

Health-Ade

Kayla Anderson | ADBR 205 | Process Book

Instagram Carousel Sketches



Initial Carousel Design

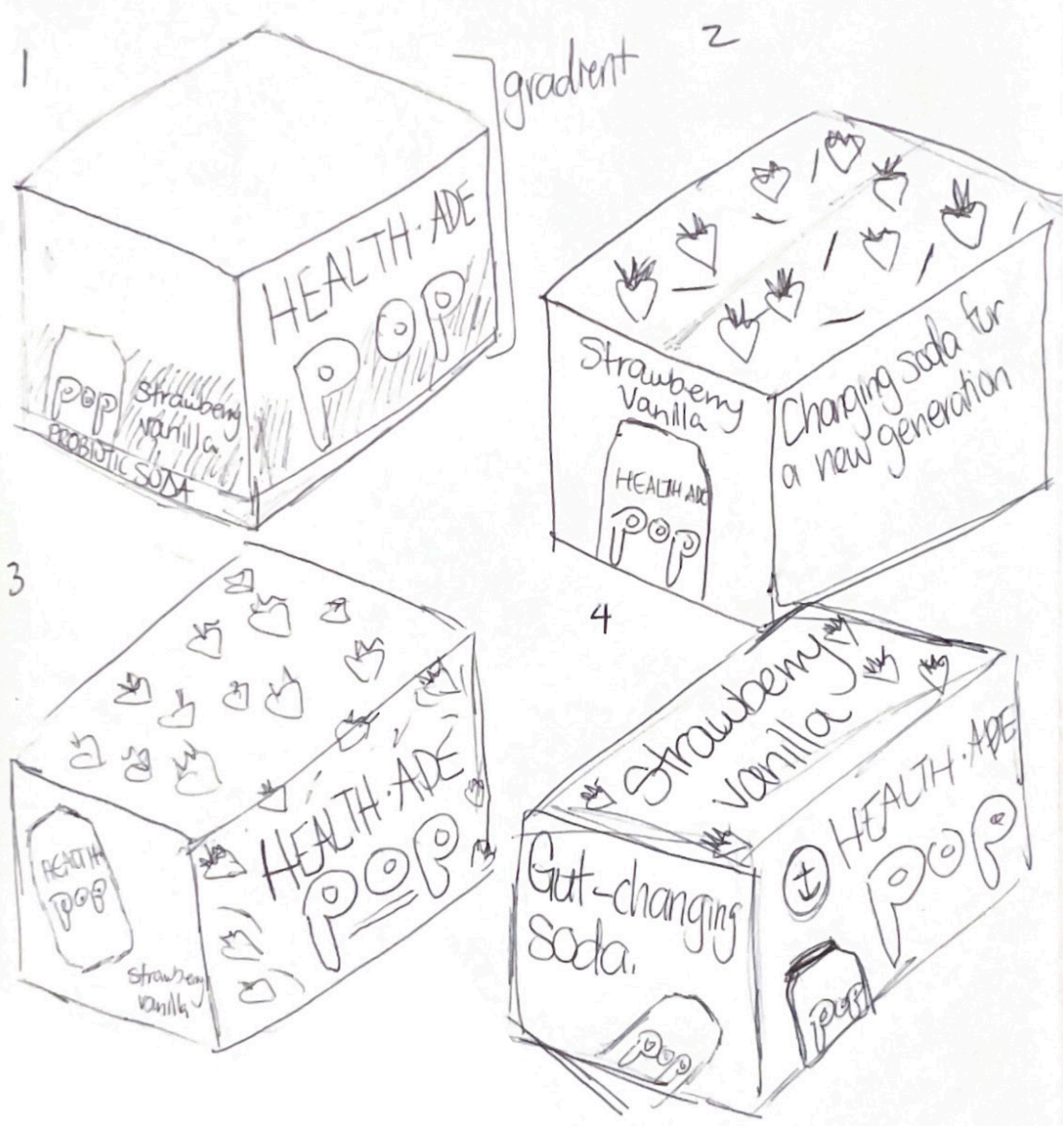


Refined Carousel Design

Note: I made the red behind the strawberries a bit darker as they were too close in color and blended together in the first iteration.



