



SENIOR THESIS

farmacy

supplements



01

THESIS TOPIC

FARMACY SUPPLEMENTS IS AN ENDORSED BRAND
BY WHOLE FOODS MARKET THAT PROVIDES
ORGANIC, NATURAL WELLNESS PRODUCTS MADE
FROM FARM-RAISED, PLANT-BASED INGREDIENTS.

CURRENT PROBLEMS:

1

Finding & buying true organic, non-gmo ingredients and food are most times difficult to find in the U.S. Most food/supplement options contain harmful toxins or artificial flavors.

2

Healthcare is expensive. Sometimes a pharmaceutical drug isn't the only solution to your health related concerns. Natural ingredients in vitamins, supplements, teas and more can improve certain areas of your health.

1 PRIMARY RESEARCH

- survey
- interview

2 FIELD RESEARCH

- Fresh Thyme
- Whole Foods
- CVS
- Target
- GNC

3 SECONDARY RESEARCH

- Online Articles
- Books

02 RESEARCH



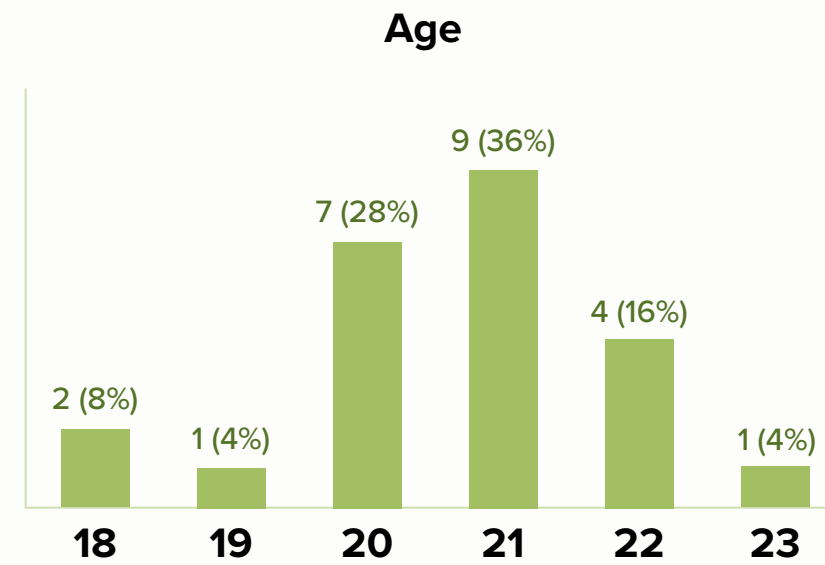
PRIMARY RESEARCH

SURVEY

I conducted an online survey to gain a better understanding on the **education** and **practice** of natural wellness within my target audience.

DEMOGRAPHICS

Total Participants: **27**



3 (11.1%)

Live in University Housing

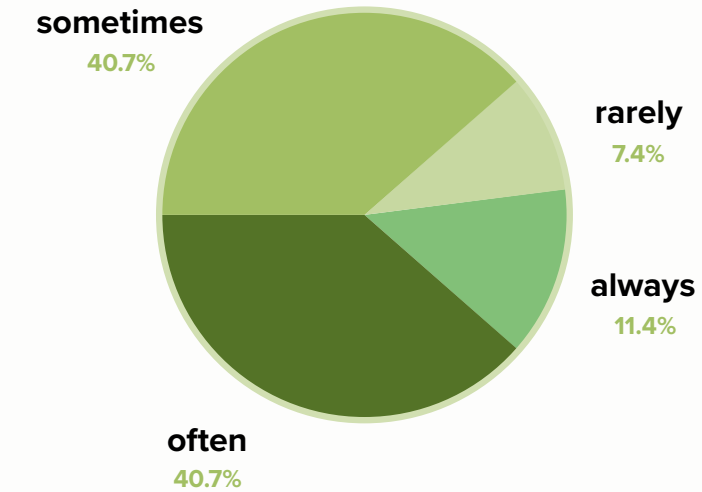


24 (88.9%)

Live in a house or individual residence

- Majority of participants in my survey said yes or some to having education on natural wellness.
- Participants gained this knowledge for many different reasons including from middle/high school, at college, at a job, from parents or coach, or on their own.

How often do you consider the ingredients you are putting into your body?



PRIMARY RESEARCH

IN TERMS OF NATURAL WELLNESS...

- The most common wellness practices among young adults are **exercising, taking vitamins or supplements, and meditating or journaling.**
- The least common wellness practices among young adults are **eating all-natural ingredients, consuming herbal teas, juices or bone broths.**
- Those who do purchase vitamins/supplements/natural ingredients buy mostly from **grocery stores, than Amazon and nutrition stores.**

INTERVIEWS

The purpose of my interviews were to gain a better understanding on the **current user journey, education and characteristics of users** around natural wellness.

WHO I INTERVIEWED:



Maddie Scherer
20
Not very active



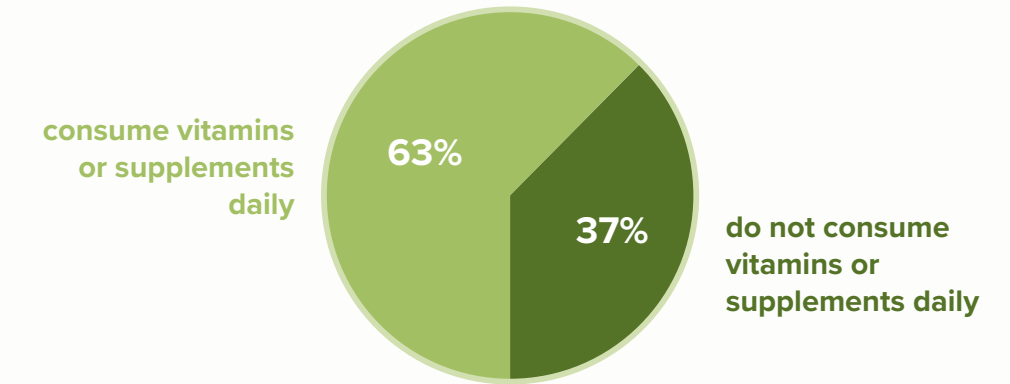
Chloe Casterline
21
Nursing major



Maryn Shinaberry
22
Active lifestyle



Miranda Jacobson
22
Nutrition major



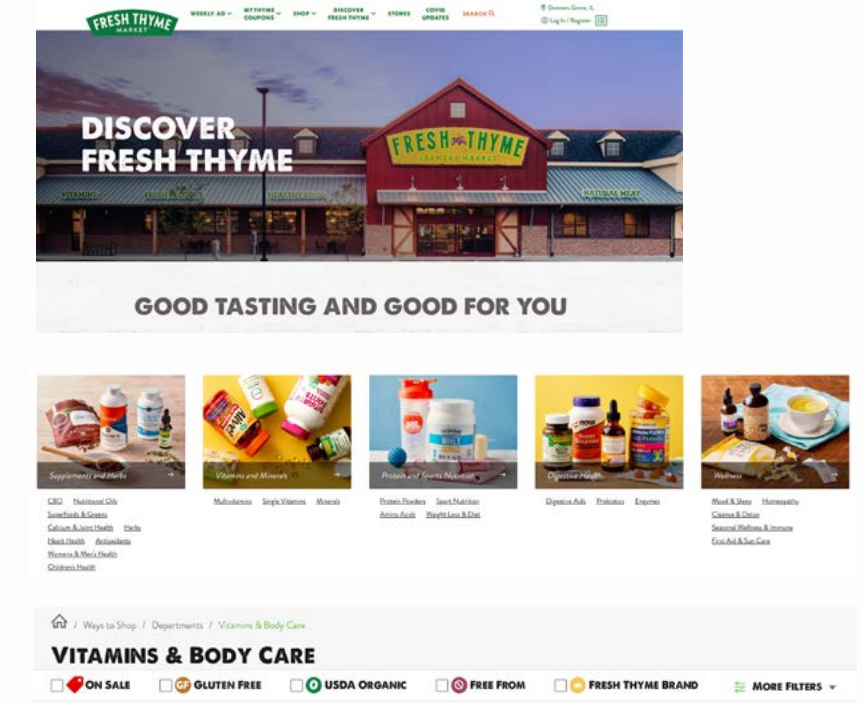
FIELD RESEARCH

The purpose of conducting field research was to gain a better understanding of **environmental branding, marketing, and packaging solutions** in retail environments.



FRESH THYME

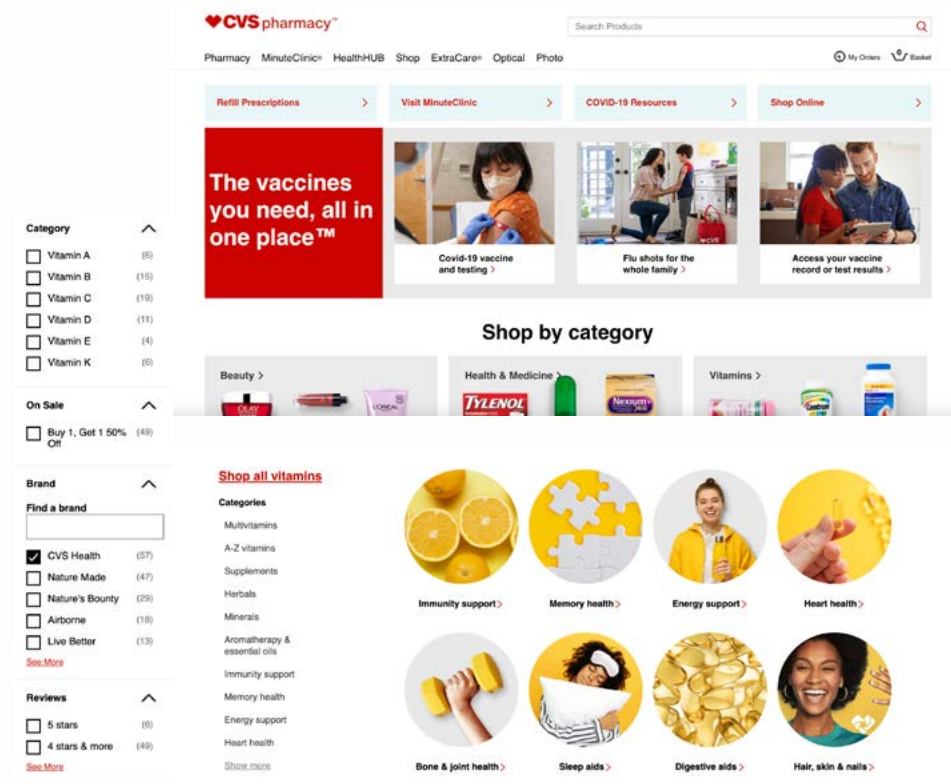
Fresh Thyme Market was born from a genuine desire to help people live better and healthier lives. We cut through conflicting, unreliable, and constantly changing information to provide you with **real, healthy solutions at real, affordable prices.**



FIELD RESEARCH

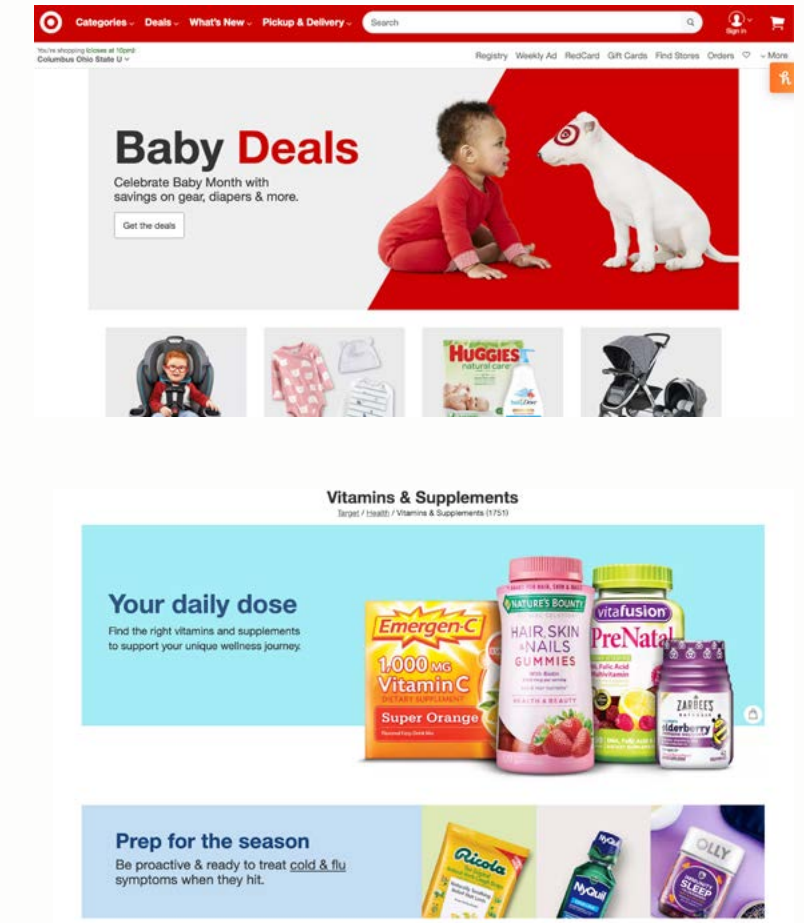
CVS

About CVS Health
 We are the leading health solutions company, delivering care in ways no one else can. Our purpose is simple and clear: **Bringing our heart to every moment of your health™**.



