



New packaging & label design

Same premium formulas, new premium look

Media Release

20 September, 2018.

Swisse Wellness is excited to announce from September 2018 it will launch a new packaging and label design across its supplement range, commencing in Australia before extending to selected global markets.

Swisse Managing Director Oliver Horn explains that as the company continues its global expansion, it is important that the business continues to further invest in providing robust and unique packaging solutions for the benefit of consumers.

“The new Swisse packaging design leverages the strength of our unique brand heritage and style, giving our range a more consistent look-and-feel on shelf, whilst delivering improved functionality to aid consumer confidence and further enhance our brand identification components.

“Swisse will also transition its label design to assist customers in better navigating the range and choosing the product that’s right for them. Our new labels will provide customers with information that is more detailed and easier to locate. It will also bring our labels in line with updated regulatory requirements for complementary medicines in Australia (known as TGO 92),” says Horn.

The new Swisse packaging is proudly Australian made and manufactured in Victoria. In addition to being BPA free, both the cap and vial are fully recyclable.

Key packaging changes include:

- Transition to unique Swisse overhanging cap design
- Screw-top cap with unique multi-start thread for easy removal and closure, plus superior air-tight seal
- Improved brand identification components with Swisse logo embossing on top of cap and bottom of vial
- Inclusion of Swisse branded desiccant sachets inside each vial (roll-out commenced June 2017)

Key label changes include:

- Expanded active ingredient lists
- More detailed allergen information



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“Due to the large scale of this project, it will take some time to transition all products to the new packaging and labels. We will continue to sell through current stock in existing packaging and labels over the next two years, so you will likely see both old *and* new versions on shelf at the same time. Inside, our premium quality formulations remain the same, so you can feel comfortable purchasing either”, says Horn.

For further information, please visit: [Swisse.com/packaging-refresh](https://www.swisse.com/packaging-refresh)

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