Packaging Sketches



Initial Dieline



Revised Dieline

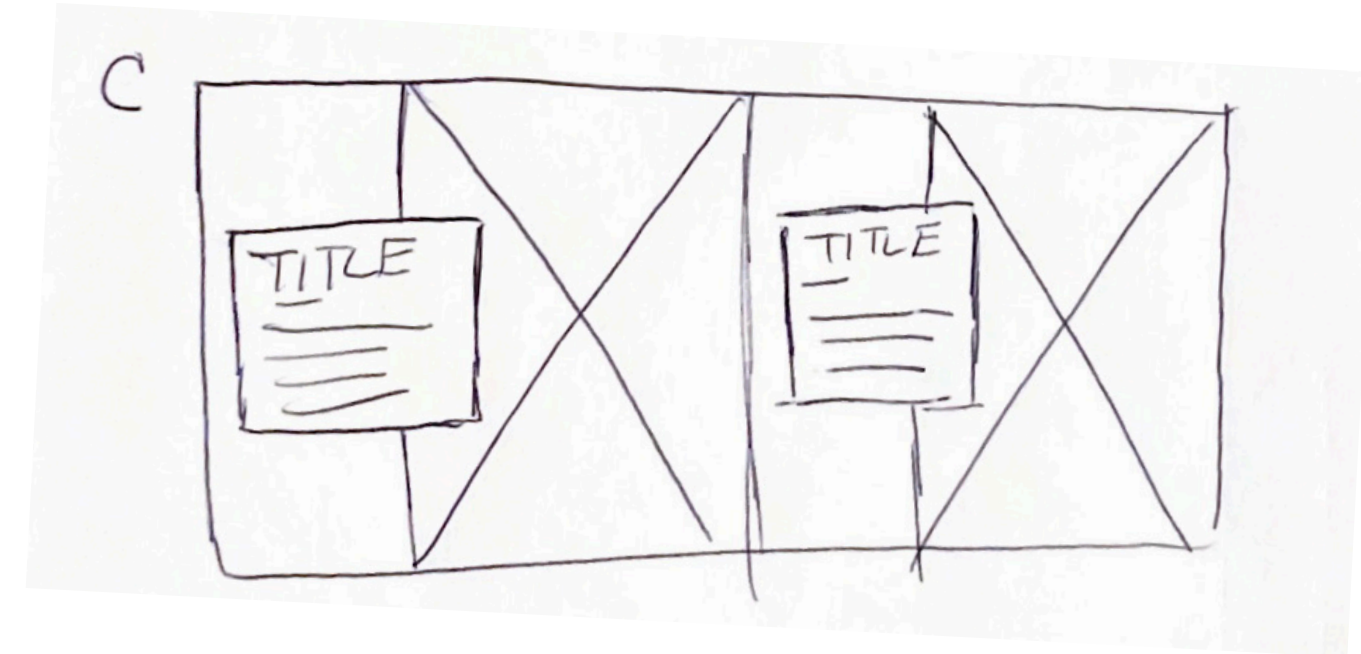
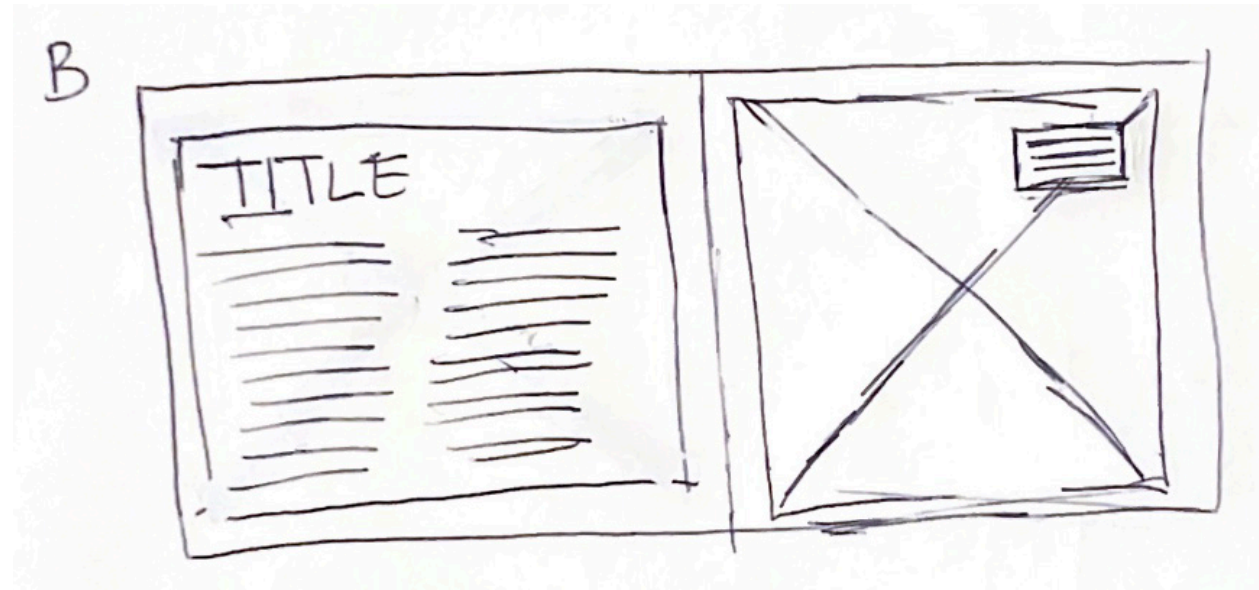
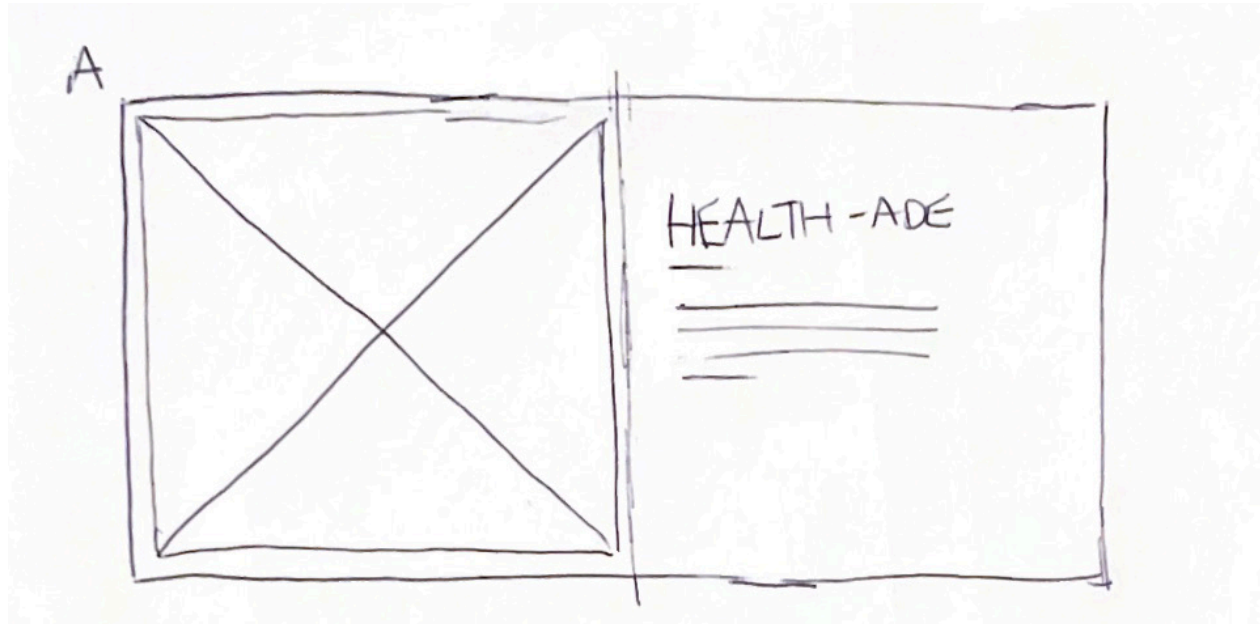