TARGET

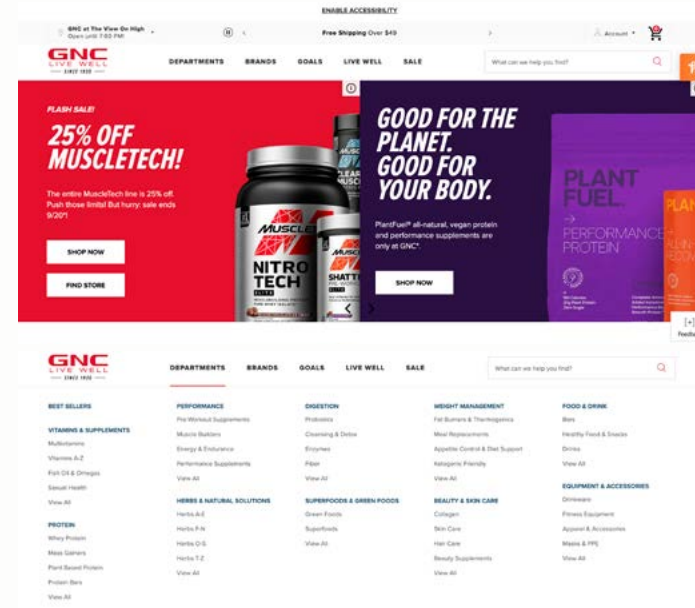
To help all families discover the joy of everyday life. **That's our purpose.** Our mission. The promise of surprises, fun, ease and inspiration at every turn, no matter when, where or how you shop. That quest to bring joy is at the center of every business decision we make. It gets our teams excited to come to work each day. And we bring it to life in so many ways.



FIELD RESEARCH

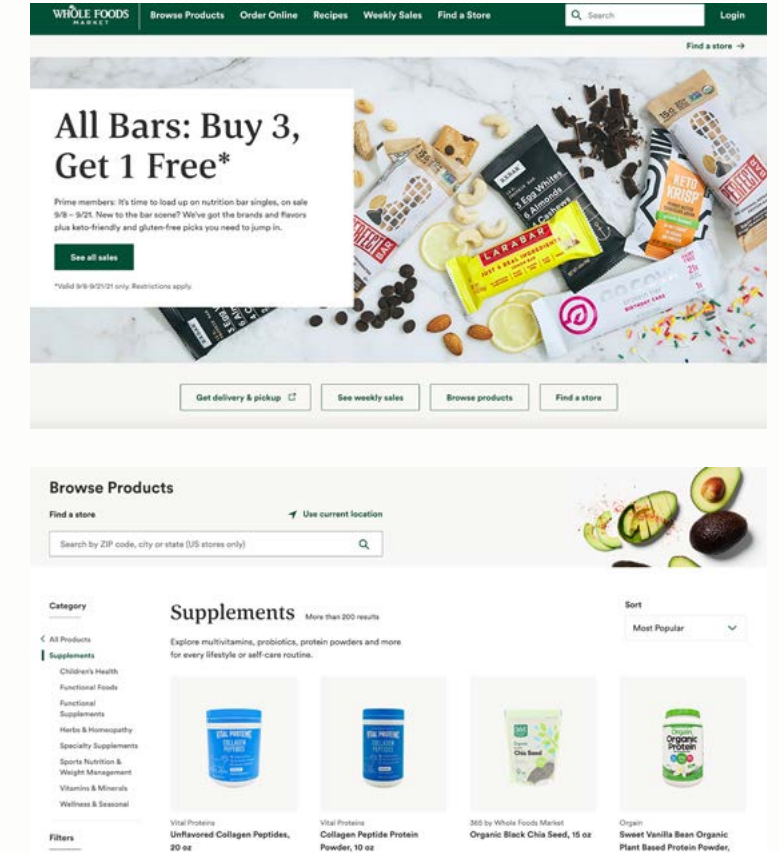
GNC

Our promise to every body. **Living mighty. Living long. Living fit.** Every person has a different definition of what it means to live well—and at GNC—we see that as something worth celebrating. Whether you're just getting started, or you need to keep going, GNC is committed to sparking your motivation and supporting your desire to live well.



WHOLE FOODS

Who are we? Well, we seek out the **finest natural and organic foods available, maintain the strictest quality standards in the industry, and have an unshakeable commitment to sustainable agriculture.** Add to that the excitement and fun we bring to shopping for groceries, and you start to get a sense of what we're all about. Oh yeah, we're a mission-driven company too.

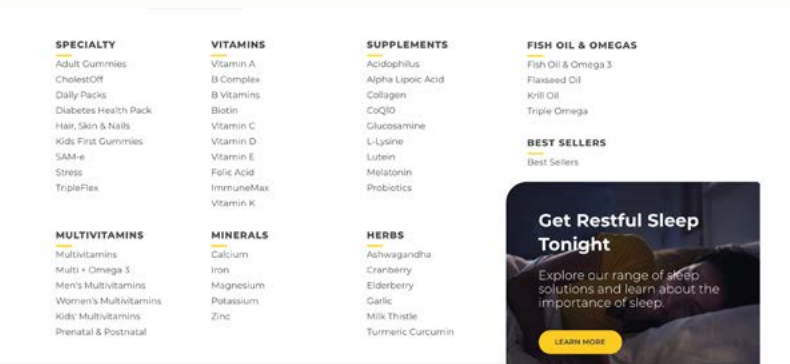
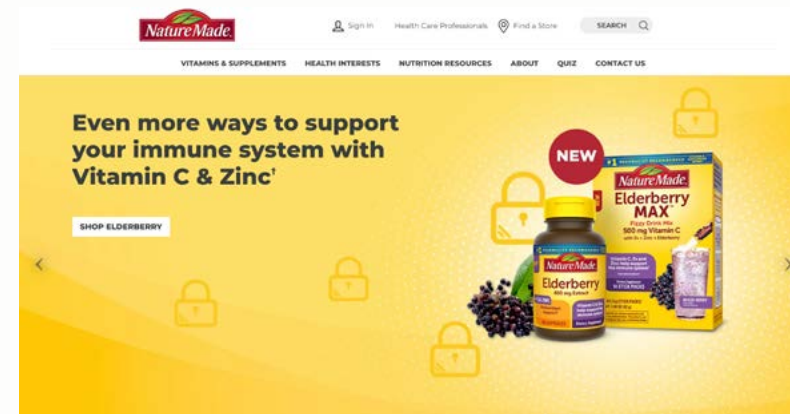
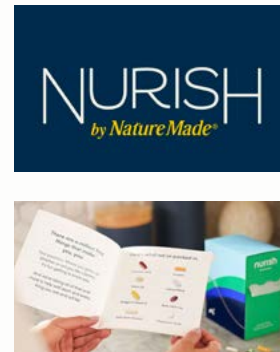


EXISTING ONLINE BRAND RESEARCH

NATUREMADE

If you care this much about what goes in your body then we believe it should be the best quality. We go the extra step to ensure our vitamins and supplements are USP verified when possible. Meaning they've been tested for purity and potency by the U.S. Pharmacopeia so you know you're getting the good stuff.

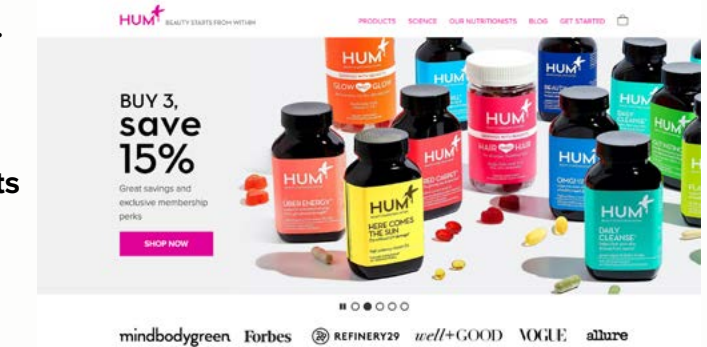
- Biggest vitamin company in the US.
- No artificial flavors or preservatives.



