

SOUTH KOREA PACKAGING STYLE GUIDE

2017

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INTRODUCTION

WELCOME

As brand stewards of Nature Made[®] in South Korea and contributors to its success, it is essential to maintain the reputation and consistency of the brand.

THE GUIDE

We've established a unified packaging style guide based on the alignment and finalization of the portfolio packaging approach for Nature Made in South Korea. This guide serves as the reference manual for anyone who works on packaging for Nature Made in South Korea.

TERMINOLOGY

HFF: The category in South Korea is known as HFF (Health Functional Food). Health Functional Food is defined in the Korean Health Functional Food Act as: foods manufactured or processed with functional raw materials or ingredients beneficial to the human body.

PIC: Product In Carton. This box contains the product bottle. This is what consumers see on shelf.

PACKAGING ARCHITECTURE AND PRINCIPLES

COLORS - PRIMARY

PMS 202



PMS NM YELLOW OC / 4M / 70Y / 0K Use for the primary background color of any packaging design.



10C / 97M / 61Y / 48K Use for product name text.

PMS 136 OC / 27M / 76Y / 0K Use in the PIC and Label architecture left bottom square.



COLORS - SECONDARY

ACTIVE DAILY MULTI FOR ALL



COLOR PMS 361 77C / 0M / 100Y / 0K

HOW TO USE:

Use for the SKU Active Daily Multi for All PIC and Label architecture bottom right square. Use as secondary color for PIC back panel iconography as needed.



COLOR

PMS 7728 93C / 0M / 75Y / 55K

HOW TO USE:

Use for the SKU Active Daily Multi for All PIC and Label iconography.

ACTIVE DAILY MULTI FOR WOMEN



COLOR PMS 512

53C / 99M / 3Y / 18K

HOW TO USE:

Use for the SKU Active Daily Multi for Women PIC and Label architecture bottom right square. Use as secondary color for PIC back panel iconography as needed.



COLOR

PMS 273 100C / 100M / 0Y / 22K

HOW TO USE:

Use for the SKU Active Daily Multi for Women PIC and Label iconography.

CALCIUM, MAGNESIUM, ZINC WITH VITAMIN D



COLOR

PMS 7733 89C / 0M / 91Y / 43K

HOW TO USE:

Use for the SKU Calcium, Magnesium, Zinc with Vitamin D PIC and Label architecture bottom right square. Use as secondary color for PIC back panel iconography as needed.



COLOR

PMS 3308 94C / 28M / 74Y / 73K

HOW TO USE:

Use for the SKU Calcium, Magnesium, Zinc with Vitamin D PIC and Label iconography.

ACTIVE DAILY MULTI FOR MEN



COLOR

PMS 2194 95C / 26M / 0Y / 0K

HOW TO USE:

Use for the SKU Active Daily Multi for Men PIC and Label architecture bottom right square. Use as secondary color for PIC back panel iconography as needed.



COLOR PMS 540

100C / 57M / 12Y / 66K

HOW TO USE:

Use for the SKU Active Daily Multi for Men PIC and Label iconography.

COLORS - SECONDARY (CONT.)

SUPER OMEGA-3



COLOR PMS 485 0C / 95M / 100Y / 0K

HOW TO USE:

Use for the SKU Super Omega-3 PIC and Label architecture bottom right square. Use as secondary color for PIC back panel iconography as needed.



COLOR PMS 7629

23C / 87M / 73Y / 61K

HOW TO USE: Use for the SKU Super Omega-3 PIC and Label iconography.

SUPER B ENERGY COMPLEX



COLOR PMS 144

0C / 51M / 100Y / 0K

HOW TO USE:

Use for the SKU Super B Energy Complex PIC and Label architecture bottom right square. Use as secondary color for PIC back panel iconography as needed.



COLOR

PMS 173 OC / 82M / 94Y / 2K

HOW TO USE: Use for the SKU Super B Energy Complex PIC and Label iconography.

SUPER D PLUS ZINC IMMUNE COMPLEX





HOW TO USE:

Use for the SKU Super D Plus Zinc Immune Complex PIC and Label architecture bottom right square. Use as secondary color for PIC back panel iconography as needed.



PMS 7565 0C / 53M / 98Y / 11K

HOW TO USE: Use for the SKU Super D Plus Zinc Immune Complex PIC and Label iconography.

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LOGOS



NATURE MADE KOREA LOGO

- Use on the front panel of PIC and Label artwork.
- Nature Made logo should only be used as

portrayed, with no modifications.



KOREAN HEALTH FUNCTIONAL FOOD LOGO

- Use on the front panel of PIC and Label artwork.
- Must be a minimum size of 15 mm x 15 mm for the HFF Logo.
- The colors may be altered to fit design.

