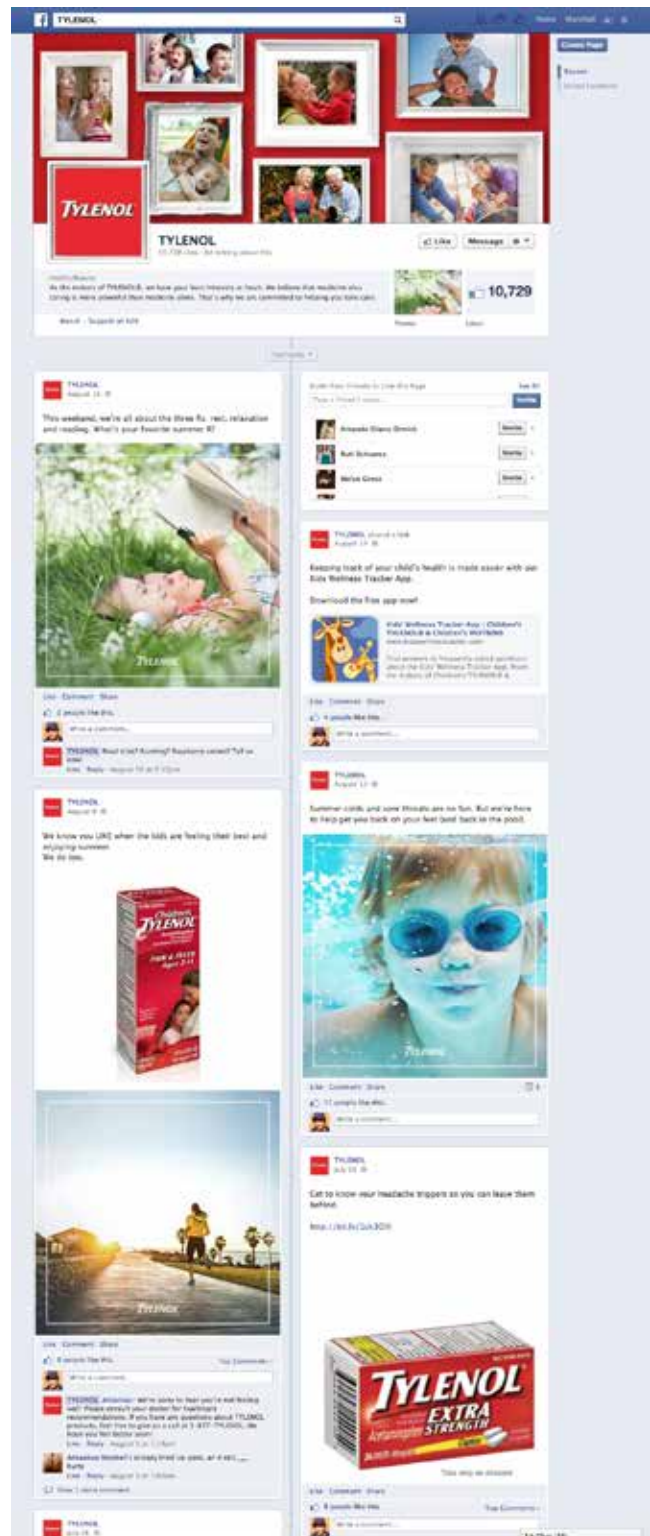
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### INTERNET STRATEGIES (FACEBOOK PAGES PARTIAL VIEW)

Pharmaceutical products enjoy free and immense exposure through Facebook. Hundreds of thousands reached.

Methods of building brand loyalty include:

- branded photos (Advil's yellow border & triangle signage, Tylenol's white border & watermark)
- health tips
- unique engagements: "Activity Center"
- product views
- family imagery (Tylenol wall photos)
- identification sells: sales increased via imagery of targeted consumer, i.e., athlete, concerned mother (boy in pool)
- branded font/color palettes



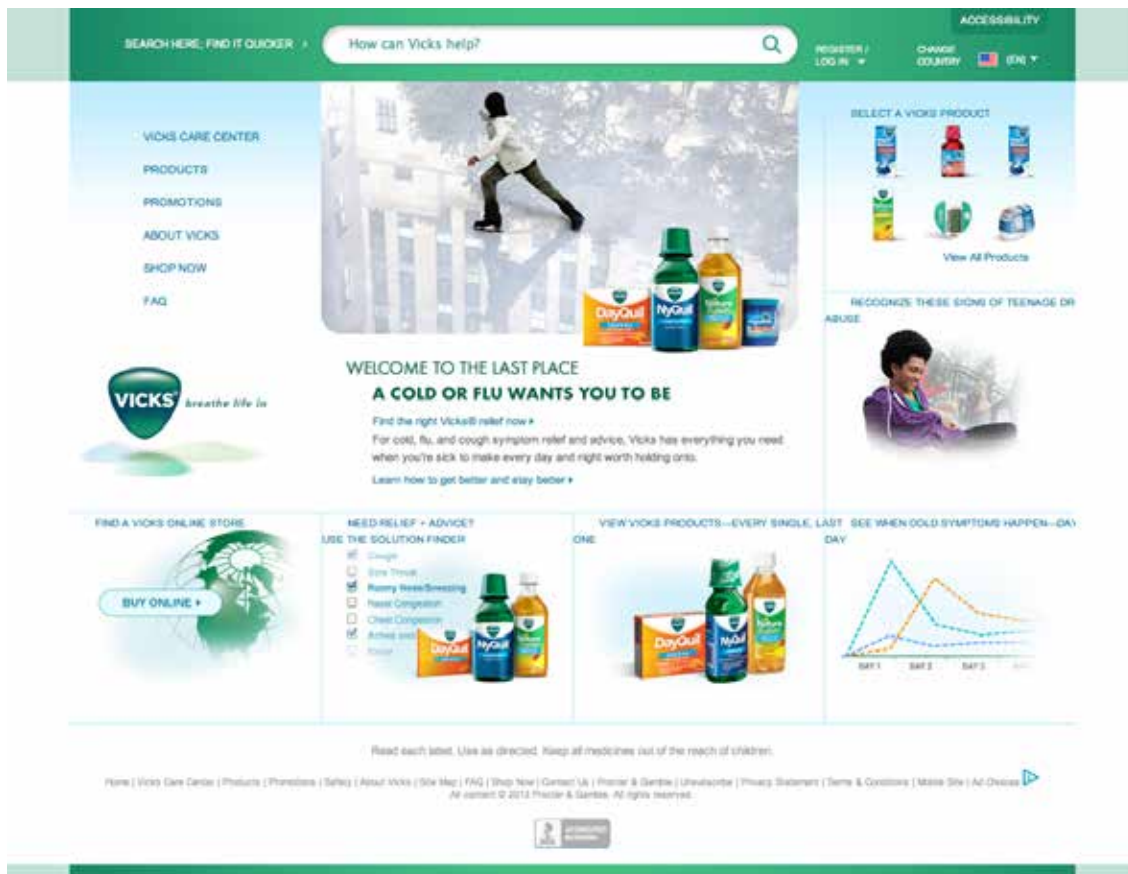


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## INTERNET STRATEGIES

Pharmaceutical website Vicks.com offers:

- Buy Online • Solution Finder • health tips
- product images (note their consistent branding)
- positioning as a “care leader” (addresses teenage abuse)





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#### COHESIVE BRANDING

Key package (front panel) elements repeated across multiple brands  
builds brand awareness for HCP, not just individual products.  
Drives sales.

#### TBD

- Design exploration
- Alternative designs/revisions
- Package Implementation
- Web design/social media
- Ad design