HUM NUTRITION

At HUM our mission is to make you look great and feel even greater. We develop nutritional solutions that help you achieve your beauty and lifestyle goals by formulating our products with your food and drink habits in mind. By collecting a wealth of data about your food, drink and lifestyle choices, we are not only able to recommend the products that are right for you, but we are also able to develop supplements that are formulated around your lifestyle.

- Beauty focused vitamin subscription
- All-natural, non-gmo, vegan
- Bio-available actives from nature, standardized to clinically proven amounts
- Triple-tested for purity
- No artificial flavors or coloring

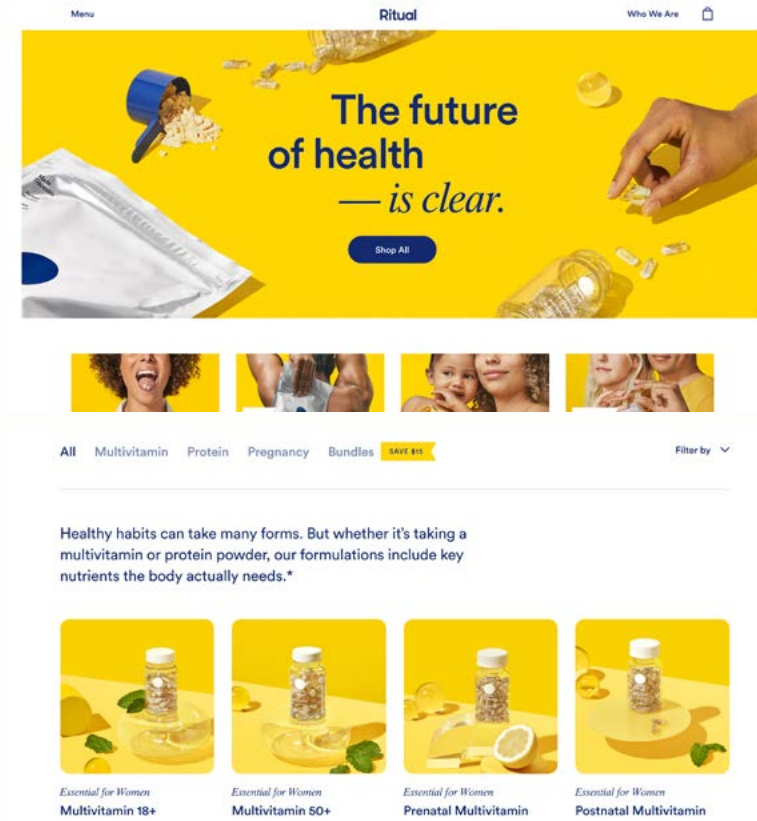


EXISTING ONLINE BRAND RESEARCH

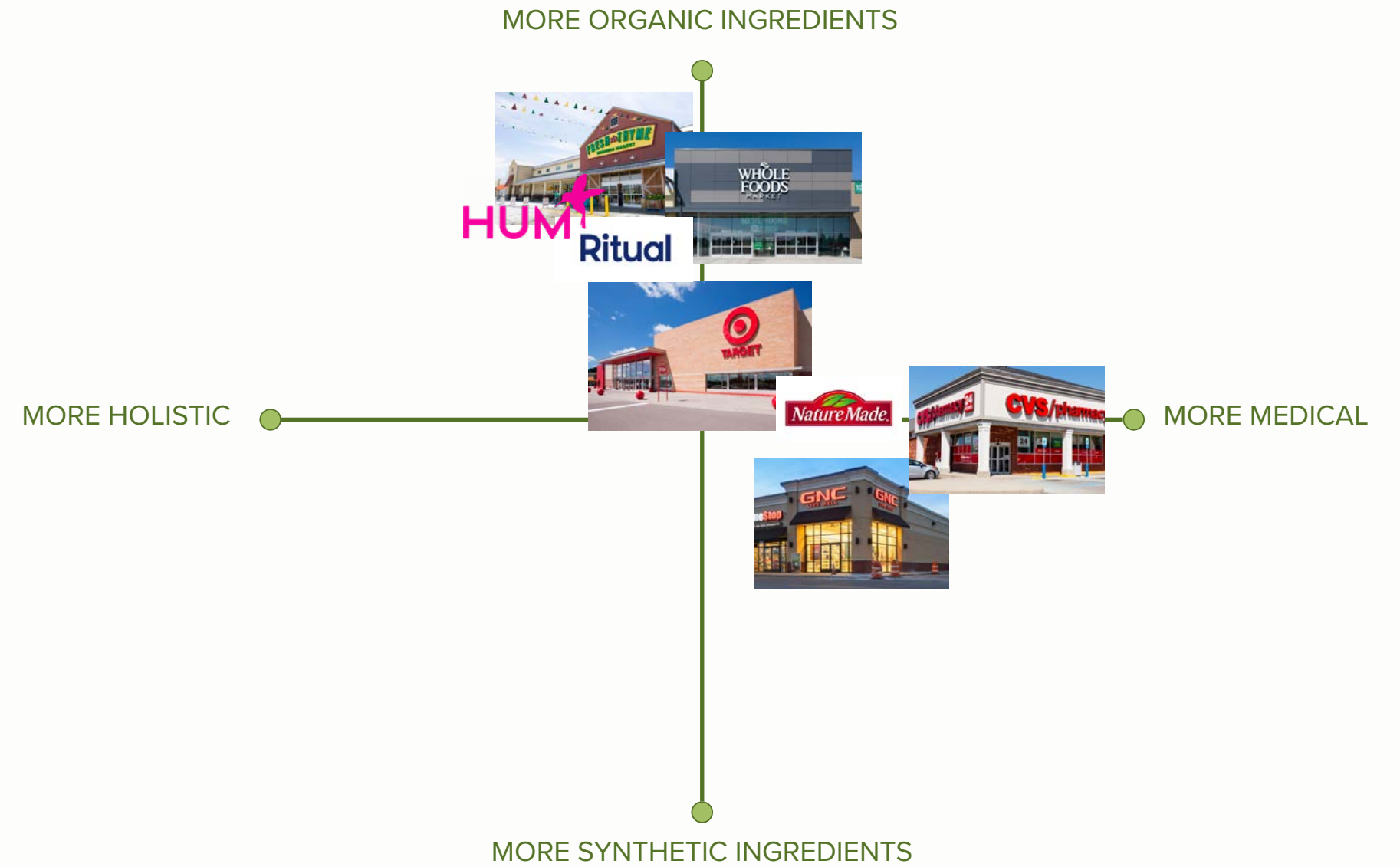
RITUAL

We're not about pseudoscience and half-truths. Health fads make our eyes roll. So, when we set out to develop Essential for Women, we wanted something simple, clean, and backed by science. We challenged some of the top scientists to reimagine the daily multivitamin for women. The result is everything we think a multivitamin should be.

