Functional Nutrition

products. In order to expand their consumer base beyond the confines of a weight room, they needed a new brand identity, and packaging range that would appeal to a wider audience.

Their aspiration was to differentiate themselves from all the other supplement brands that saturate the market by positioning themselves more in the health supplement space.







Packaging — Energy Drink — Sachet



O2A



Functional*
Nutrition
Multi-Vit
Women
Immunity
booster.
Gluten & allergen free.

...

Packaging — Creatine Supplement Powder — Jar
 Packaging — Energy Drink — Sachet



01

02

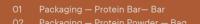


SOCIES nutrition that helps ambition

Functional is your one stop shop for all-natural, organic health supplements and workout fuel.

Functional is designed to fill the gap in your diet when you don't have the time to eat properly, but still require the fuel to keep going.





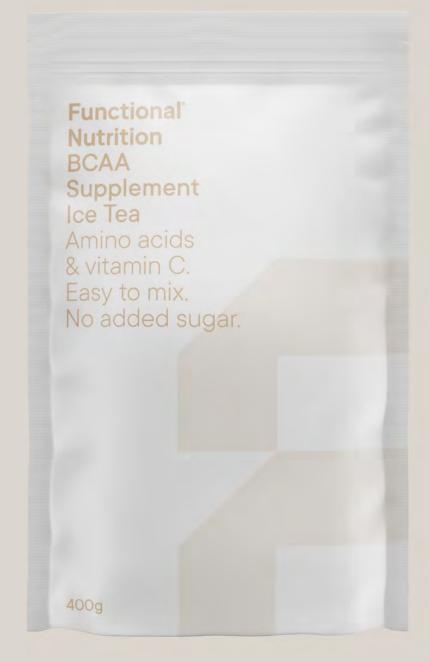


Functional Nutrition Økologisk Snack Bar Vanilla No additives. Completely natural.

Functional'
Nutrition
Whey 100
Protein Powder
Chocolate
Contains 100%
Danish whey
protein.
Easy to mix.
No added sugar.



01B



Original
Energy Drink
High in caffeine.
Zero calories.
No added sugar.

Functional Nutrition Black Vitamin B6 & B12 + double caffeine. 250ml