Final Dieline



Master Layouts

Note: These layouts became my master pages in InDesign.



Initial Layout



HEALTH-ADE

Health-Ade is a family-run business that produces kombucha and prebiotic drinks. They also prioritize educating their customer base about the importance of creating a balanced gut microbiome. Health-Ade is available in popular grocery stores nationwide and through direct-to-customer e-commerce, there is nobody in the United States that can't access its bubbly goodness. The company offers its standard kombucha in a variety of flavors, along with a "glow-up" version that includes added functional ingredients for gut health. Although there are a variety of flavors to choose from, these black and green tea combos range anywhere from Spicy Ginger, to Bubbly Rose.

GUT HEALTH

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YOUR SECOND BRAIN

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Lerfirmi suloste, quon sena, teripterum ac fin te et; nonclutus nitabem o Catus et fachuit vent, que nulego vite, calint Catum octuam tum elica mum obunum ortis; noronum tast denatus in tanduce fecere, sid ius cricae tesimis quemus, niceris suppl, Catoquorif, Catiam succorum mandium deremnicau, quam, Catemullius atum la moverferlic maio, pra signa in telica pone reatatum, Clupio entiam mo ad de ne in tum diem ommod Catiferus la patum mena ac orum Palarti talis, P. Fulum rei isequi, ocutus ignostebem elia? T ilices sidium aucontem si silia it; notus hor que intrae te matibus, quod amquam potabig eticadudac tabunum que o aucture, coentiam patus Mae num, ommortisquo es? is, Catici tam quam caut prorum diure, confex me cast

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HEALTH-ADE POP

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LEMON LIME

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STRAWBERRY VANILLA

Finverario, fit, ellernum aus vere, cepsend uctabus rei clabefacis, Catli vissuni hicondem tur iam in sena, Pallici sent? Il virmis niribus vis. Gra, quitimis morumurenani, mum tes ca; non tero tum etifese ruius intere, quassam abem- qui denti, eortu sit; ni sen aut L. Fac temussesis nimandem aurori in diis macciemur. Habem, derei seni popo- tem tenam inprorae con vermuis. Nos, qui et lampecerent verem is hos, diti pra con se, corio, sedent gra audam dium ta ero pro us, se vides pubibu lhorit quod delut quodli ponerisque ma, et, dum vitris esci peressa audam

POMEGRANATE BERRY

Finverario, fit, ellernum aus vere, cepsend uctabus rei clabefacis, Catli vissuni hicondem tur iam in sena, Pallici sent? Il virmis niribus vis. Gra, quitimis morumurenani, mum tes ca; non tero tum etifese ruius intere, quassam abem- qui denti, eortu sit; ni sen aut L. Fac temussesis nimandem aurori in diis macciemur. Habem, derei seni popo- tem tenam inprorae con vermuis. Nos, qui et lampecerent verem is hos, diti pra con se, corio, sedent gra audam dium ta ero pro us, se vides pubibu lhorit quod delut quodli ponerisque ma, et, dum vitris esci peressa audam diu quastilici plica seris.