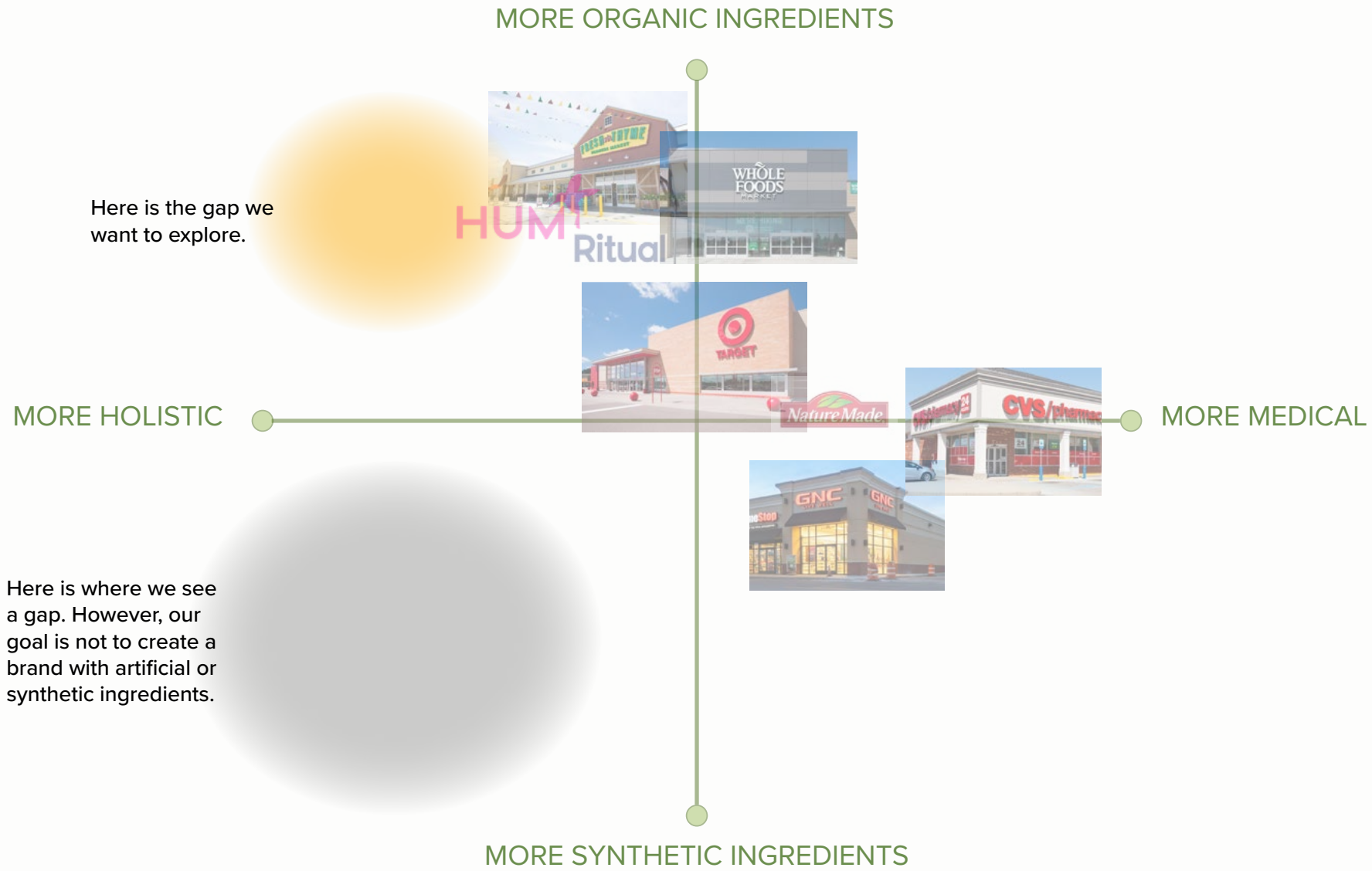
- Woman-focused vitamin subscription
- Made-Traceable ingredients
- Clinical Studies



COMPETITOR ANALYSIS



COMPETITOR ANALYSIS



ANALYSIS

The most common wellness practices among young adults are **exercising, taking vitamins or supplements, and meditating or journaling.**

The least common wellness practices among young adults are **eating all-natural ingredients, consuming herbal teas, juices or bone broths.**

Those who do purchase vitamins/supplements/natural ingredients buy mostly from **grocery stores**, than **Amazon** and **nutrition stores.**

Most of them gained an education on natural wellness by **personal interest or through major classes. Social media also had a influence.**

When most of them experienced a health related issue, **they chose going to the doctor before researching natural remedies/ingredients/holistic practices.**

GNC is completely health and wellness based, while Whole Foods, Fresh Thyme, Target and CVS have a larger market.

Whole Foods and Fresh Thyme have a more **natural, organic, health-oriented feel** over CVS, GNC and Target.

NatureMade has a larger market than HUM Nutrition and Ritual.

Ritual has a more **comfortable and natural brand** compared to NatureMade and HUM.

SECONDARY RESEARCH

EDUCATION ON NATURAL WELLNESS

“**Naturopathic Medicine** is not defined by the substances used but rather by the principles that underlie and determine its practice, which include the following: **the healing power of nature, find the cause, do no harm, treat the whole person, prevention, and doctor as teacher.** The field of public health (PH) is equally broad, being “the science and art of preventing disease, prolonging life and promoting health through the organized efforts and informed choices of society, organizations, public and private, communities and individuals. There are substantial areas of intersection between NM and PH, including a focus on health rather than disease; emphasis on health promotion, health education, and patient empowerment; and a preventive and proactive rather than reactive focus on treatment.”

- Jon Wardle and Erica B. Oberg

The Intersecting Paradigms of Naturopathic Medicine and Public Health: Opportunities for Naturopathic Medicine

WHY IS NATURAL WELLNESS IMPORTANT OR BENEFICIAL?

Natural supplements can include a variety of products such as **vitamins, minerals, essential fatty acids, probiotics, and herbs.** Supplements should never replace food, but they can help to boost nutrition that may be lacking in our diets.

- *Benefits Of Taking Natural Supplements, PAI Wellness Group*

Naturopathic medicine is the art and science of disease diagnosis, treatment and prevention using natural therapies including: **botanical medicine, clinical nutrition,** hydrotherapy, homeopathy, naturopathic manipulation, traditional Chinese medicine/acupuncture, **lifestyle counselling and health promotion** and disease prevention.

To incorporate more natural wellness ingredients into our lifestyles, we may turn to **vitamins, herbs, supplements, organic ingredient foods** that come from the Earth.

