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(54) **PACKAGING OF MEDICATIONS AND
NUTRITIONAL SUPPLEMENTS TO
ENCOURAGE PURSUIT OF A HEALTH
REGIMEN**

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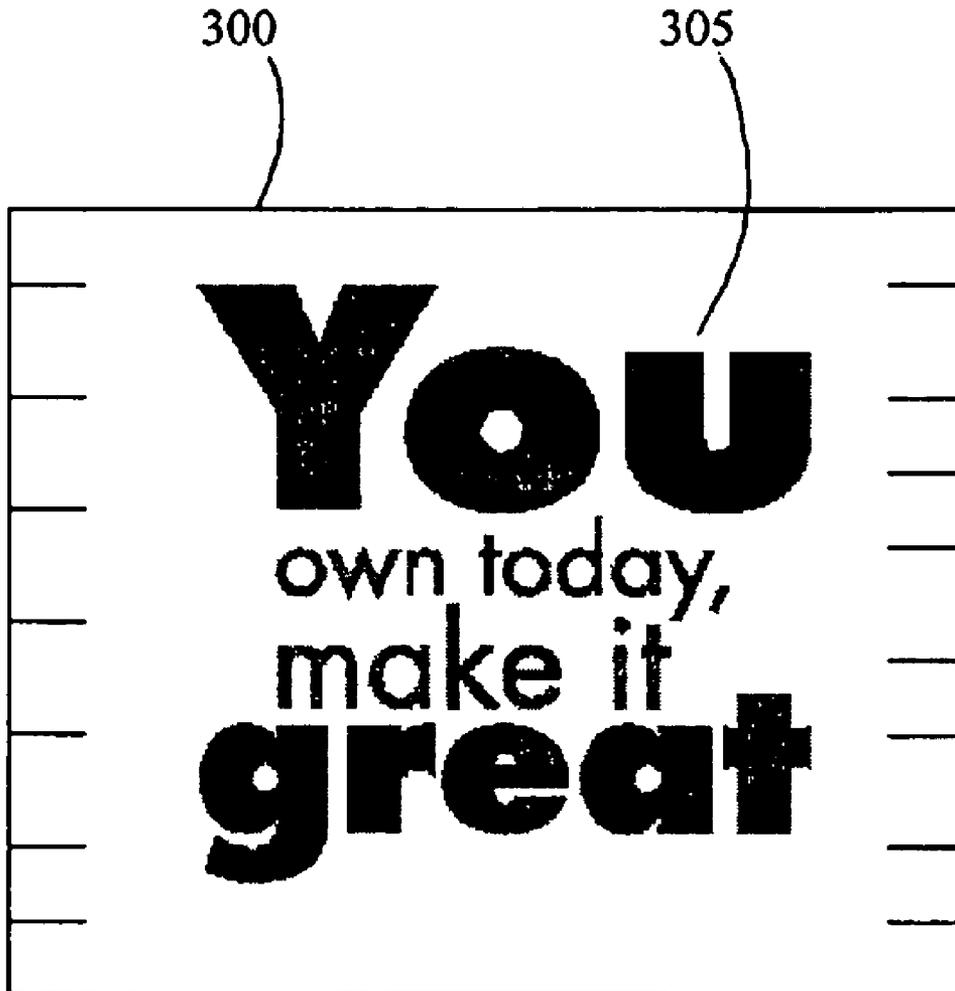
(57) **ABSTRACT**

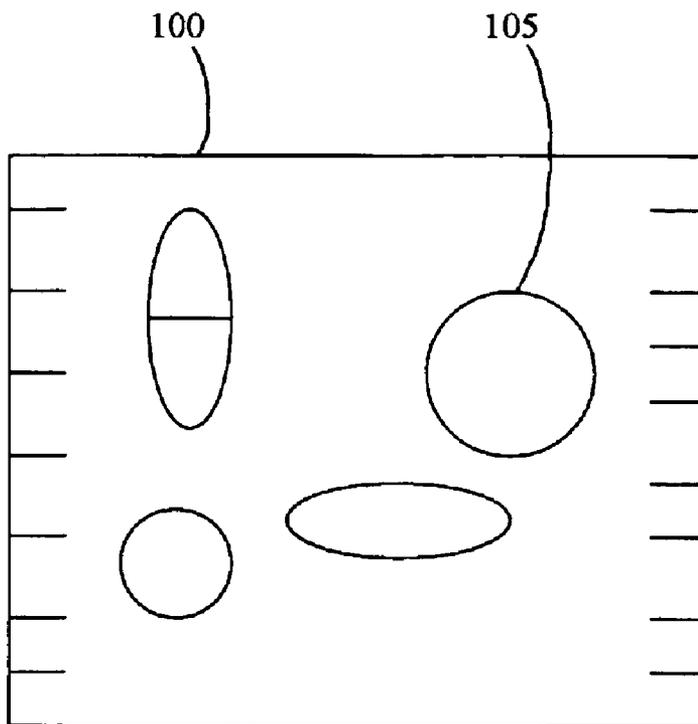
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A packet containing a dosage of one or more medications or nutritional supplements and including a communication printed thereon that encourages a consumer to pursue a health regimen. The communication can be printed language on the packet that encourages the consumer to consume the contents of the packet. Alternatively, the packet can have an image printed on it, wherein the image provides encouragement to the consumer.