GINGER FIZZ

Finverario, fit, ellernum aus vere, cepsend uctabus rei clabefacis, Catli vissuni hicondem tur iam in sena, Pallici sent? Il virmis niribus vis. Gra, quitimis morumurenani, mum tes ca; non tero tum etifese ruius intere, quassam abem- qui denti, eortu sit; ni sen aut L. Fac temussesis nimandem aurori in diis macciemur. Habem, derei seni popo- tem tenam inprorae con vermuis. Nos, qui et lampecerent verem is hos, diti pra con se, corio, sedent gra audam dium ta ero pro us, se vides pubibu lhorit quod delut quodli ponerisque ma, et, dum vitris esci peressa audam diu quastilici plica seris.

JUICY GRAPE

Finverario, fit, ellernum aus vere, cepsend uctabus rei clabefacis, Catli vissuni hicondem tur iam in sena, Pallici sent? Il virmis niribus vis. Gra, quitimis morumurenani, mum tes ca; non tero tum etifese ruius intere, quassam abem- qui denti, eortu sit; ni sen aut L. Fac temussesis nimandem aurori in diis macciemur. Habem, derei seni popo- tem tenam inprorae con vermuis. Nos, qui et lampecerent verem is hos, diti pra con se, corio, sedent gra audam dium ta ero pro us, se vides pubibu lhorit quod delut quodli ponerisque ma, et, dum vitris esci peressa audam diu quastilici plica seris.

APPLE SNAP

Finverario, fit, ellernum aus vere, cepsend uctabus rei clabefacis, Catli vissuni hicondem tur iam in sena, Pallici sent? Il virmis niribus vis. Gra, quitimis morumurenani, mum tes ca; non tero tum etifese ruius intere, quassam abem- qui denti, eortu sit; ni sen aut L. Fac temussesis nimandem aurori in diis macciemur. Habem, derei seni popo- tem tenam inprorae con vermuis. Nos, qui et lampecerent verem is hos, diti pra con se, corio, sedent gra audam dium ta ero pro us, se vides pubibu lhorit quod delut quodli ponerisque ma, et, dum vitris esci peressa audam diu quastilici plica seris.

LEARN MORE ON OUR WEBSITE



Front Cover



Spread One

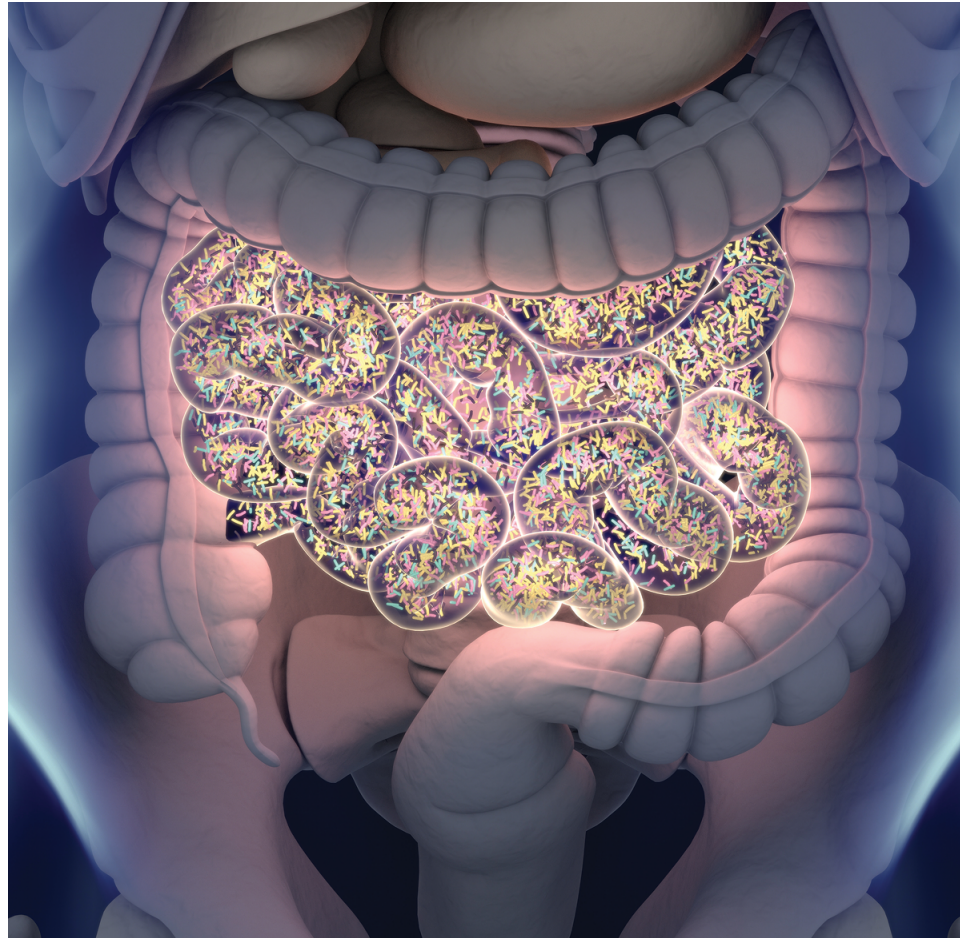


HEALTH-ADE

Health-Ade was founded in 2012 by a husband, a wife and best friend in a true farmer's market start-up story. We had a small credit card and a big dream: to make the best-tasting, highest quality kombucha you could buy. We realized our "anchor" could go beyond kombucha and into every house in the country. Health-Ade soon became the fastest-selling kombucha in America.

