

# Before

Nutriest has always had high quality products, but their brand and packaging did not convey the message and gave them no unique edge.

While beef organ supplement market is flooded with cowboy'esque manly-man brands, we set out to find an unique angle to present the products to the audience.



**NUTRIEST** What do these 4 bottles have in common?

- Same brand ✓
- Highly nutritious ✓
- Non-synthetic ✓
- Non-isolated ✓
- Organic ✓
- Bioavailable also ✓
- What more you ask?

They naturally contain:

Calcium, Iron, Magnesium, Phosphorus, Potassium, Sodium, Zinc, Copper, Manganese, Selenium, Choline, Omega-3, Omega-6, Vitamin A, Vitamin D, Vitamin E, Vitamin K2, Thiamine (B1), Riboflavin (B2), Niacin (B3), Pantothenic acid (B5), Pyridoxine (B6), Biotin (B7), Folate (B9), Vitamin B12

[www.nutriest.eu](http://www.nutriest.eu)



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**ANCESTRAL NUTRITION** HOME PRODUCTS INGREDIENTS FAQ REVIEWS BLOG PRIMAL CODE STOCKISTS

Australian Organic Grass-Fed Beef Organ Superfoods by Ancestral Nutrition

Nourishing nose-to-tail nutrition to support energy, immunity & vitality. Ethically sourced from Tasmanian grass-fed cows.

Rewards

Free shipping on all UK orders. Learn more

**HIRSCH** HOME SHOP OUR STORY BLOG SUPPORT

Nutrients from Nature

Organic. Grass Fed. British Beef.

HEART&SOIL SHOP LEARN OUR STORY

THE MOST NUTRIENT RICH SUPPLEMENTS ON THE PLANET

ORGANS

SHOP NOW

SMALL BATCH

A|P|E NUTRITION HOME SHOP BLOG INSIDE APE SUBSCRIBE & SAVE

FEATURED NOSE-TO-TAIL RANGE

Discover our full collection of Nose-to-Tail products.

VIEW PRODUCTS

INTRODUCTION

**APE NUTRITION**

SHOP BY FEATURED BLENDS

SHOP BY LIVER BLENDS

ABOUT US

## After

The technology behind Nutriest's products is developed by NASA. It was invented to preserve food in a new and more effective way - meaning lighter payloads and nearly unlimited shelf life for Apollo missions.

Most of Nutriest's clients are health-savvy and do a lot of research about the supplements they take. Here's the reason why we combined NASA-like clean and technological visuals with approachable and organic vibe, that the organic beef gives to the products.

Every single aspect of the brand was trusted in our hands. We were responsible for the 3D animation on the website homepage, rotating 3D images on the single product pages and also product photography which was captured in collaboration with Holger Kilumets.



## Inspiration

The logomark gets its inspiration from the source - cattle. While it reminds the shape of a cattle, it also adds a modern and bold touch to the brand. Cattle shape combined with the first letters of the brand name (NU) is also a nice way how to add more levels to the visual solution.

