

PACKAGING DESIGN | RUN



Packaging: Your Strongest Brand Touchpoint in Nutrition Market

Design Horse Branding Agency worked extensively with Rise Up Nutrition (R.U.N.) to enhance its brand image and align it with the company's mission, vision, and values. Specializing in **B2C businesses**, Design Horse focuses on elevating brand presence through **strategic brand thinking** and thoughtful design. In the case of R.U.N., where packaging is the most critical **brand touchpoint**, the design had to be crafted with precision and purpose. Design Horse successfully supported R.U.N. in achieving that goal.



Nutrition Facts
About 56 servings per container
Serving size 1 heap scoop (35 g)

Amount per serving*	Calories	135
Protein 27 g	% Daily Value**	54%
Total Fat 0.55 g		0.70%
Saturated Fat 0 g		0%
Trans Fat 0 g		0%
Sodium 50.33 mg		2.18%
Carbohydrate 2.50 g		1.00%
Dietary Fiber 2.20 g		7.86%
Total Sugars 1.89 g		3.7%
Includes 0 g Added Sugars		
Calcium 62.08 mg		4.73%
Iron 1.25 mg		6.94%

*% Daily Values are based on a diet of other people's secrets.
**Percent Daily Values are based on Recommended Daily Allowance as according to the Indian Council of Medical Research Guidelines 2020
***Only Visual Aid Estimated
MILK, see below

Seal the Jar after use
Store in a cool dry place after opening
Consult a doctor before serving to infants, pregnant/lactating mothers, or for any other medical condition

MRP: INCL. OF ALL TAXES
BATCH NO.:
MFG.:
Exp.:

RECOMMENDED USAGE (For Adults): Enjoy R.U.N Protein with milkshakes, smoothies, cornflakes, Oat-meal etc.
DIRECTION FOR USE: As recommended by healthcare professional, depending upon physical condition
INGREDIENTS: Whey Protein Isolate, Coffee Powder (Caffeine 28.7 mg per serve), Natural / Nature Identical Flavour Extract (Cappuccino), Stevia Leaf Extracts, Sunflower Lecithin, Papain, Inulin, INS 471, INS 551, Bovine Skimmed Colostrum Powder. **ALLERGENS:** Milk.

MANUFACTURED & MARKETING BY: EVERSHINE FOOD PRODUCTS PVT. LTD., A2-005, JAI AMBE IND. COMPLEX, PIMPLAS - 421311, MUMBAI, INDIA.
Issai Lic. No. 11522998000545

MARKETING BY: RISE UP INTERNATIONAL FZC, OFFICE SUITE 270, API TRIO OFFICE TOWER, AL BARSHA 1 - P. O. BOX - 49638, DUBAI, UAE

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NUTRACEUTICAL | NET WT. 2 Kg (4.4 lbs)

DOPE FREE. Does not contain any banned substance. USE THIS PRODUCT AS FOOD SUPPLEMENT ONLY. NOT FOR WEIGHT REDUCTION. THIS PRODUCT IS SOLD BY WEIGHT NOT VOLUME. NATURAL COLOUR VARIATION MAY OCCUR IN THIS PRODUCT. (THIS PRODUCT CONTAINS INGREDIENTS OF INTERNATIONAL AND INDIAN ORIGIN) (These ingredients have not been produced by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.)

MADE IN INDIA



Design Horse creates strategy led packaging that aligns with brand values, enhances visibility, and boosts recall —making products stand out in both retail and digital spaces.

Packaging is today's most vital brand touchpoint. With growing e-commerce and retail engagement, consumers prefer well-designed packaging that informs, attracts attention, and strongly influences purchasing decisions.



Why Good Packaging Design Is Good for Business

Good packaging design fuels business growth in three key ways. It boosts sales and visibility by standing out in crowded markets, both online and offline. It builds brand identity and differentiation through consistent visuals that foster trust. And it enhances the customer experience, making products enjoyable to explore and use—encouraging repeat purchases and loyalty. In today's market, strategic, well-crafted packaging is not optional—it's essential.



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