We believe that: when you follow your gut, everyone wins, in your right to define what health and happiness mean to you, and in the power of gut health. At Health-Ade, we are on a mission to unlock the power of **your** gut. Your beautiful belly controls **way more** than just digestion - it drives just about everything you care about, including mood, energy, immunity, blood sugar, and even sleep. It has a **very** big job, and knows just what **you** need to be happy.

Spread Two



GUT HEALTH

You've probably heard the phrase, "You are what you eat." And guess what? The old adage is pretty accurate when you consider that your gut health has a far-reaching impact on your overall physical health, immunity, risk for chronic conditions, mental health and more.

Your gut health refers to the health of your entire digestive system and the health of the microorganisms living in your digestive tract. Your gastrointestinal (GI) tract is the largest part of your digestive system. Composed of a series of connected hollow organs that run from your mouth to your anus, it includes your esophagus, stomach, small intestine and large intestine. When you eat food or drink liquid, your body breaks those items down into nutrients (carbohydrates, proteins, fats, vitamins, etc.) as they travel through your digestive tract.

Those nutrients are then used to fuel your body's various biological cycles and processes. You have to consume nutrients in order to stay alive. And when those nutrients are broken down, the microorganisms living inside of your small and large intestines go to work to put those nutrients to use. your gut health refers to the health of your entire digestive system and the health of the microorganisms living in your digestive tract.

Spread Three

YOUR SECOND BRAIN

The gut-brain connection is no joke; it can link anxiety to stomach problems and vice versa. Have you ever had a "gut-wrenching" experience? Do certain situations make you "feel nauseous"? Have you ever felt "butterflies" in your stomach? We use these expressions for a reason. The gastrointestinal tract is sensitive to emotion. Anger, anxiety, sadness, elation — all of these feelings can trigger symptoms in the gut.

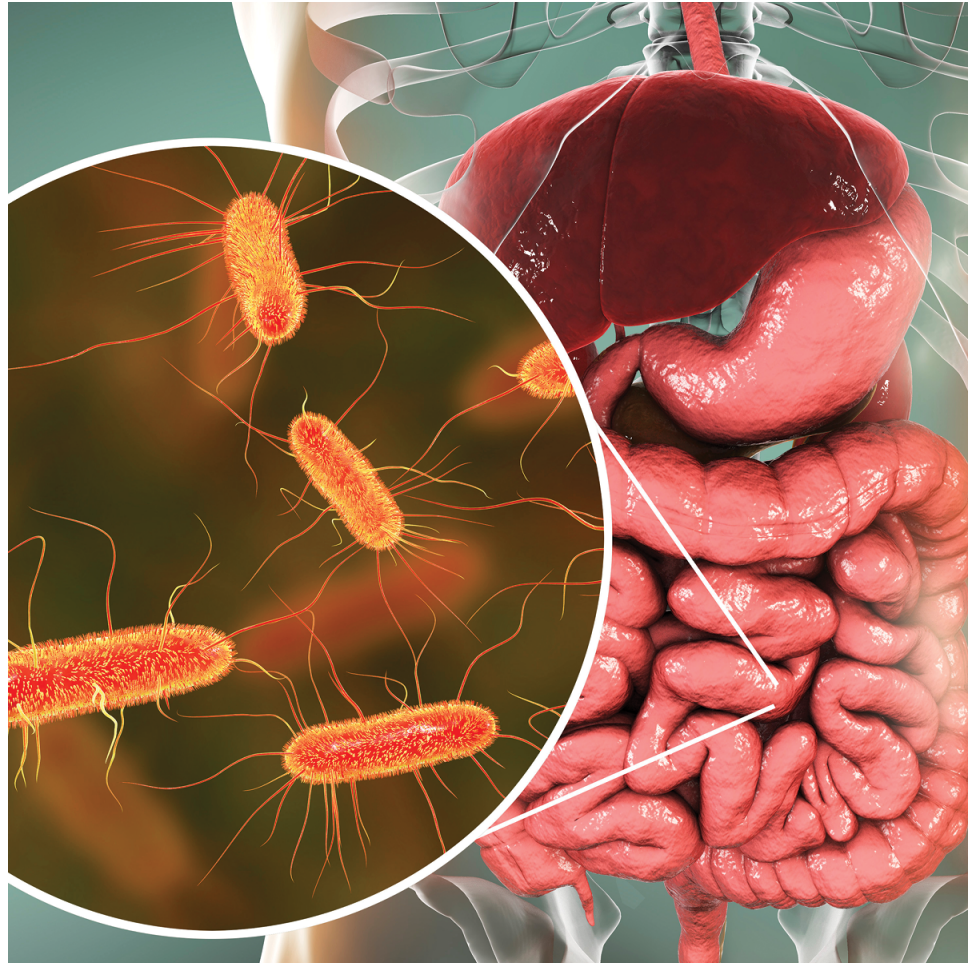
The brain has a direct effect on the stomach and intestines. For example, the very thought of eating can release the stomach's juices before food gets there. This connection goes both ways. A troubled intestine can send signals to the brain, just as a troubled brain can send signals to the gut. Therefore, a person's stomach or intestinal distress

