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Immediate Release

Vital Impact's New Product Packaging



Vital Impact's history dates back to 1988. Next year in 2009, will be the 21st anniversary of Vital Impact. Within these 20 years, Vital Impact has been growing and so has everyone. Nowadays, Vital Impact has grown to a widely accepted professional, understandable and caring brand.

Vital Impact understands that the world is changing; to cope with the trend, we believe some changes to the product image were necessary.

In order to deliver a more refreshing and natural image to the public, Vital Impact's image was put into testing.



The logo of Vital Impact will remain the same, however, a more fashionable color – silver will be applied.

The existing logo which has the landscape painting will not be used; and the silver hot stamped Vital Impact logo will be used instead.





The brand new Vital Impact logo now carries a more professional, fresh, and trustworthy image.

To be consistent with this new image, the product packaging will use the new logo, and the new label design will be kept simple and no pictures will be placed on the label.

Also, for better differentiation, only 3 different colors will be used for different product categories, representing Everyday Health, Beauty & Performance, and Functional Benefits.

Gradually, the new product packaging will replace the current packaging.

We hope that you enjoy the brand new look of Vital Impact.

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