

Product Development and Marketing

Be Known from Sea to Sea

Unit 9B Labeling



Labeling Unit 9B

Exercise- Some things to start to think of for when you create your products. (Unit 9B)

Transformations:

- 1) Start to manifest your product.
- 2) Create a label that reflects your brand-
 - a) color
 - b) size
 - c) font
 - d) cautions- French and English if in Canada
 - e) directions for use
 - f) find the right paper, where essential oils don't stick or dampen.
 - g) find a way to make labels- brother machine, off the computer, etc.
 - h) find the right stickiness level of a label, so it is removable if necessary, but does not fall off.
 - i) test it out to get reactions
 - j) revise





How will you make your labels? Some people make a design on their computer and buy label making paper.

Some people get their labels made at Staples, or a stationary store.

a) Avery is a favorite of our students: <https://www.avery.ca/> (In Canada).

b) onlinelabels.com –has also been suggested.

c) We have a generic label -and we use a machine (brother) similar to the one above. We then make individual labels with our essential oil name, that go onto the generic Staples label.

You need a label that is the right size for your bottles, that has some water/oil repellent ability and is sticky enough to stay on the bottle when it gets a bit damp.

Think about the colors you use when creating your label and products. Go back to the color rosette test in psycho aroma to figure out what colors your clients do not like. What does this leave you with? Is it satisfactory? What type of design will show up?

What are your color and design preferences?

What do you want your label to look like?

What are the legal considerations for what you will be selling?

i.e. what cautions do you have to put on the label?

Will you design it, or will you get a professional?

What size of label do you need? (depends on products you create.)

Do you need to make a label in more than one language? We do in Canada.

What image do you want to portray in your business?

Is it authentic to who you are, or are becoming?

How so?

Have someone else proof read your label before you make multiple copies!



9B) Before you design your label, review:



A Business Name-

Colors- for your design-

Fonts- for main text and headings

Paper-

Logo- if you like-

How will you make your labels?
(computer, brother's machine, on-line supplier, staples)

If you write on a label with pen, ensure the paper will take the type of ink you use and use an indelible pen.

If you design it yourself, try a free online design company like
www.canva.com

How will you ensure your labels are sticky enough to stay on a bottle, even if it gets a bit damp?

What do you need to put on your labels, (for clear customer instructions and legal purposes)?

Safety information

Contact information

Storage information