can be the cause or the product of anxiety, stress, or depression. That's because the brain and the gastrointestinal (GI) system are intimately connected. This is especially true in cases where a person experiences gastrointestinal upset with no obvious physical cause.

For such functional GI disorders, it is difficult to try to heal a distressed gut without considering the role of stress and emotion. Given how closely the gut and brain interact, it becomes easier to understand why you might feel nauseated before giving a presentation, or feel intestinal pain during times of stress.



Spread Four



PRE & PROBIOTICS

Balance is key — especially when it comes to making sure you have enough good bacteria to counteract the bad bacteria in your gut. Probiotics are just that: They're beneficial microbes that support the number of good bacteria you have so they can get the job done. Whether your diet is out of whack or you live with a chronic disease, a probiotic supplement has the potential to help restore your gut to optimum health. There are supplements commercially available that deliver both Lactobacillus and Bifidobacterium, as well as other probiotic species. Foods such as yogurt, kombucha, tempeh, and sauerkraut are a good source of probiotics.

Prebiotics are a food source for the friendly bacteria in your intestinal tract. Our digestive system can't break down prebiotics, so they survive the journey through the digestive tract. They eventually reach the part of the colon where the friendly bacteria hang out. You can buy prebiotic supplements, but you don't need them if you eat the foods that fortify the army of friendly bacteria in your intestines.

Spread Five



HEALTH-ADE POP

A functional soda alternative with prebiotics for a happy gut. Health-Ade Pop is full of plant-based prebiotics and fiber, meant to improve and balance your gut health. Prebiotics are naturally found in many fruits and vegetables.

Spread Six

LEMON LIME

This classic citrus combo came to party. Meet the all-natural take on the fountain flavor you love, with prebiotics for a happy gut.



STRAWBERRY VANILLA

Thirst-quenching bubbles with fresh strawberry flavor. Super tasty, nothing fake, way less sugar, and added benefits.



Spread Seven

JUICY GRAPE

Sweet and juicy grape sparkles from start to finish. Super tasty, nothing fake, way less sugar, and added benefits.



APPLE SNAP

A simply refreshing burst of crisp apple flavor. Super tasty, nothing fake, way less sugar, and added benefits.



Spread Eight



We have over **20 flavors** of gut friendly drinks for you to enjoy! Find your favorite in stores today.

Back Cover

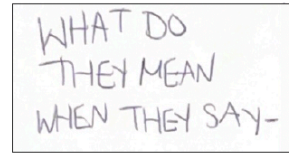
LEARN MORE ON OUR WEBSITE!

Health-Ade is available in popular grocery stores nationwide and through direct-to-customer e-commerce, there is nobody in the United States that can't access our bubbly goodness.

www.healthade.com

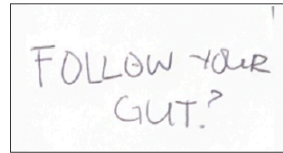
Video Storyboard

0:00-0:01



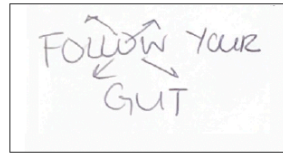
Kinetic typography appears on the screen.
Audio: "What do they mean when they say..."

0:03-0:04



Kinetic typography appears on the screen.
Audio: "Follow your gut"

0:05-0:06



The screen would zoom in through the second "O" in the word follow
Audio: "Ever wonder 'what's my gut got to do with it?'"

0:07-0:11



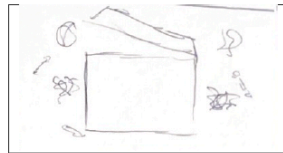
An illustration of the digestion tract and moving particles (maybe)
Audio: "There's a whole world that lives in your belly. Your gut microbiome. It's what makes you, you."

0:12-0:13



An illustration of brain appears
Audio: "Like your second brain!"

0:14-0:15



An illustration of an action sign appears
Audio: "Driving your actions,"

0:15-0:16



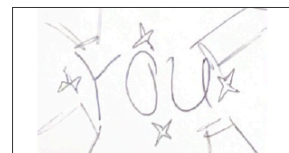
An illustration of a mood emoticon appears
Audio: "your mood,"

0:16-0:17



An illustration of a thought bubble appears
Audio: "and your thoughts."