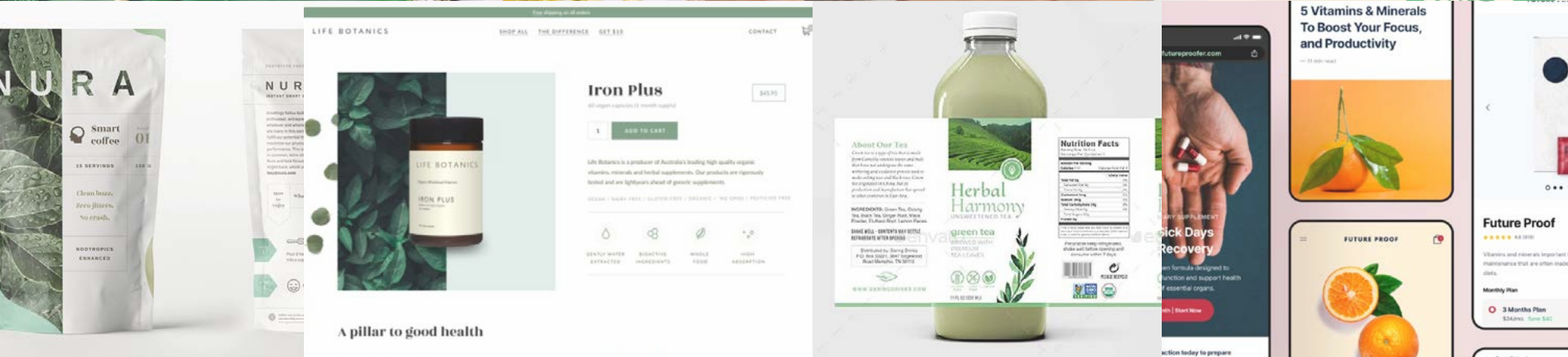


LOOK AND FEEL 1



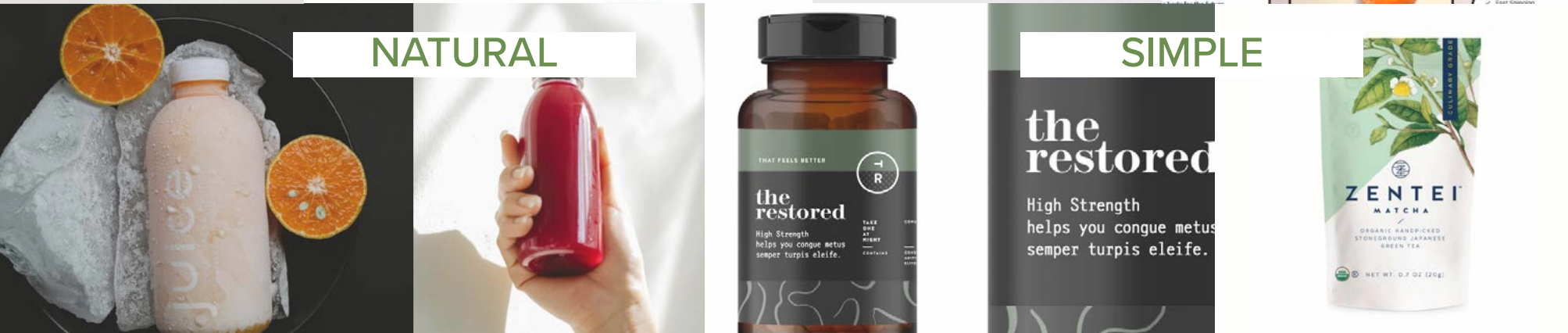
EARTHY

SOFT

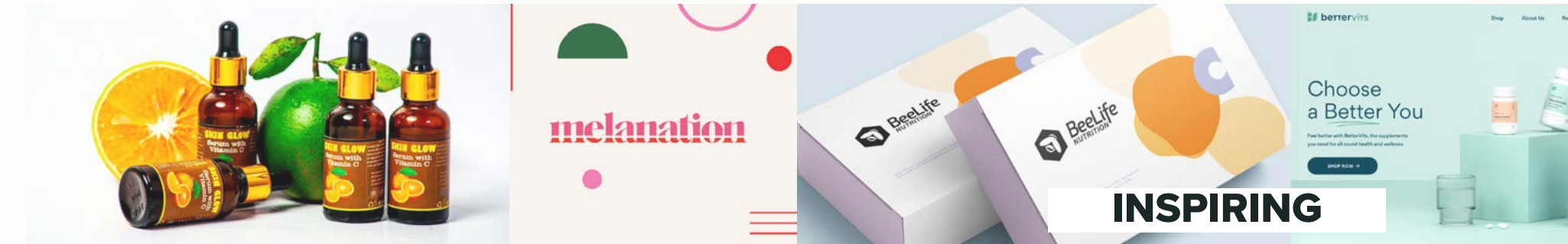


NATURAL

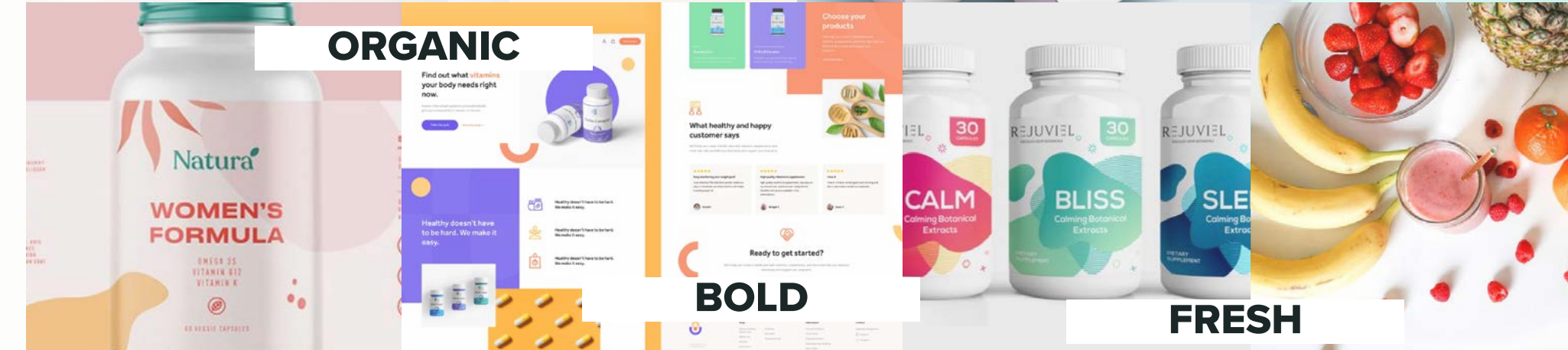
SIMPLE



LOOK AND FEEL 2



INSPIRING



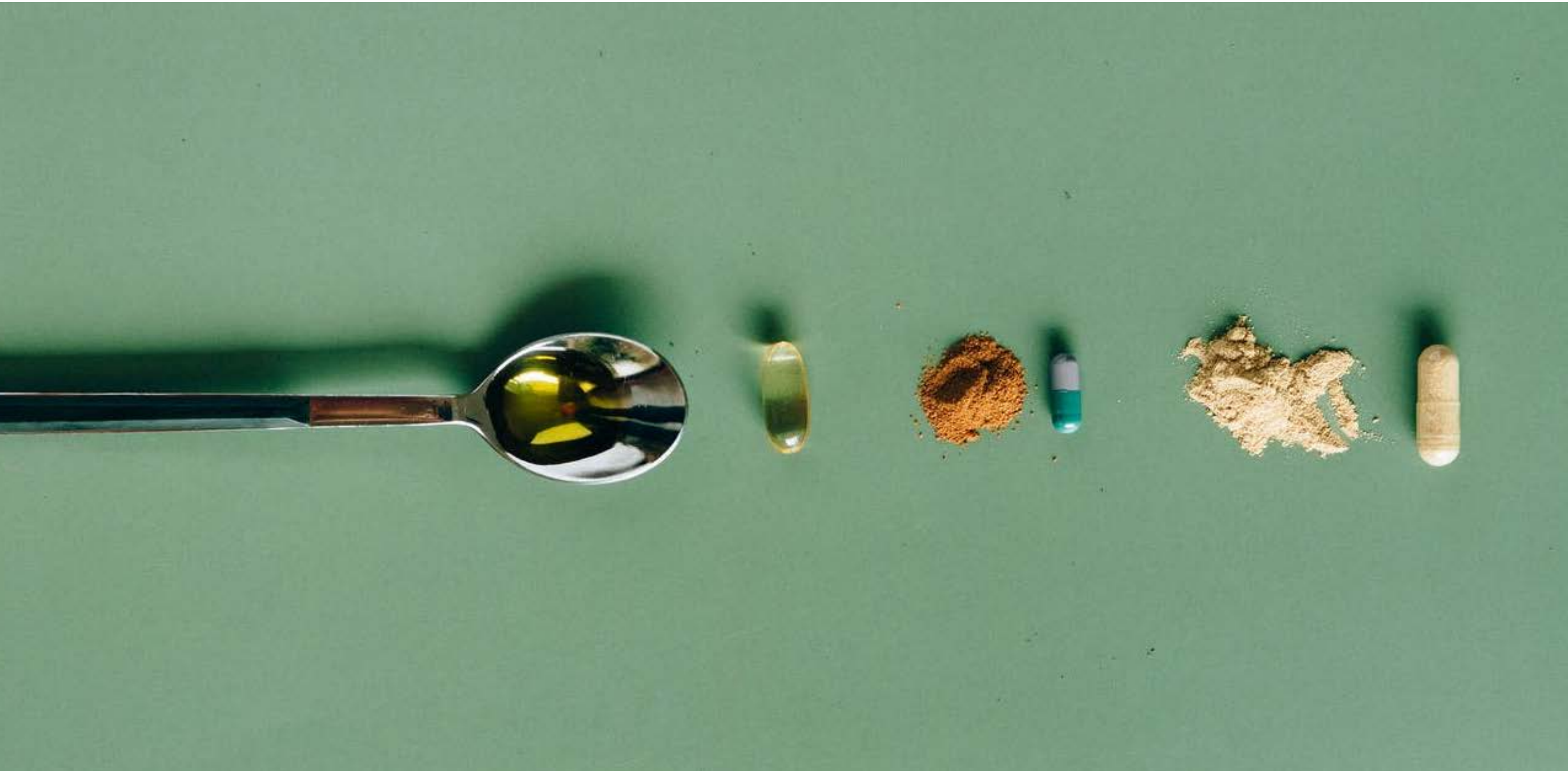
ORGANIC

BOLD

FRESH



FUN



03 BRANDING

DESIGN TOUCHPOINTS

BRAND IDENTITY

Create a brand identity of Whole Foods Market for products based on Natural Wellness that is organic and all natural.

WEBSITE

Design a brand website from Wholefoodsmarket.com for viewing & purchasing products, & becoming educated on the brand and its vision of natural health and being green.

PACKAGING

Design a series of packaging in alignment to the new endorsed brand identity.

ENVIRONMENTAL BRANDING

Design a retail environment space that sells products and provides educational services based on natural wellness of an endorsed Whole Foods Brand.

WHOLE FOODS

Who are we? Well, we seek out the **finest natural and organic foods available, maintain the strictest quality standards in the industry, and have an unshakeable commitment to sustainable agriculture.** Add to that the excitement and fun we bring to shopping for groceries, and you start to get a sense of what we're all about. Oh yeah, we're a mission-driven company too.



-wholefoodsmarket.com



ORGANIC. FUN. REAL.