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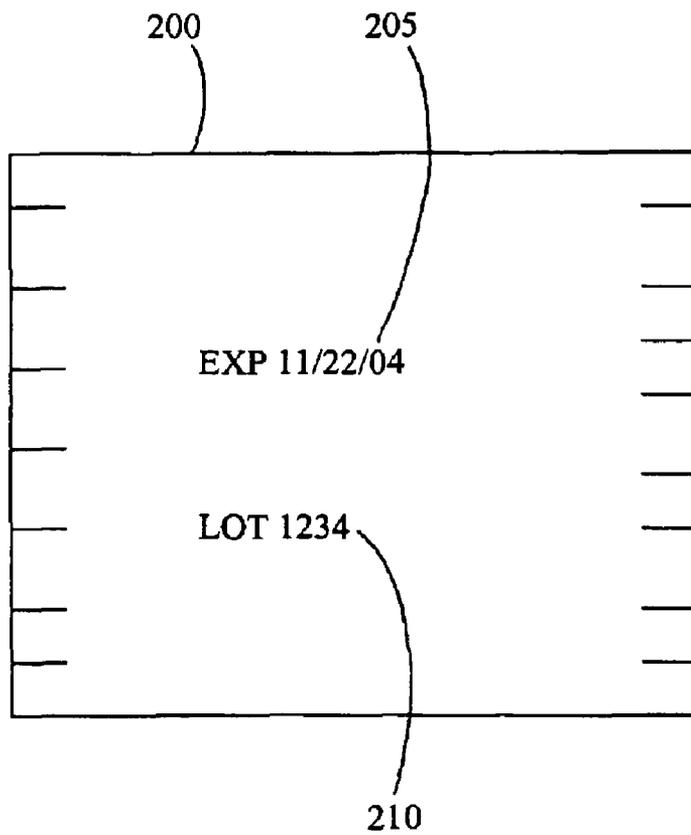
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Prior art