EXAMPLE:



FONTS



ITC Giovanni

AaBbCcDdEeFfGgHhIiJjKkLl MmNnOoPpQqRrSsTtUuVvWw XxYyZz 1234567890":?!,./-= Use for the English product name.

Use for the English product name. Primary font: Optical kerning, -25 tracking **YDIYG0360**

AaBbCcDdEeFfGgHhliJjKkLl MmNnOoPpQqRrSsTtUuVvWw XxYyZz 1234567890" :?!,./-= Use for the Korean product name.

Use for the Korean product name. Primary font: Optical kerning, -15 tracking Yoon, Dinmed, Myriad Pro, Univers

Yoon, Dinmed, Tmon Monsori, ITC GiovanniYoon, Dinmed, Myriad Pro, Univers

GENERAL GUIDELINES FOR HEALTH FUNCTIONAL FOOD LABELING

The following is a list of key general guidelines for health functional food labeling in South Korea. This list is meant to be general and not inclusive. Please consult with your regulatory consultant for any updates, changes, and additional guidance.

• Font size on HFF labeling (including product information insert) must be 10 pt or more (character width 90% or more, space between letters -5% or more) for items required by Article 4* in Labeling Standard of Health Function Food (2016 version)

• It is acceptable for item 6 (nutrition information) and item 7 (function information) in Article 4 to follow font size requirement (8 pt or more) that is defined in Appendix 1 of the Standard.

Mandatory information on main display surface includes:

- \bullet Health functional foods logo with the size of 15 \times 15 mm or more
- Phrase "health functional food"
- Product name
- Net content
- Quantity

- When there is no sufficient space on information display surface, business name & address, expiration date, storage method, intake amount and intake method are required to be displayed on the minimum sales unit/packaging. The rest can be printed separately on the product information sheet and packaged together, and display "refer to product information sheet" in Korean ("제품설명서 참조").
- If there is repeated content on both outside packaging case and inner labeling, font size on outside packaging should be 10 pt and above (8 pt and above for nutrition and function information). Font size on inner labeling can be less than minimum font size requirement.

- *The information required by Article 4:
- 1. letters of "health functional food" or diagram that stands for "health functional food;
- 2. the product name;
- 3. the name and place of business establishment;
- 4. the sell-by-date and the storage method;
- 5. net contents;
- 6. nutrition information (including the nutrient and its content, and the percentage of daily reference

values or recommended daily allowances);

7. function information (including functional component or marker compound of functional ingredient, and its content);

- 8. the consumption amounts, the consumption method and the warning notice for consumption;
- 9. the name and content of raw materials;
- 10. a disclaimer that it is not a medicine for preventing and curing diseases; and
- 11. miscellaneous matters as prescribed in the detailed labeling standards of health functional food

CLAIM FLAG AND SUPPORT

The entire Claim Flag wording and Support statement cannot be changed in any way without consulting and aligning with Pharmavite and US Nielsen. Both the Claim Flag wording and the Support statement have to be present in its entirety on the same material (product packaging, brand website, etc.).

Claim Flag



Use on PIC and Label architecture bottom left square.

Support

Use * support statement on back panel of PIC and Label.

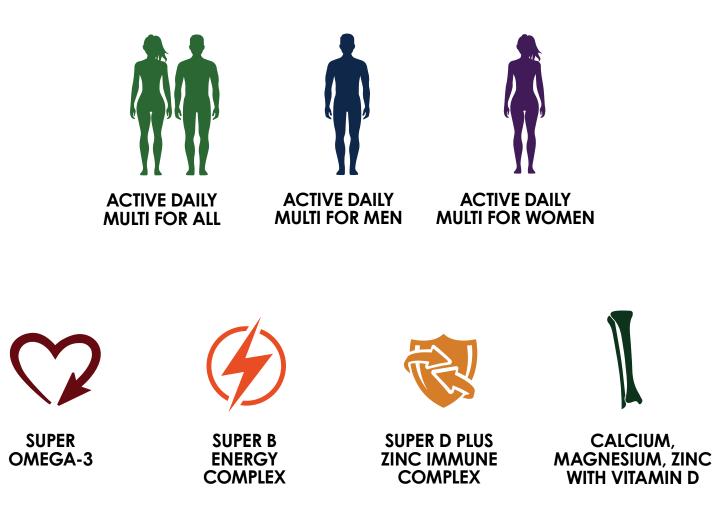
All products (except Super Omega-3)

- *출처: Nielsen Scantrack[®] 2016.12.31 52주간/미국x AOC 채널/전체 비타민 부분©2017 The Nielsen Company
- *Reference: Nielsen Scantrack® for 52 week periods 2016.12.31/in the US X AOC channels/total Vitamins category ©2017 The Nielsen Company

Super Omega-3 only

- *출처: Nielsen Scantrack[®] 2016.12.31 52주간/미국x AOC 채널/전체 비타민 (오메가 3 포함) 부분 [©]2017 The Nielsen Company
- •*Reference : Nielsen Scantrack[®] for 52 week periods 2016.12.31 / in the US X AOC channels / total Vitamins category (including Omega 3) ©2017 The Nielsen Company

FRONT PANEL ICONOGRAPHY - PIC AND LABEL

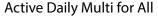


SIDE PANEL ICONOGRAPHY - PIC

DESIGN PRINCIPLES

• Clear and commonly recognized, or at least intuitive.