DESIGN TOUCHPOINTS



RESOURCEFUL

Provide education and knowledge on how to live a natural lifestyle focused on organic wellness.

CONNECT

Engage with a community of others and health experts on natural wellness.

TRUSTWORTHY

Be green and eco-friendly by developing a brand that is honest, purposeful, and credible.

EMPOWERING

Inspire holistic, natural spirit and lift your confidence in active health practices.

BRAND MESSAGE

To benefit our users in all areas of health. Using natural ingredients to support both your physical and mental well-being. Having trust in the most eco-friendly practices.

BRAND STATEMENT

Farmacy strives to provide a selective range of natural ingredients that meet your standards of having the highest quality ingredients. Our products are backed by research and care to provide you with the most organic and all natural ingredients to satisfy customers.

TARGET CUSTOMER

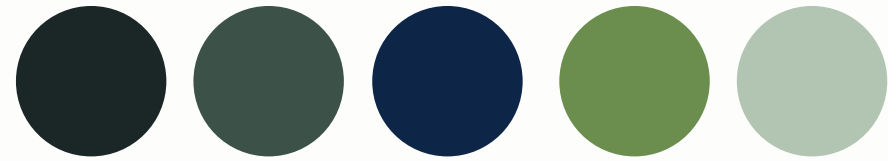
The target customer of Farmacy is anyone who values their health and the ingredients they consume in supplement forms. Based on current brand marketing, the current target customer is health-conscious, cares about both natural and organic ingredients, and also the environment.

BRAND ESSENCE

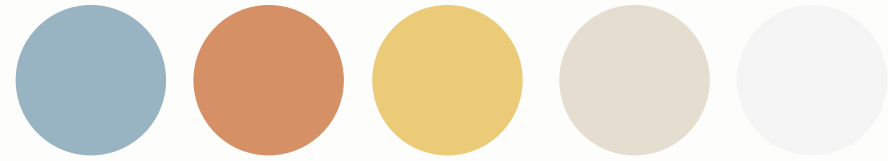
- NATURAL
- EARTHY
- ORGANIC
- SOFT
- INSPIRATIONAL
- CONFIDENT