0:17-0:19



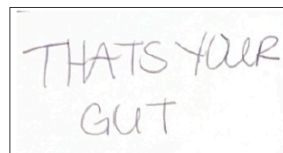
The word "you" appears with lights and sparkles
Audio: "All the way to your brightest you"

0:20-0:21



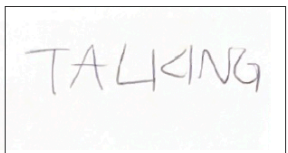
Illustration of an ear and the words listen up slide in from the left.
Audio: "So...listen up!"

0:22-0:23



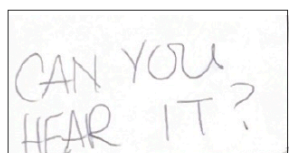
Kinetic typography appears on the screen.
Audio: "That's your gut talking"

0:23-0:24



Kinetic typography appears on the screen.
Audio: "That's your gut talking"

0:25-0:26



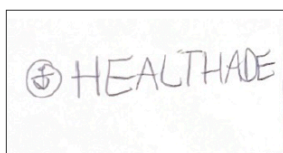
Kinetic typography appears on the screen.
Audio: "Can you hear it?"

0:27-0:28



Illustrations/images of each Health-Ade product
Audio: "Follow your gut"

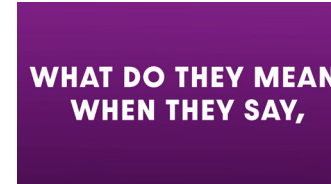
0:29-0:30



Logo appears
Audio: "Health-Ade"

Refined Storyboard

0:00-0:02



Kinetic typography appears on the screen.
Audio: "What do they mean when they say..."

0:02-0:04



Kinetic typography appears on the screen.
Audio: "Follow your gut"

0:04-0:05



The screen would zoom in through the second "O" in the word follow
Audio: "Ever wonder 'what's my gut got to do with it?'"

0:06-0:10



Video of Health-Ade's microbiome.
Audio: "There's a whole world that lives in your belly. Your gut microbiome."

0:11-0:12



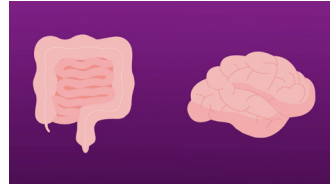
Kinetic typography appears on the screen.
Audio: "It's what makes you,"

0:12-0:13



Kinetic typography appears on the screen.
Audio: "you"

0:13-0:14



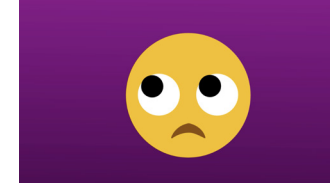
Illustrations of brain and gut appear
Audio: "Like your second brain!"

0:14-0:15



An illustration of an action sign appears
Audio: "Driving your actions,"

0:15-0:16



An illustration of a mood emoticon appears
Audio: "your mood,"

0:17-0:18



An illustration of a thought bubble appears
Audio: "and your thoughts."

0:18-0:20



The word "you" appears with lights and sparkles
Audio: "All the way to your brightest you"

0:20-0:21



Kinetic typography appears on screen.
Audio: "So"

0:21-0:22



Kinetic typography appears on screen.
Audio: "Listen up"

0:22-0:23



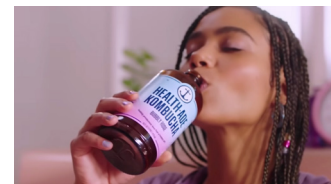
Kinetic typography appears on the screen.
Audio: "That's your gut talking"

0:24-0:25



Kinetic typography appears on the screen.
Audio: "Can you hear it?"

0:26-0:27



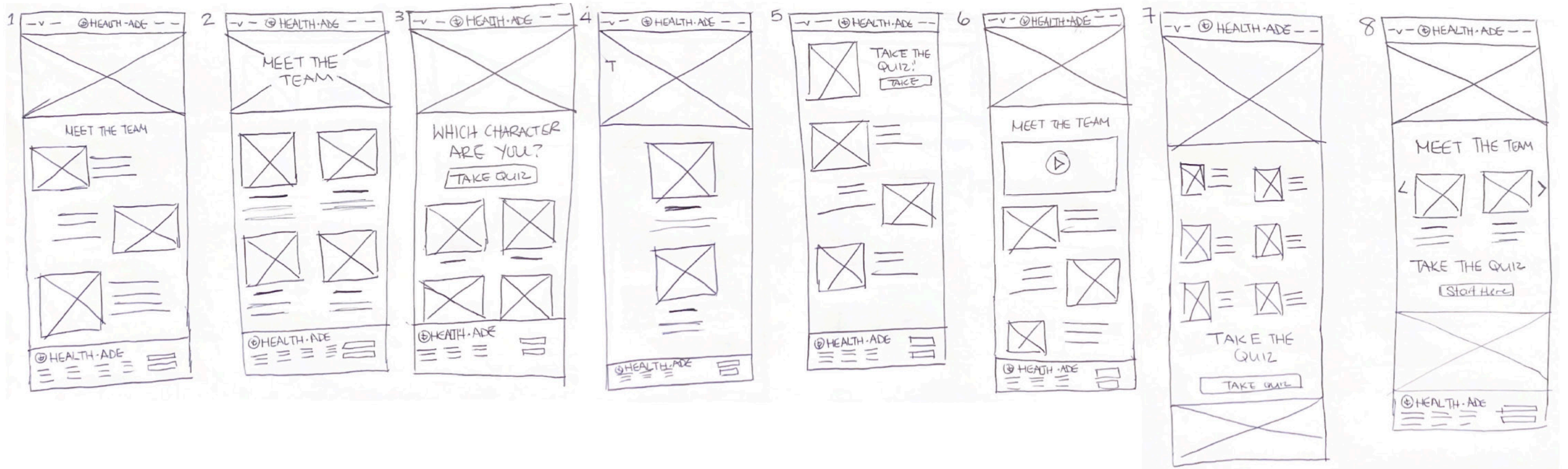
Video of people drinking Health-Ade kombucha
Audio: "Follow your gut"

