

PACKAGING CHECKLIST & RESEARCH TOOLKIT

Packaging Research Toolkit for New Brands

Want to hit the ground running? Here are some great places to explore packaging options before you meet with a supplement manufacturer:

Label Compliance

FDA Supplement Labeling Guide: www.fda.gov/media/99351/download

Supplier Catalogs

- Berlin Packaging: www.berlinpackaging.com
- SKS Bottle: www.sks-bottle.com
- The Cary Company: www.thecarycompany.com

See What's Trending

- Amazon & Walmart Supplement Categories
- GNC, Whole Foods, Sprouts store scouting
- Instagram or DTC brand sites

Design & Mockup Tools

- Canva & Adobe Illustrator
- Placeit (www.placeit.net)
- Boxshot (www.boxshot.com)

Pro Tip: Bring 2-3 screenshots of packaging styles you like to your first call with your contract manufacturer.

Packaging Checklist for First-Time Supplement Brands

- Choose your container type (HDPE, PET, Glass, Sachet, etc.)
- Decide on cap type (standard, child-resistant) and tamper-evident features
- Select your label format (pressure-sensitive or shrink sleeve)
- Ensure your label artwork meets FDA compliance guidelines
- Determine if you need display boxes, inserts, or shipper cartons
- Ask about stock vs. custom packaging options and associated MOQs
- Factor in packaging costs when planning your price per unit
- Consider lead times for any custom packaging components
- Request guidance from your contract manufacturer on all options
- Confirm packaging specs and components early to avoid launch delays

Tel: 208.690.3444 | Email: info@canyonsidelabs.com | 621 Washington St. South, Suite 100, Twin Falls, ID 83301