BRAND ELEMENTS

COLOR



#1b2727 #3c5148 #0d2648 #6b8e4e #b2c5b2



#98b3c1 #d1bead #ebcb78 #e5ddd0 #f5f5f5



TYPOGRAPHY

Proxima Nova

- modern
- personal
- fun

AaBbCcDdEeFfGg
 HhIiJjKkLlMmNn
 OoPpQqRrSsTtUu
 VvWwXxYyZz
 0123456789!@?&#

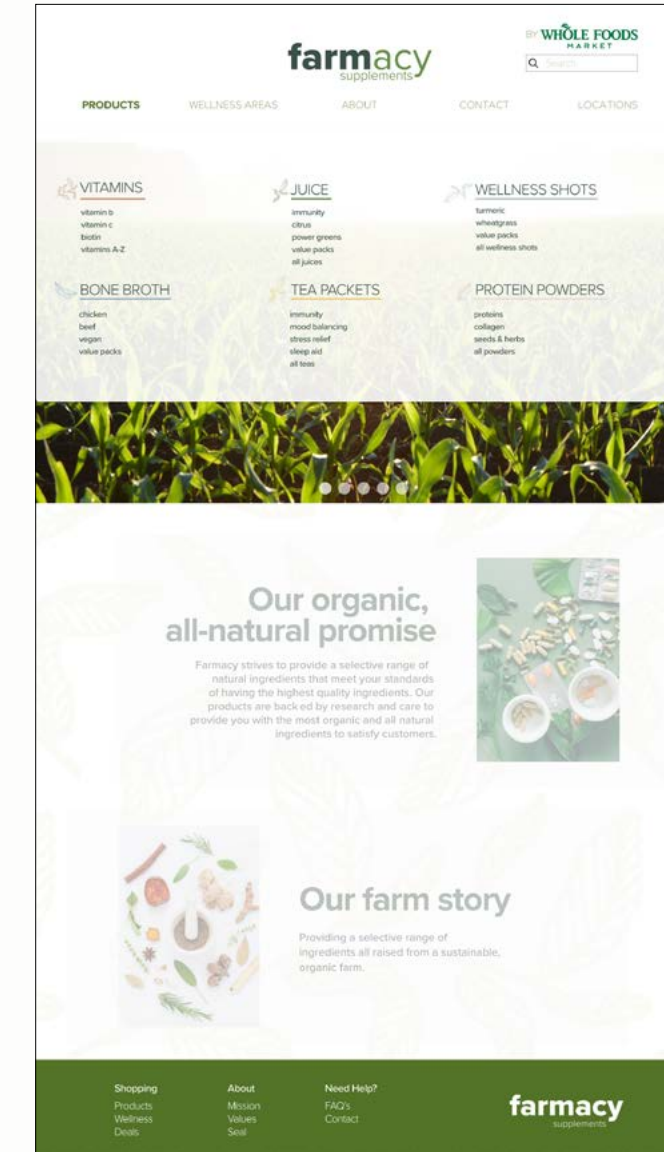
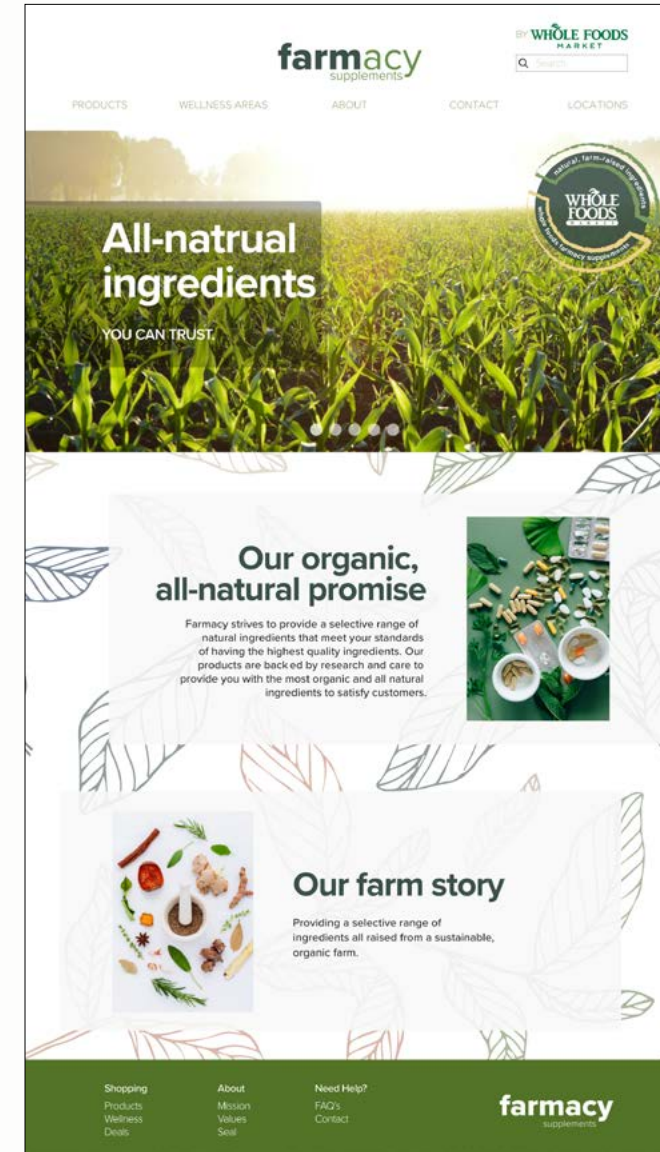
Proxima Nova Light
 Proxima Nova Regular
 Proxima Nova Medium
 Proxima Nova Semibold
 Proxima Nova Light Bold
 Proxima Nova ExtraBold

PATTERN

Art Illustrations used from mockup



BRAND WEBSITE



PACKAGING

SEAL OF APPROVAL

Whole Foods Farmacy supplements unique seal ensures that all products come from natural, farm-raised ingredients.



ICONS



GUT/DIGESTIVE



IMPROVE MOOD



CARDIOVASCULAR



BOOST IMMUNITY



TIREDNESS



SKIN & NAILS



PACKAGING

BRAND NAME

SEAL OF APPROVAL

PRODUCT NAME

AREA OF HEALTH/WELLNESS

NUTRITIONAL QUALIFICATIONS

DIRECTIONS & ABOUT

FARMACY VITAMIN C

DIRECTIONS: Take one capsule daily with food and water. For adults only.
Store in a dry, cool, place.

Farmacy's Vitamin C is extracted from natural citrus peels filled with nutrients to support you and your immune system.

ABOUT FARMACY SUPPLEMENTS

Farmacy strives to provide a selective range of natural ingredients that meet your standards of having the highest quality ingredients. Our products are backed by research and care to provide you with the most organic and all natural ingredients to satisfy customers.

www.wholefoodsfarmacy.com

Nutrition Facts
8 servings per container
Serving size 2.2 cup (55g)
Amount per serving
Calories 230

Total Fat 1g	% Daily Value*
Saturated Fat 1g	2%
Cholesterol 0mg	0%
Sodium 100mg	2%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 10g	20%
Includes 10g Added Sugars	20%
Protein 10g	20%
Vitamin C 100mg	200%
Iron 10mg	20%
Calcium 100mg	20%
Iron 10mg	20%
Protein 10g	20%

VITAMIN C IS NECESSARY FOR THE GROWTH, DEVELOPMENT AND REPAIR OF ALL BODY TISSUES.

IMMUNE SYSTEM WOUND HEALING THE MAINTENANCE OF CARTILAGE BONES AND TEETH.

NON-GMO PROJECT VERIFIED

WHOLE FOODS MARKET

120 CAPS | **1000 MG**



SUPPORTING PACKAGING

SHIPPING PACKAGING

Farmacy's shipping box is used for online orders and also for gift boxes. The gift bag is used after in-store purchases.



SHOPPING BAG

SUPPORTING PACKAGING

DISPLAY

Farmacy's products can be found in any Whole Foods Market in a separate section designated just for the brand.





THANK YOU