

# RXBAR

**Concept:** Showing people that RX bar has real natural ingredients to enjoy and it sticks to your teeth.

**Target:** Diet planners who meal prep and includes RXBARRs into their weekly planning.

**Insight:** People who plan healthy meals often like snacks that are quick and simple to eat, like RXBARRs, which is BS free.

**Tagline:** Simple sticky, BS free

**Credit:** Typography by Jiaxi, Art Works by Everett



# STICKY SITUATIONS? YOUR SIMPLE SOLUTION

“For a snack  
that sticks with  
you. Simple,  
Satisfying, and  
always ready.”

RXBAR®

12 G.  
PROTEIN BAR

3 Egg Whites

14 Peanuts

2 Dates

No B.S.

Peanut Butter  
Chocolate

NET WT 1.83oz (52g) ⓘ

RXBAR®

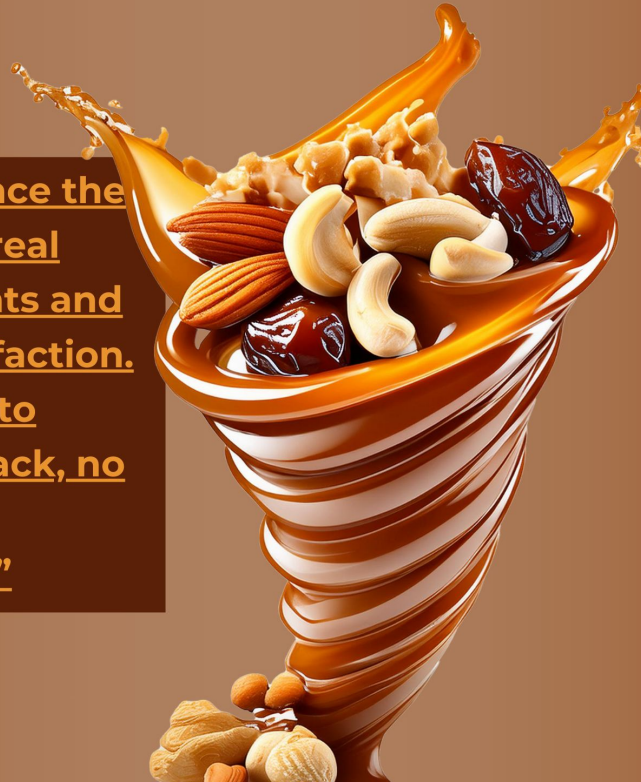
Simple Sticky BS- Free

# REAL SATISFACTION NO BLENDER REQUIRED

“Experience the  
blend of real  
ingredients and  
real satisfaction.  
Your-go- to  
sticky snack, no  
blender  
required!”

RXBAR

Simple Sticky BS- Free



# DISCOVER THE STICKY SWEETNESS



“For a snack that sticks with you like your favorite fruit. Satisfying and always ready.”

RXBAR

Simple Sticky BS- Free



# SELECT YOUR MATERIALS

“Different flavors for a healthy,  
longer, and no boring life.”

RXBAR

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# A HEALTHY LIFE IS UP TO YOU WANT



## V.S.

### B.S. list

- Trans Fat
- Heavy salt, sugar
- Heavy Oil
- Processed or fried food
- High Calories
- Nitrite
- Preservative

“Healthy diet can help you have a good body and organs. B.S. It will only give you temporary happy.”

RXBAR

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# SMASH THE B.S. AND ACHIEVE YOUR GOALS



**“Don’t let those fake  
delicious looking B.S.  
snacks deter you from  
your goals, try crushing  
them with banana.”**



Simple Sticky BS- Free