



**CHANGE
YOUR LIFE!**



GLAMOUR

Vitamins C, E and selenium
support beauty
and good look



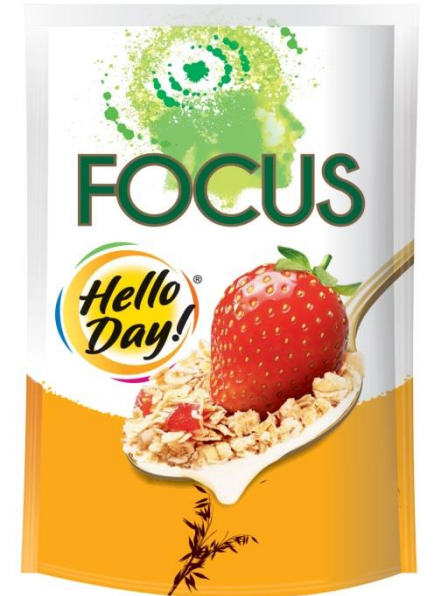
ENERGY

Vitamin C and iron
support to
release energy



FIT

Rye fibre
supports
healthy digestion



FOCUS

Magnesium and vitamin B₆
support memory
and concentration

Hello Day!
CHANGE YOUR LIFE!

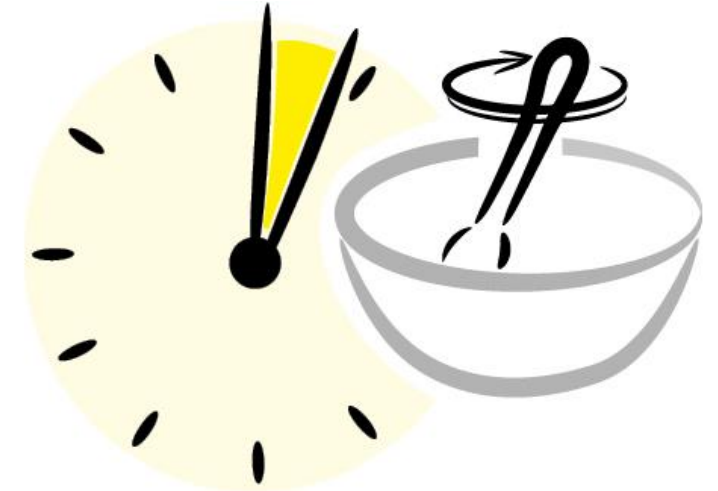
ICONS FOR HEALTH AND WELLBEING





CONVENIENCE

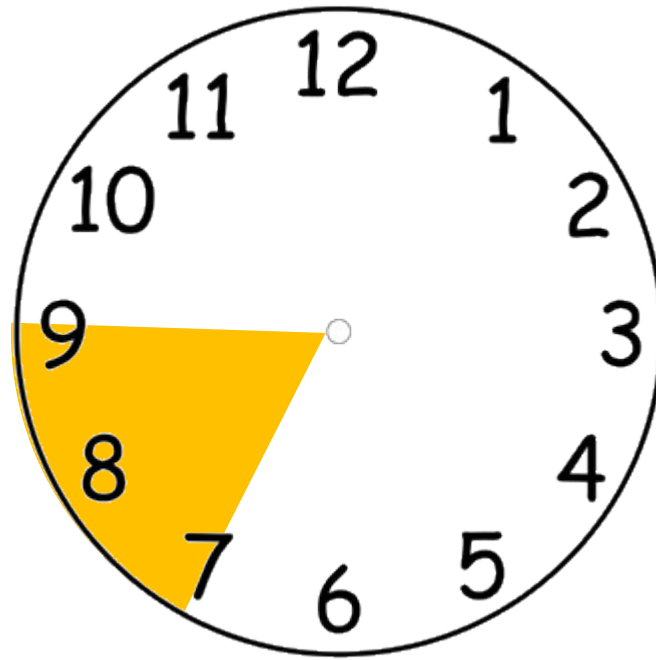
- single portion sachet, on the go
- quick and easy to prepare
- convenient, compact package always at hand