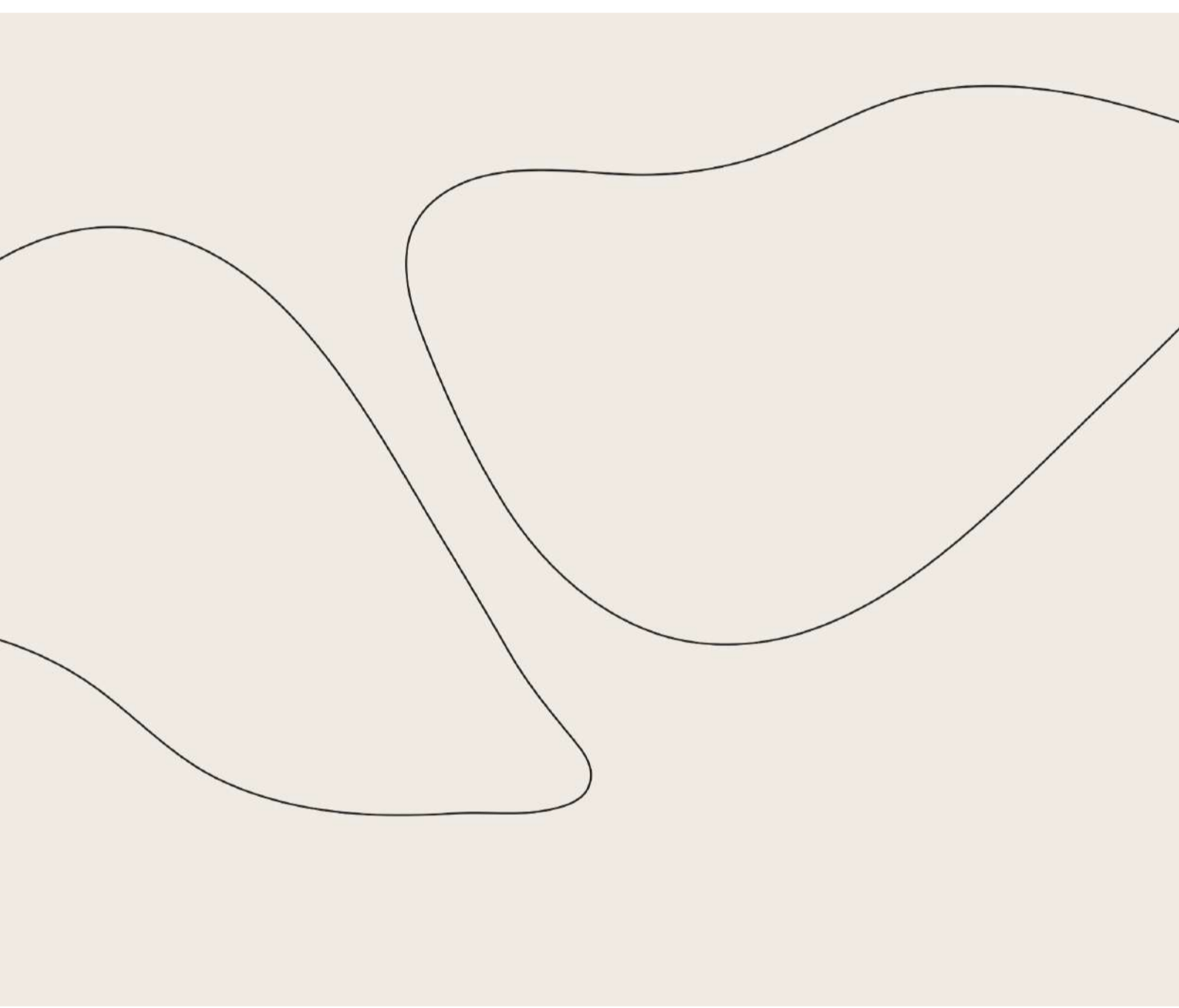
The shape of organs also comes in to play on the designs of the packages, which we'll explain in a new slide. The idea is to add organic and approachable feeling to a somewhat technical brand.



## Packaging

We developed three packaging ranges - for bottles, pouches and drops. All of them carry the same visual system that uses bold fonts and colours and illustrations inspired by the product itself.

Since Nutriest is a truly premium category product, we further enhance the feeling with use of different foils and spot gloss printing technique.



DIETARY SUPPLEMENT CONTAINING FREEZE-DRIED ORGANIC BEEF LIVER (100%), GELATIN CAPSULES.

Grass-fed beef liver is a genuine superfood. It is an enriched source of **vitamin A**, known as **retinol**. **Vitamin A** contributes to the maintenance of normal vision and iron metabolism. It also contains B vitamins such as **thiamin (B1)**, **riboflavin (B2)**, **niacin (B3)**, **pantothenic acid (B5)** and **cobalamin (B12)**. **Vitamin B12** contributes to the normal functioning of the nervous system, the formation of red blood cells and helps to reduce fatigue and exhaustion. **Pantothenic acid** contributes to normal synthesis and metabolism of steroid hormones, vitamin D and some neurotransmitters. **Copper** contributes to the normal functioning of the immune system and the transport of iron in the body.

