

RETAIL BRANDING

Cannabidiol branding for mainstream retail

Alpha Neurogenics CBD supplement formulations are branded for sales in professional wellness, health and fitness environments.

When we sat down and discussed CBD products with focus groups, one thing that repeatedly came up was that too many products on the market looked like marijuana. This association caused many consumers to shy away from actually purchasing CBD, despite the positive health effects attributed with its use.

Virtually every hemp or cannabidiol brand in every product category in America utilizes the well-known cannabis leaf in its labeling or packaging, which also discourages retail outlets from carrying those products, despite the benefits.

Because we wanted to elevate our brand and promote it to retailers with a mainstream customer base, our mission at Alpha Neurogenics became to create a CBD brand that promoted supplementation while eliminating the social stigma that associated cannabidiol with illicit marijuana use.

At Alpha Neurogenics, we designed our supplement line to provide today's modern, wellness, health and fitness oriented, consumers with a CBD product they can trust for consistent quality. We also designed it with unique style that's easy to recognize on a shelf full of other products.

Custom Formulation and Labeling

Alpha Neurogenics is committed to providing our retail partners with a product that fits their specific needs and can even create a custom formulation or brand-specific product labeling for high-volume retailers. Custom formulations includes CBD milligram and/or THC content (up to legal maximums for hemp-based products).

Retail Merchandising

Alpha Neurogenics supports our retail partners with retail-boxed products, including contemporary, eye-catching visual PDQ display trays that make it easy to neatly organize product, featuring a small footprint only 5" wide, making it perfect for checkout areas, OTC pharmacy cases or tight retail shelves with limited space.



Alpha Neurogenics also provides brochures that explain the potential benefits of cannabidiol supplementation and the differences between our line of CBD daily supplements, to assist in selling Alpha Neurogenics to interested consumers.

Pop Up Shops

Alpha Neurogenics is committed to help you sell our CBD product line and will participate in special events or pop up shops at your store to launch or promote Alpha Neurogenics CBD products.

Pop Up Shops, which usually last for approximately four to six hours, also include product demonstration and tasting where allowed by law. This customer interaction is designed to introduce Alpha Neurogenics supplements, obtain customer feedback and boost long-term residual sales at your location.

Contact your sales representative for more information.