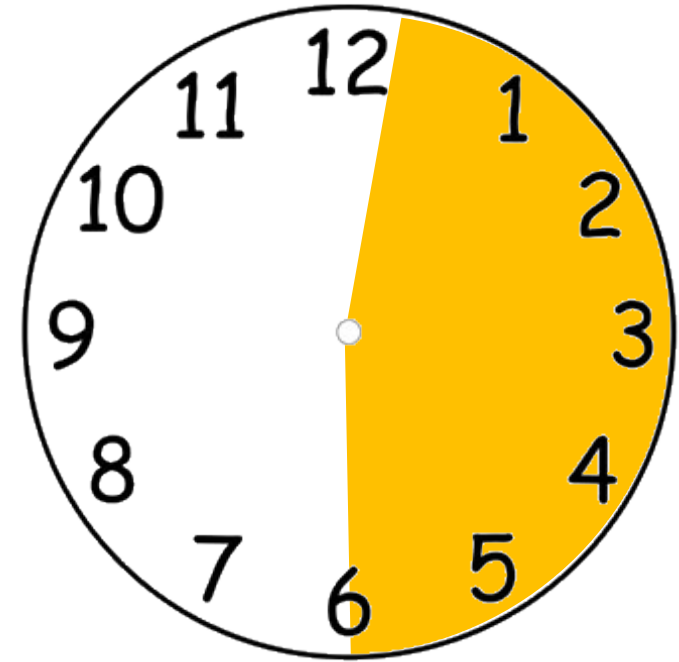


**CHANGE
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CONSUMPTION OCCASIONS



breakfast in morning



snack during day

Single PORTION



**CHANGE
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MAGNETIC PACKAGING





GREAT TASTE AND HIGH QUALITY



WHOLE GRAIN



LARGE FRUIT PIECES
FREEZE DRIED



LOW SUGAR



PRESERVATIVES FREE

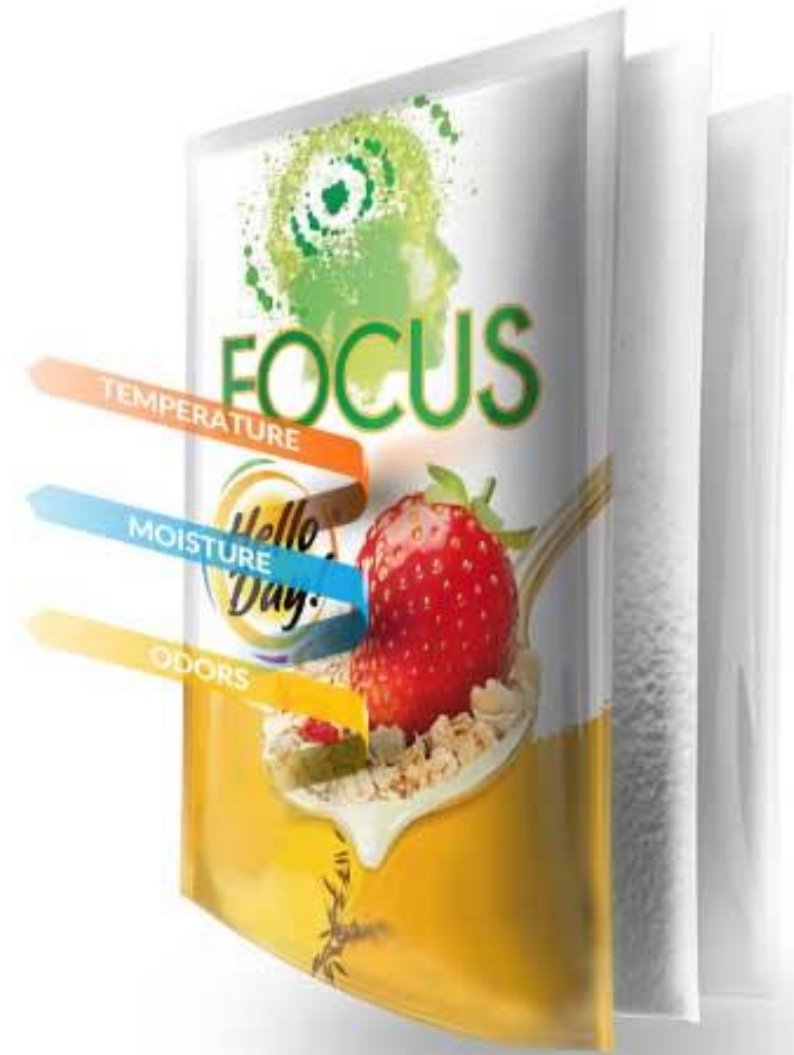


BARRIER PACKAGING

**temperature
protection**

**moisture
protection**

**external odors
protection**





ANNUAL PROMOTION PLAN

CHANGE YOUR LIFE!

Explanation consumption occasions:
1) breakfast in morning
2) snack during day

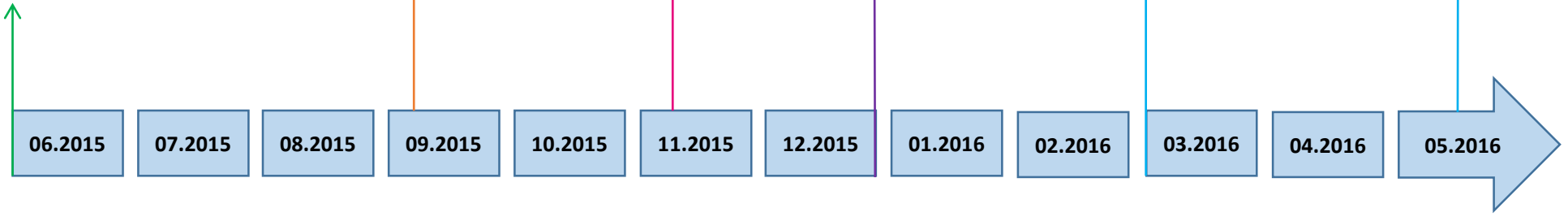
New Year's Resolution
using slogan
Change Your Life!

Prepare for
summer

1) Promotion *NEW PRODUCT*
2) Explanation of health & wellbeing
benefits

Repetition of explanation of
health & wellbeing benefits

Take care of yourself
for spring



Hello Day!
CHANGE YOUR LIFE!



POSM



AWARDS





Agus Sp. z o.o.
Pl. Pilsudskiego 3
00-078 Warsaw, Pl
T: +48 22 313 29 00
info@myhelloday.com
www.myhelloday.com