



Packaging of new weight management product shows curves attract

A new weight management system from natural health Distribution Services, **SHAPE UP™**, is turning heads with its iconic packaging designed by Spyder Works Inc. The large, curvy 880 gram bottle stands out on the shelf and is also being heralded as having the largest shrink wrap label for a consumer product in North America.

Officially launched in Canada this past fall, natural health Distribution Services (nhDS) will introduce the product as **SHAPE it UP™** to consumers in the US this summer.

“We recognized the opportunity existed to create an iconic shape that was immediately recognizable on retailers’ shelves wherever you go,” comments **John Paulo Cardoso**, *Chief Creative Officer* at Spyder Works. “We felt that it was a stale category from a packaging point-of-view, populated by large, shapeless bottles which did nothing to represent the attractive, sexy character of the category and its customer wants. So this product represents a welcome departure.”

“John Paulo and Ken at Spyder Works took us through a thorough branding and positioning protocol,” explains **Michele Sevier, DNM DAC**, *spokesperson for natural health Distribution Services (nhDS)*. “The result is fantastic.”

“Spyder Works led us through a series of strategic roundtables which in turn helped us with the overall positioning of the product,” continues Michele. “**SHAPE UP™** isn’t about dieting, it’s about weight loss and weight management following a thorough program supported by a product with leading-edge, natural ingredients. It’s about feeling good every time that you look in the mirror. And all these elements were seamlessly brought into the overall packaging and label design, and communicated through Spyder’s interpretation of the brand on the web, in advertising and at the point-of- decision, in-store merchandising. It’s brilliant and we’re really pleased with the overall results.”

The product is supported at the retail level with Point of Purchase displays, brochures, and with consumer advertising in Alive and Viva magazines.

For more information on **SHAPE UP™**, please visit www.shapeupsupport.com

Spyder Works Inc. is a business accelerator for its clients. Its manifesto, “If you’re not going to change customers’ lives, someone else will” is the basis for a process that starts with great strategy, aligning with innovative design, and disruptive marketing and communications. With offices in Toronto and New York, the firm also offers trademarked ‘30 Day Decisions’ strategy workshops and roundtables to validate the decision-making process and drive business growth. For more information on Spyder Works, please visit www.spyderworksdesign.com.



Brand Elements

- 1 Full Shrink Wrap Design. 2 Industrial Design. 3 Magazine Ads. 4 Floor Display. 5 Web site. 6 Brochure Cover & Inside.**
- Not Shown: Radio Spot, Daily Journal, Diet Program, Trade Ads, Bag Stuffers, Wearables, In-store Signage.