

**LIFEBYSEACRET**

SEVENPOINT2

FEELING LAME  
FEELING BLAH  
TIRED  
SLEEPY  
SLUGGISH  
BLOCKED  
HINDERED  
FETTERED  
YUCK  
STUCK  
TRAPPED  
LOOKING FOR AN EDGE  
A BOOST  
BALANCE  
STRENGTH & PEACE  
ENERGY & REST  
BOMBARDED BY STRESS  
NO RECOVERY  
NO REST FOR THE WEARY  
OXIDATION AT EVERY TURN  
ILLNESSES  
FATIGUE  
EMPTY CALORIES  
BUSY DAYS  
SLEEPLESS NIGHTS  
STATUS QUO  
SAY NO TO STATUS QUO  
GET WITH THE PROGRAM  
LEVEL UP



# GET A LIFE

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# GET A LIFE

REAL LIFE NUTRITION  
REAL LIFE FOOD  
VITAMINS  
MINERALS  
HYDROGEN  
ANTIOXIDANTS  
GREENS  
PROTEIN  
PLANTS

ALL THOSE THINGS  
GETTING INTO YOU  
HELPING YOU DO YOUR THING  
HELPING YOU GET IT  
SURE, YOU COULD TRY TO EAT ALL THAT STUFF  
ALL OF IT—ON THE DAILY  
YUP. GOOD LUCK WITH THAT  
TIME AND MONEY, BABY

THIS IS YOUR  
WALLET HACK  
TIME HACK  
BIO HACK

HELPING YOU BOOST YOUR HEALTH  
HELPING YOU CURB YOUR CRAVINGS  
(NOT YOUR ENTHUSIASM)  
HELPING YOU RECOVER YOUR VITALITY  
HELPING YOU SHAKE THINGS UP  
MAKING FOLKS GREEN WITH ENVY  
POWERED BY THE POTENCY OF  
PLANTS  
POWERED BY THE MIRACLES OF  
NATURE  
POWERED BY THE AWESOMENESS OF  
SCIENCE  
MAKING YOU A LEAN GREEN AWESOME MACHINE  
HELPING YOU NATURALLY LIVE AN  
AWESOME LIFE

BRAND PERSONALITY

**NATURE**

**SCIENCE**

**MIRACLES**

**AWESOME**

**SWAGGER**

**LIFE**

**BOLD**

**CONTRAST**

## BRAND MARKERS

### GREEN

nature cue  
elemental  
alkaline / high vibe  
SEVENPOINT2 brand id

### PURPLE

alkaline / high vibe  
SEVENPOINT2 brand id  
LIFEBYSEACRET brand id

## IMAGES

bold color elements  
use images to fill (to reference the products filling you)  
references to movement and flow and energy and water

## TYPOGRAPHY

OSWALD

**MONTSERRAT**

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# LINE

## OVERVIEW



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# RECOVERY

BOLD R ELEMENT WITH  
DRAMATIC HELIX / DNA FILL

black and color fluid / energy fill  
purple text



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# ALKALINE BOOSTER

BOLD B ELEMENT WITH  
ALKALINE HYDRO FILL





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CURB

BOLD C ELEMENT WITH  
APPETITE CONTROL / WILL POWER /  
CRAVING CRUSHING IMAGERY FILL



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# GREENS<sub>CAPS</sub>

BOLD G ELEMENT WITH  
RAW MATERIALS (INGREDIENT) FILL

will need to replace current image with  
professional photo of grasses and greens  
with water droplets for accuracy and to  
create the edible yum factor



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# GREENS<sub>POWDER</sub>

LAYERED GLASS FILLED WITH GREENS  
IN ALL THEIR FORMS: RAW  
MATERIALS, POWDER, LIQUID

will need to replace current images with  
professional photo of grasses and greens  
with water droplets for accuracy and to  
create the edible yum factor

FOR FINAL LABEL, WE WILL ADD A  
GLASS WITH THE FINISHED PRODUCT  
SPLASHING TO CREATE A NICE LIQUID  
FLOW AND TO WHET THE APPETITE