- Uniform look and feel across the product portfolio consistent with the Nature Made® brand.
- Creative yet functional.



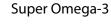


Active Daily Multi for Men



Active Daily Multi for Women

Folic Acid Iron





Super B Energy Complex



Super D Plus Zinc Immune Complex



Calcium, Magnesium, Zinc with Vitamin D



DESIGN GUIDELINES

• All icons will follow a circle format for consistency within a product and across the portfolio.

• They will have the solid color background for the product color blocking that is on the front of the PIC to indicate the type of product (i.e. green for Active Daily Multi for All).

• The visual will be in white within the circle.

• Use simple and big visuals as the icons are meant to be intuitive and draw attention to key information, and the icons will also be small on the back panel of the PIC.

• Maintain consistency between the front panel iconography and side panel iconography.

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BACK PANEL BOOKLET LABEL (ONLY FOR THE MULTI PRODUCTS)



PIC EXAMPLE (CONT.)



NATURE MADE KOREA LOGO

Logo should be center on front panel.



HFF LOGO

Logo should be above claim flag on front panel. Must be a minimum size of 15 mm x 15 mm. The colors may be altered to fit design.



ENGLISH PRODUCT NAME

Font: ITC Giovanni: Color: PMS 202: Title Case



KOREAN PRODUCT NAME

Font: YDIYGO360; Color: PMS 202



NATURE MADE #1 SELLING SUPPLEMENT BRAND IN THE US CLAIM FLAG

Claim flag should always be placed in the top left hand corner of the orange (PMS 136) box located on the bottom left of the front panel.

SUPPORT FOR CLAIM FLAG

The complete support statement must appear in its entirety on the bottom of the side panel.

KOREAN AND ENGLISH POTENCY AND COUNT INFORMATION

건강기능식품 (Health Functional Food) Font: Yoon 윤고딕 350

Potency and Count Font: Dinmed Regular, -윤고딕330, -윤고딕310



KOREAN PRODUCT BENEFIT

Always be placed in the top left hand corner working around the iconography Font: Yoon 윤고딕 340



RIGHT BOX

Color varies by product

- Active Daily Multi for All: PMS 361
- Active Daily Multi for Men: PMS 2194
- Active Daily Multi for Women: PMS 512
- Super Omega-3: PMS 485
- Super B Energy Complex: PMS 144
- Super D Plus Zinc Immune Complex: PMS 109
- Calcium, Magnesium, Zinc with Vitamin D: PMS 7733



LEFT BOX

Color is always PMS 136 for all products

FRONT PANEL ICONOGRAPHY

Half-way positioned in the top right of the Right Box. Refer to page 13 for specific icons



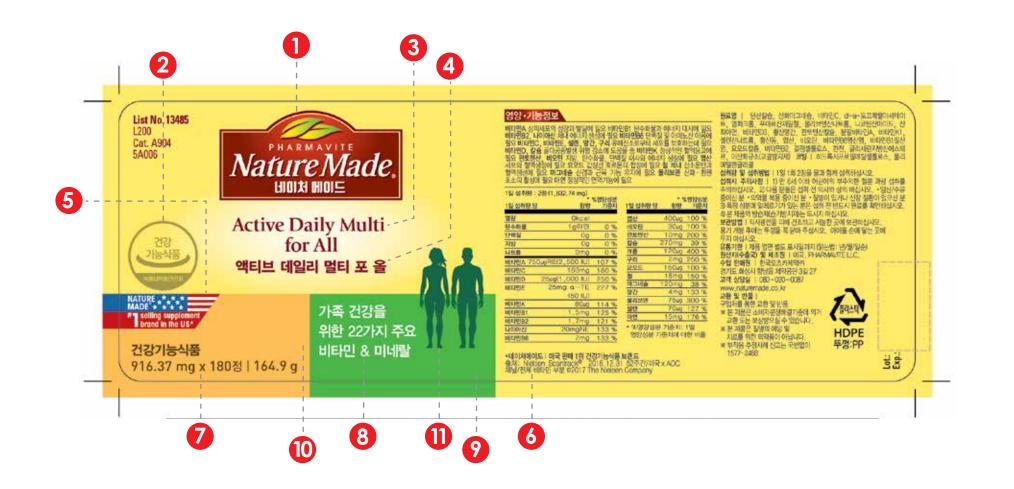
BACK PANEL ICONOGRAPHY

Vertically placed in the top half of the side panel with descriptions in Korean on the right hand side of the panel

Icons use colors in the secondary palate. Refer to page 14 for product specific icons

Description font: [Yoon] 윤고딕105_OTF

LABEL EXAMPLE



LABEL EXAMPLE (CONT.)