EACH SERVING CONTAINS: 8 CAPSULES, 3200 MG

|                  |                    |
|------------------|--------------------|
| VITAMIN A        | 2366 µg / 483% NRV |
| VITAMIN B12      | 11.6 µg / 289% NRV |
| NIACIN           | 1.5 mg / 113% NRV  |
| COPPER           | 1 mg / 77% NRV     |
| THIAMIN          | 0.03 mg / 44% NRV  |
| RIBOFLAVIN       | 0.34 mg / 26% NRV  |
| PANTOTHENIC ACID | 0.85 mg / 17% NRV  |

NUTRIEST

**GRASS  
FED  
BEEF  
LIVER**

BIOAVAILABLE  
NATURAL  
NUTRITION

#### SUGGESTED USE:

8 capsules daily or as directed by a healthcare professional. Supplements are not intended to replace a healthy diet.

#### STORAGE:

Should be kept in a dry place and protected from direct sunlight. Keep away from children's reach.

#### DISTRIBUTOR:

HEALTHY LIFE OÜ  
Tartu, Estonia  
info@nutriest.eu, +372 5804 8722

BEST BEFORE: 01.05.2025



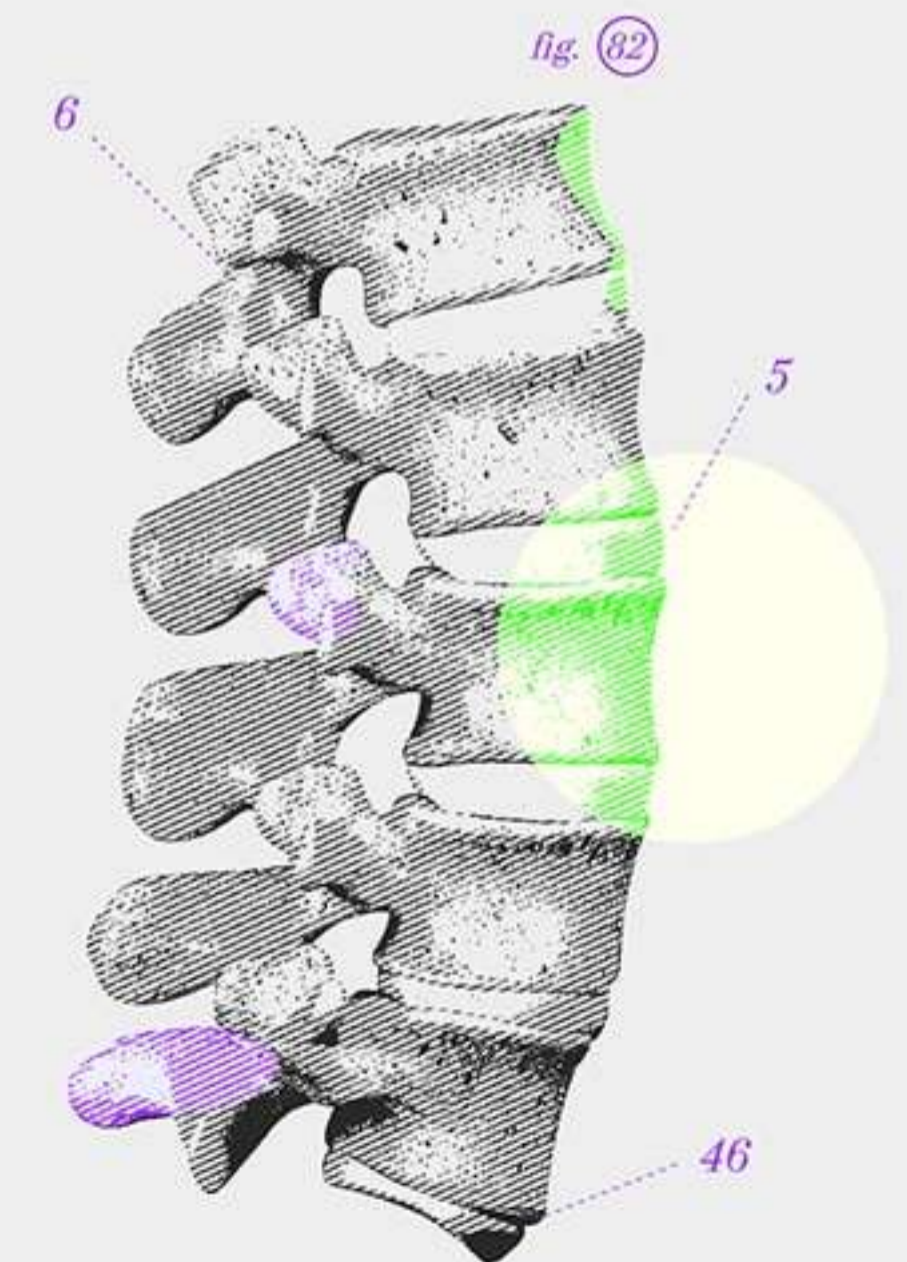
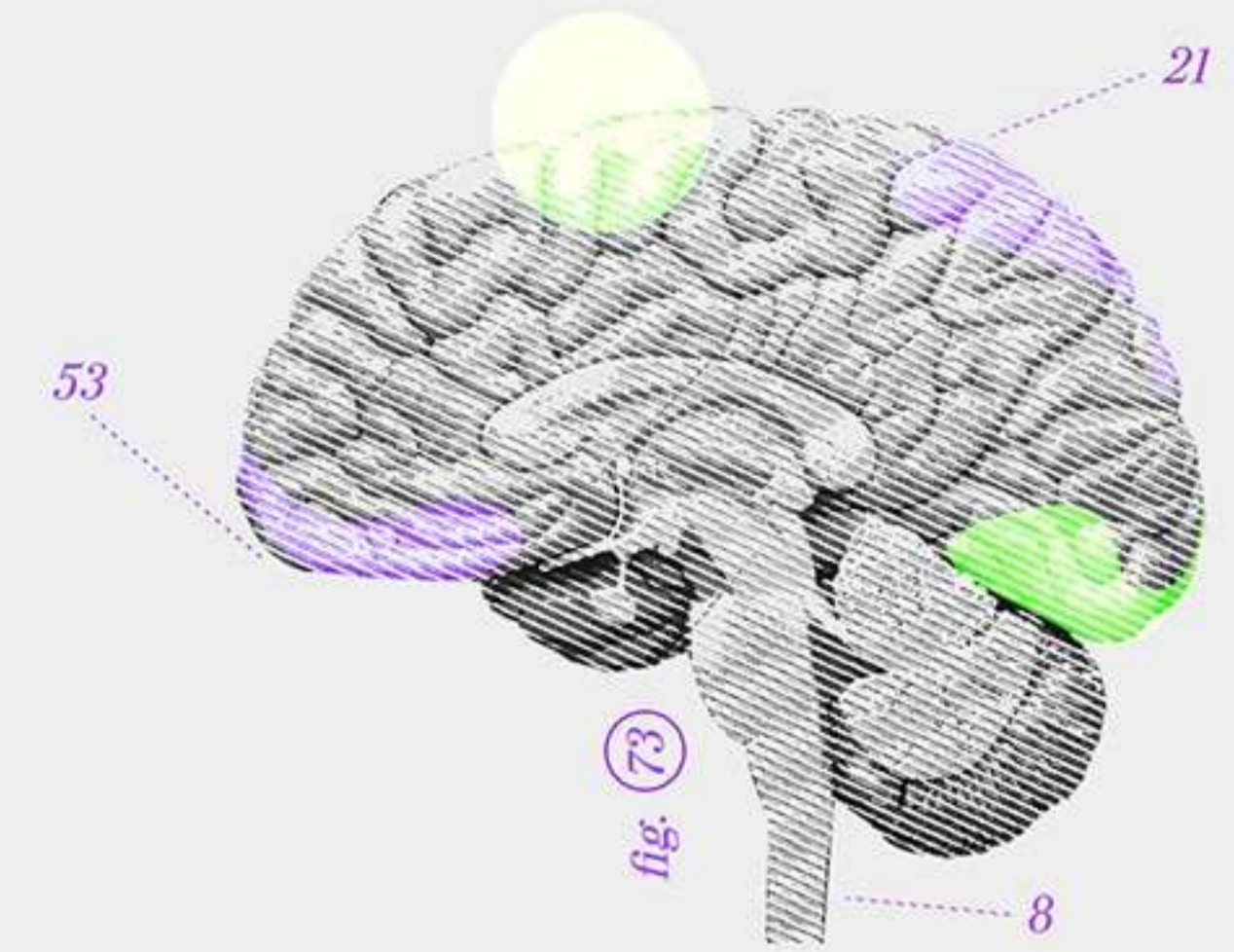