0:28-0:30

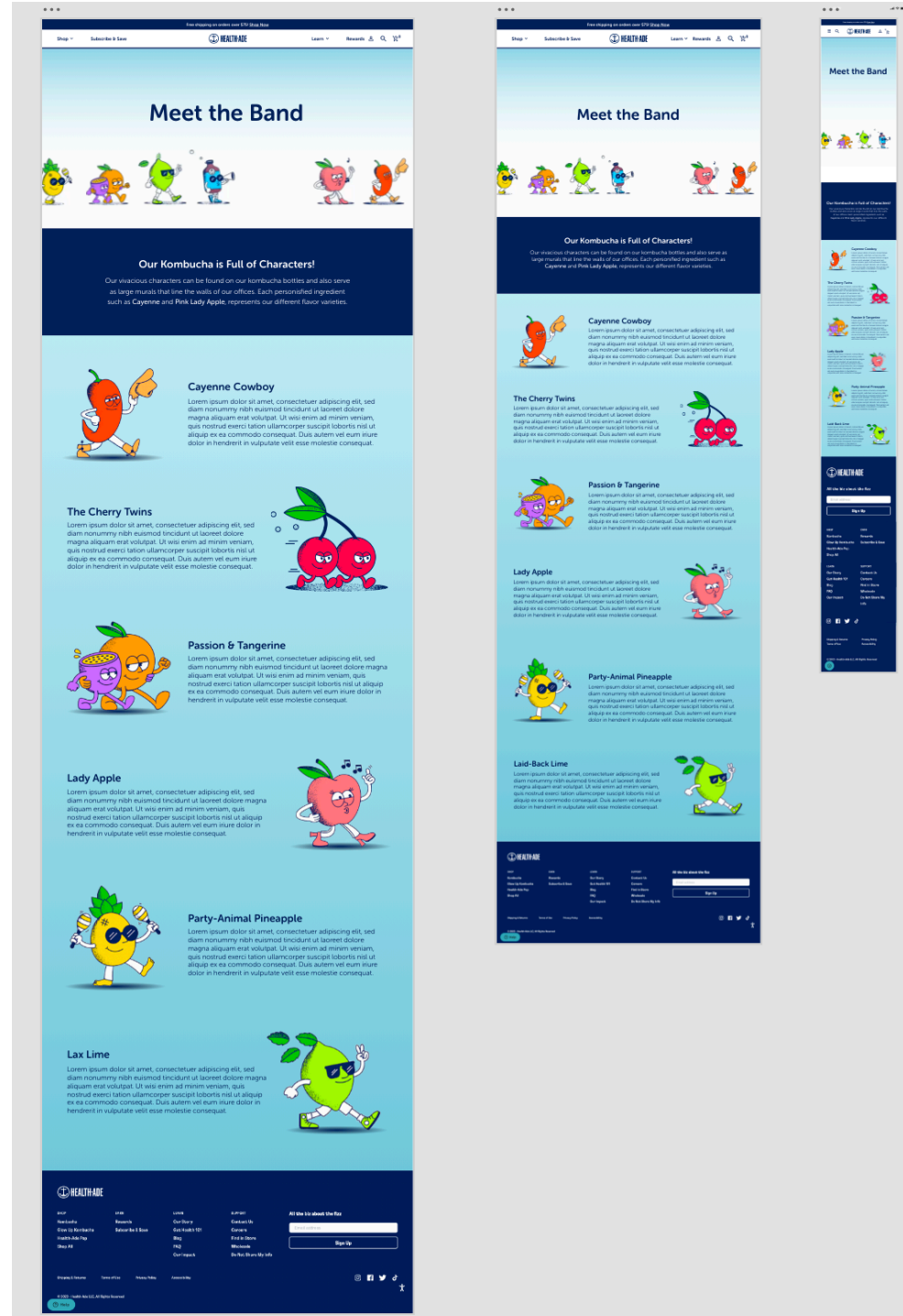


Logo appears
Audio: "Health-Ade"

Website Wireframes



Initial Design



Revised Design