NATURE MADE KOREA LOGO

Logo should be center on front panel.

2 HFF LOGO

Logo should be above claim flag on front panel. Must be a minimum size of 15 mm x 15 mm. The colors may be altered to fit design.

ENGLISH PRODUCT NAME

Font: ITC Giovanni; Color: PMS 202; Title Case

KOREAN PRODUCT NAME

Font: YDIYGO360; Color: PMS 202

NATURE MADE #1 SELLING SUPPLEMENT BRAND IN THE US CLAIM FLAG

Claim flag should always be placed in the top left hand corner of the orange (PMS 136) box located on the bottom left of the front panel

SUPPORT FOR CLAIM FLAG

The complete support statement must appear in its entirety on the bottom of the back panel

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KOREAN AND ENGLISH POTENCY AND COUNT INFORMATION

건강기능식품 (Health Functional Food) Font: Yoon 윤고딕 350

Potency and Count Font: Dinmed Regular, -윤고딕330, -윤고딕310



KOREAN PRODUCT BENEFIT

Always be placed in the top left hand corner working around the iconography

Font: Yoon **윤고딕** 340



RIGHT BOX

Color varies by product

- Active Daily Multi for All: PMS 361
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- Active Daily Multi for Women: PMS 512
- Super Omega-3: PMS 485
- Super B Energy Complex: PMS 144
- Super D Plus Zinc Immune Complex: PMS 109
- •Calcium, Magnesium, Zinc with Vitamin D: PMS 7733



LEFT BOX

Color is always PMS 136 for all products

ICONOGRAPHY

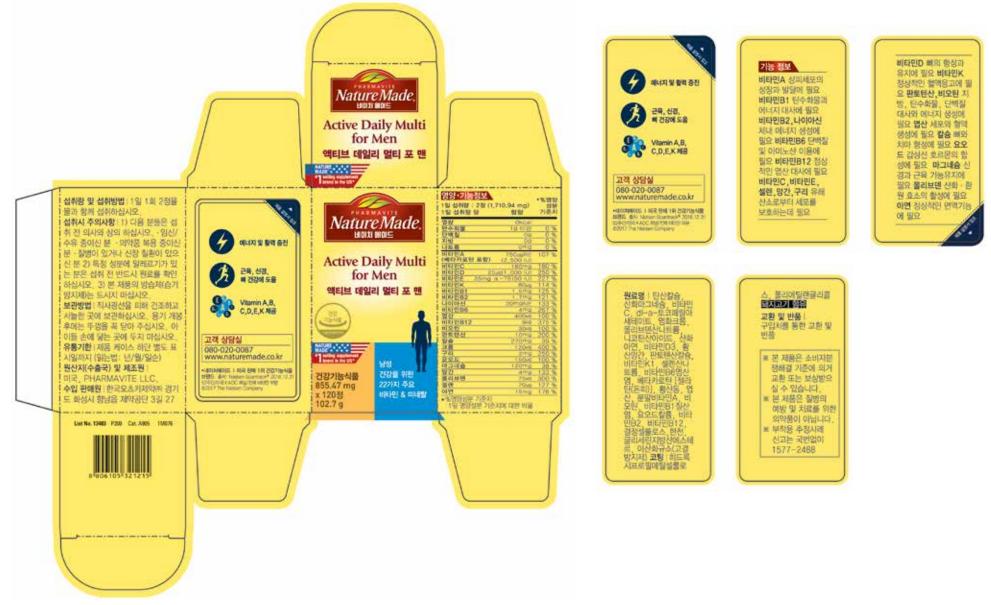
Half-way positioned in the top right of the Right Box. Refer to page 13 for specific icons



PIC PORTFOLIO









비타민D, 칼슘 끝다공동

발생 위험 감소에 도움을

춘 비타민K 정상적인

판토텐산,비오린 지방

탄수화물, 단백질 대사회

에너지 생성에 필요 엽산

세포와 할액생성에 필요

유오드 김상선 호현문의

합성에 필요 철 체패 산소

문반과 혈액정성에 필요

마그네슘 신결과 끈육 기

농유지에 필요 물리브렌

산화 · 환원 효소의 활성

데 필요 아면 정상적인

면역기능에 필요

철맥음고에 필요









LABEL PORTFOLIO















