

Improved Formula and New Look

Before and After Comparison



	CHANGE	RATIONALE
Formula	from 50mg L-Theanine to 100mg	2X the amount to increase relaxation before bed
Gummy	Soft, sticky texture Square red gummy	Improved, firmer texture Round purple gummy
Packaging	from pouch to jar from blue to purple	Keep gummies fresher. More stable on shelf Match sleep category color
Flavor	from Strawberry to Blackberry Lemonade	On trend, fastest growing lemonade-based flavor



	CHANGE	RATIONALE
Formula	from 50mg L-Theanine to 125mg from 50mg Turmeric to 125mg Sensoril® Ashwagandha from isolate to broad spectrum	2.5X the amount to maximize relaxation Sensoril® has clinically studied results with stress reduction 10:1 ratio of CBD to minor cannabinoids for a broader experience
Gummy	Soft, sticky texture Square yellow gummy	Improved, firmer texture Round purple gummy
Packaging	from pouch to jar from purple to blue	Keep gummies fresher. More stable on shelf Match calm category color
Flavor	from Tropical Punch to Strawberry Lemonade	On trend, fastest growing lemonade-based flavor



	CHANGE	RATIONALE
Formula	from 25mg Gingko Biloba to 15mg Caffeine and 100mg L-Theanine	L-Theanine is a calming amino acid commonly found in green tea that improves focus
Gummy	Soft, sticky texture Square orange gummy	Improved, firmer texture Round purple gummy
Packaging	from pouch to jar from purple to blue	Keep gummies fresher. More stable on shelf Match calm category color
Flavor	from Citrus Punch to Red Raspberry	Berry flavor is growing in popularity