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SEVEN POINT 2

# SHAKE

VANILLA

GLASS WITH THE FINISHED PRODUCT  
SPLASHING TO CREATE A NICE LIQUID  
FLOW AND TO WHET THE APPETITE +  
BOLD VISUAL REFERENCE FOR FLAVOR  
PROFILE



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# SHAKE<sub>CHOCOLATE</sub>

GLASS WITH THE FINISHED PRODUCT  
SPLASHING TO CREATE A NICE LIQUID  
FLOW AND TO WHET THE APPETITE +  
BOLD VISUAL REFERENCE FOR FLAVOR  
PROFILE



PRODUCT DEVELOPMENT / UPCOMING LAUNCHES

**HYDRO<sup>FX</sup>** FOR WATER

**SYNBIOTX** (probiotics + prebiotics)

**ENERGY**

**DIGESTIVE ENZYMES**

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# HYDROFX

BOLD H ELEMENT WITH  
WATER / FLOW / HYDRO FILL

FOR FINAL LABEL, WILL ADD A WATER  
SPLASH ELEMENT TO GIVE MORE  
MOVEMENT



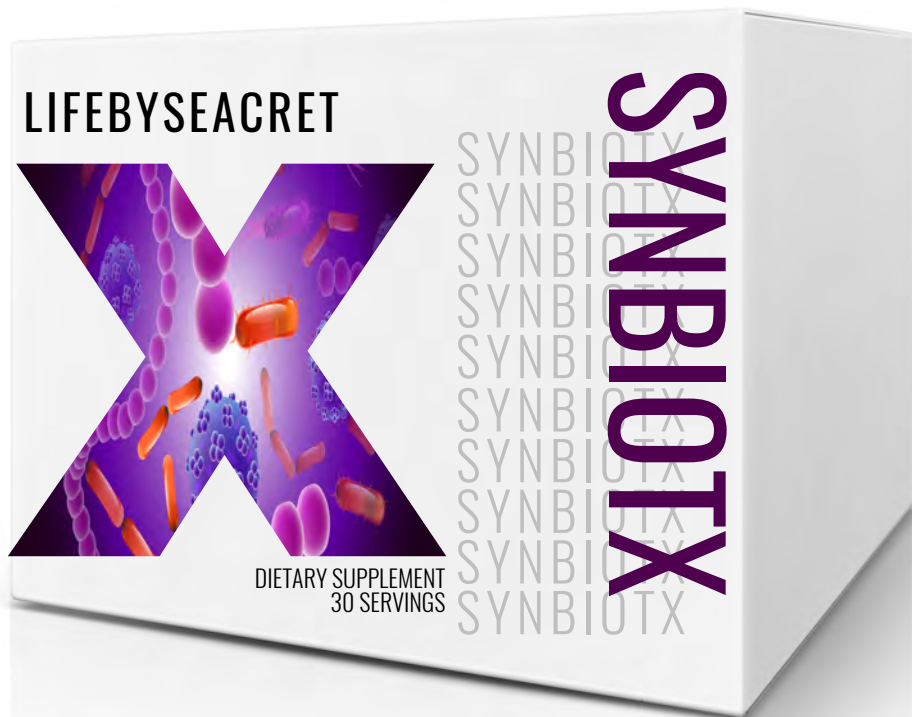
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# SYNBIOTX

PROBIOTIC + PREBIOTIC SUPPLEMENT  
IN SINGLE USE POWDER SACHETS

*TARGET: LIFE LAUNCH*

MOCK-UP FOR  
ILLUSTRATION  
PURPOSES ONLY





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SEVEN POINT 2

ZAMINA

ENERGY SUPPLEMENT IN SINGLE USE  
POWDER SACHETS

*TARGET: LIFE LAUNCH*

NAME / MOCK-UP  
FOR ILLUSTRATION  
PURPOSES ONLY



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ESENZ

ESSENTIAL ENZYMES (DIGESTIVE)  
SUPPLEMENT IN SINGLE USE POWDER  
SACHETS

*TARGET: LIFE LAUNCH*

NAME / MOCK-UP  
FOR ILLUSTRATION  
PURPOSES ONLY