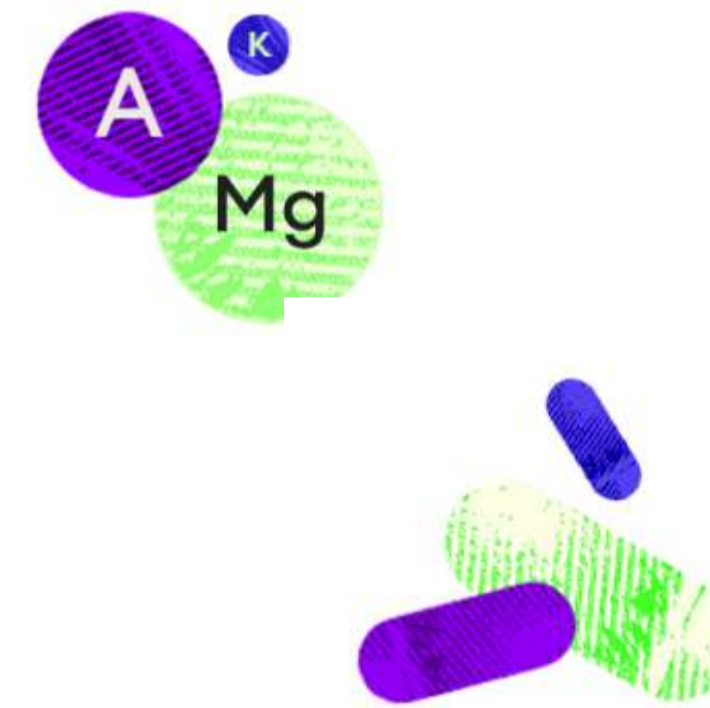
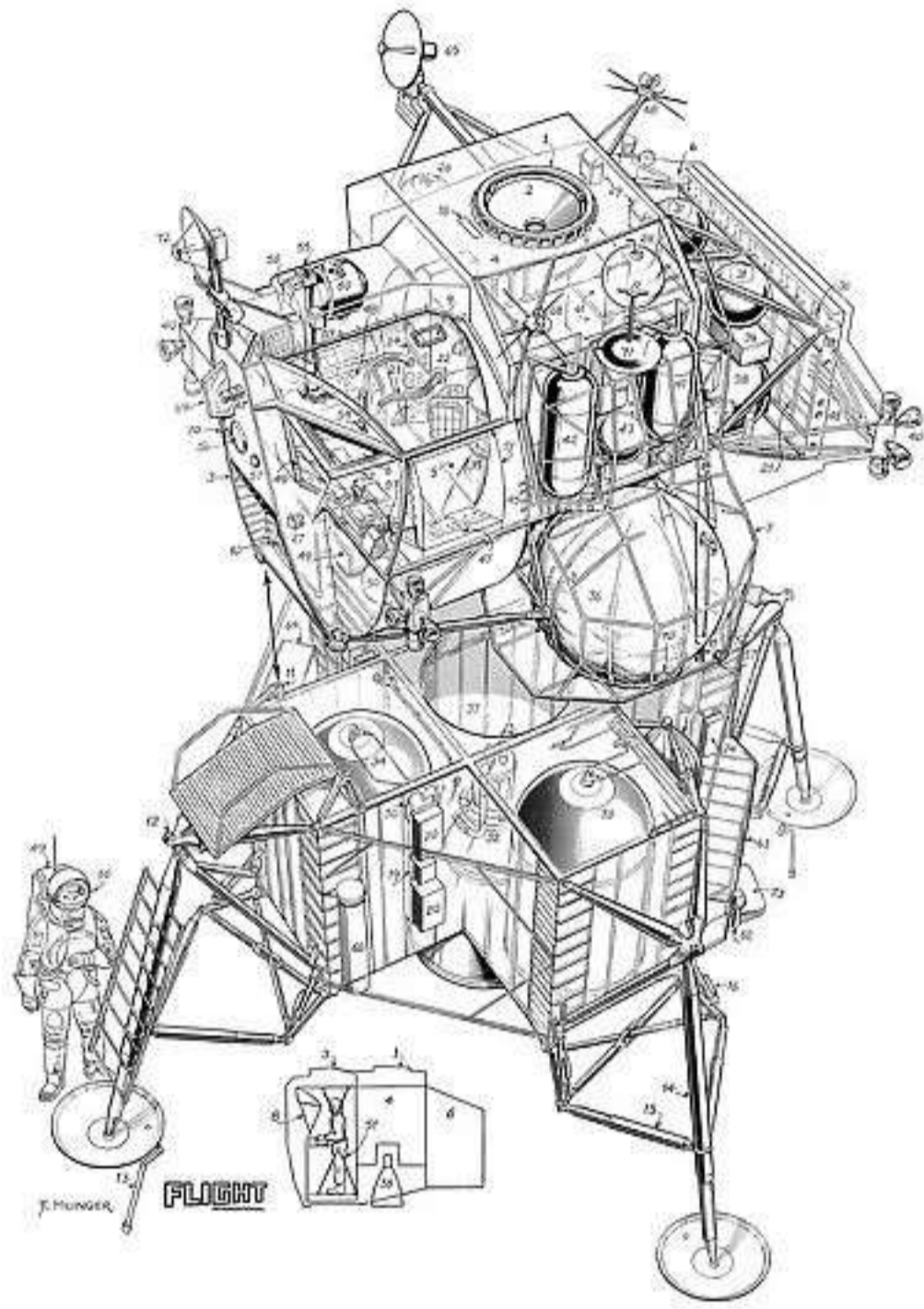
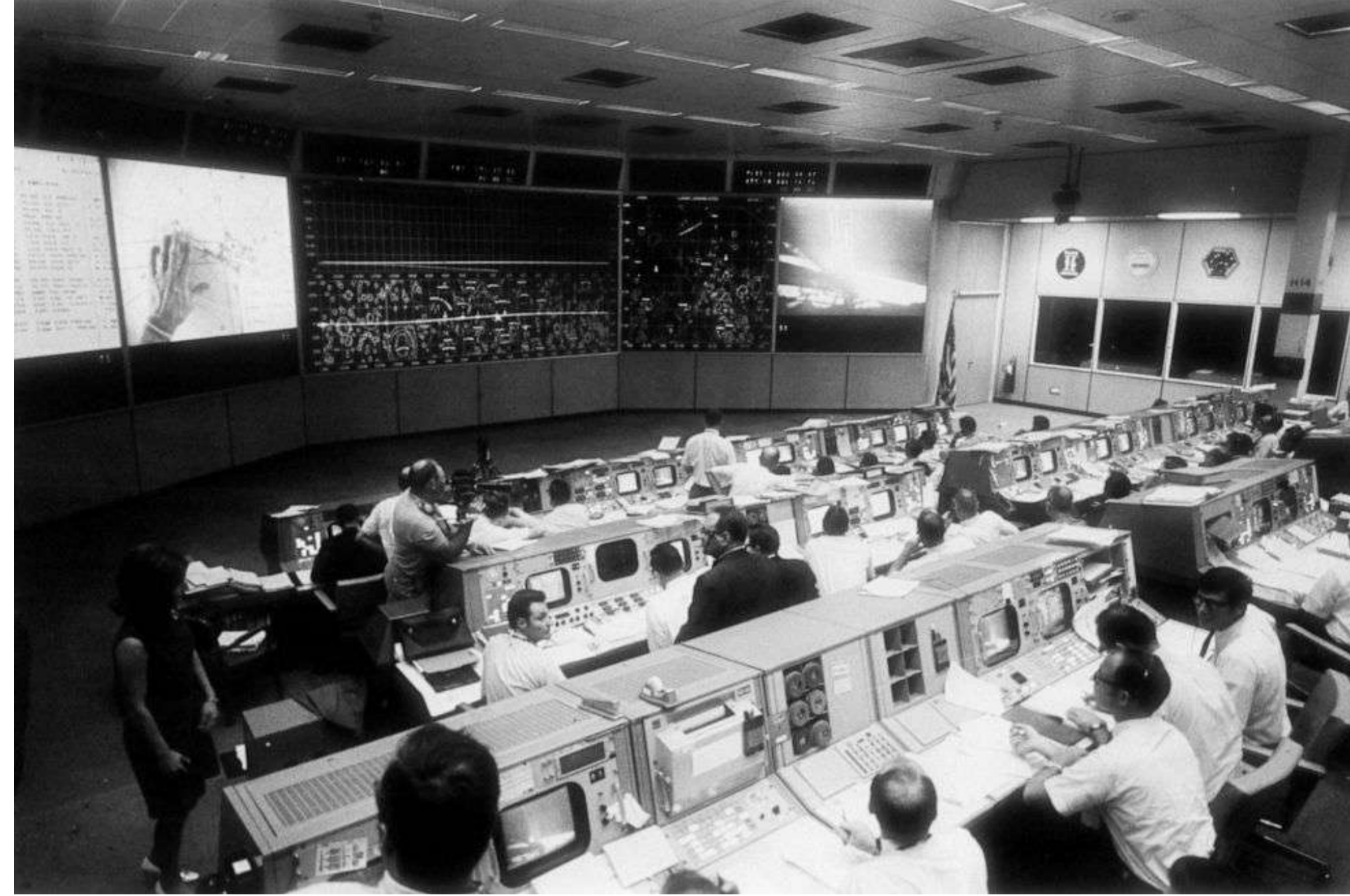
96  
G NET

240  
CAPSULES

400  
MG EACH

# Inspiration

Scientific and technological aspect comes from the fact, that the technology was developed by NASA. This style also lends it's influence to icons and illustrations.



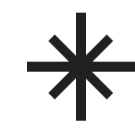
## GRASS FED & CERTIFIED ORGANIC

Nothing quite replaces the nutritional density of fresh organic grass that has not been treated with synthetic pesticides or fertilizers.



## CAPSULE FORM

Provides the benefits of raw grass-fed beef organs in a convenient and easily edible form - Without the taste and none of the texture!



## 100% FREEZE-DRIED

Freeze-drying is a food preservation technique perfected by NASA for spaceflight to provide a complete nutrient profile while reducing crumbs, bacteria, and toxins.



## HIGHLY BIOAVAILABLE

Organic nutrients are more easily absorbed and used by the body than their synthetic counterparts. Also, a wider nutrient spectrum helps in absorption.

How did we do?

Nutriest is ranked as **#1 organic beef supplement** in Europe.

Their **revenue has almost doubled** in one year since the launch of the new branding. We're talking about a cool additional million here.

Wholesale sellers see them as a **highly valuable brand** and are lining up to sell them.