FIG. 1



Prior art

FIG. 2

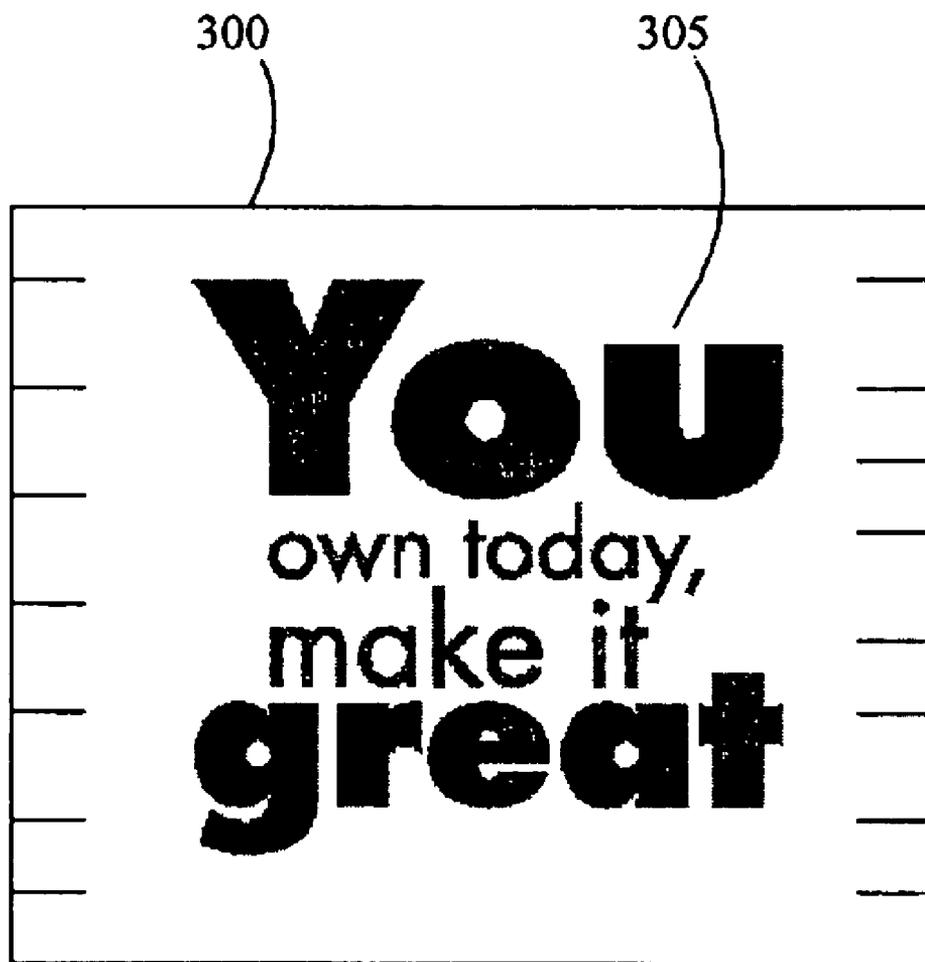


FIG. 3

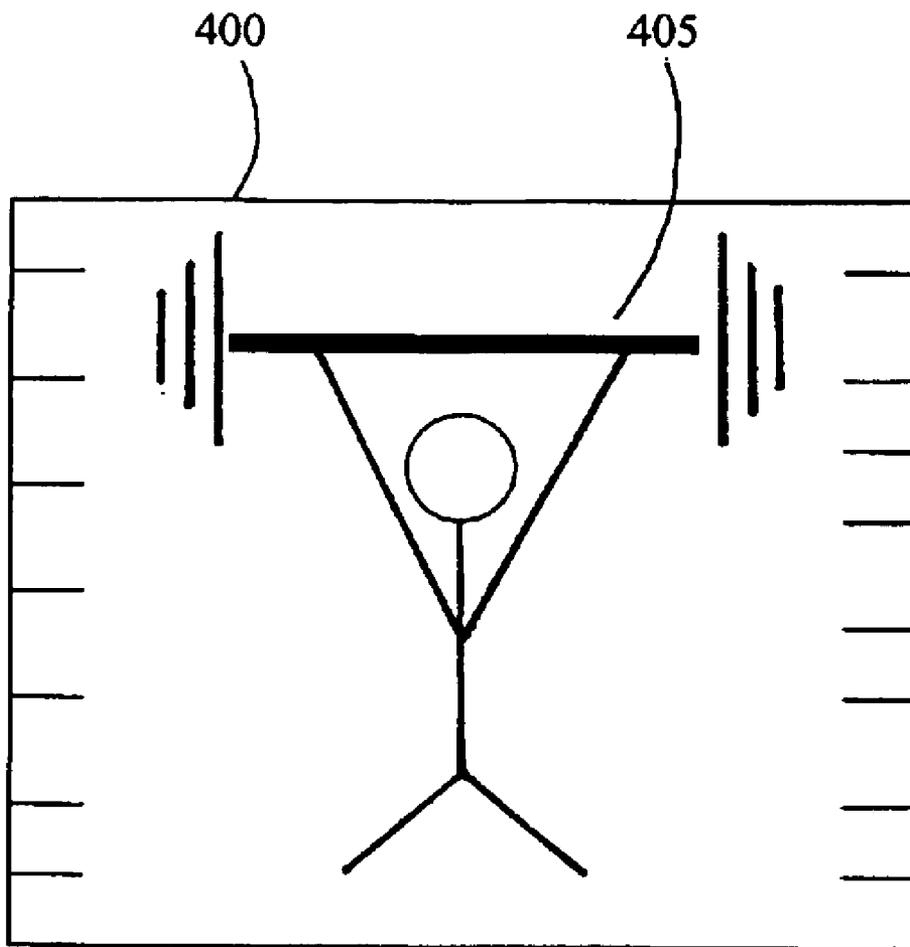


FIG. 4

PACKAGING OF MEDICATIONS AND NUTRITIONAL SUPPLEMENTS TO ENCOURAGE PURSUIT OF A HEALTH REGIMEN

BACKGROUND

[0001] 1. Field of the Invention

[0002] The invention described herein pertains to the packaging of nutritional supplements and medications.

[0003] 2. Related Art

[0004] Medications and/or nutritional supplements are sometimes packaged according to dosage. For example, a single daily dosage of nutritional supplements may include several pills, each containing some amount of a different vitamin or other dietary supplement, such as iron or calcium. All these pills may be packaged in a single packet. The intent of such packaging is that once each day, the consumer simply consumes the contents of a packet. Such packaging simplifies the consumption of multiple vitamins, supplements, and/or medicines. Alternatively, a single packet may contain nutritional supplements or medications that are to be consumed in the morning or afternoon. In this case, a single packet would contain half a day's worth of nutritional supplements or medications. An example of a packet is shown in **FIG. 1**. Packet **100** can be made of cellophane or a comparable material. Packet **100** contains a set of capsules and tablets, such as pill **105**.

[0005] A packet may have information printed on it. An example is shown in **FIG. 2**. Here, packet **200** includes information related to the production of its contents. Packet **200** includes an expiration date **205**, and a lot number **210**. Packets can also include general information as to when its contents are to be consumed, e.g., a.m. or p.m., or a day of the week. A packet may also include a company name or logo related to the manufacturer or distributor of the packet.

[0006] Printing on packets represents a means to communicate with a consumer. Company logos and lot numbers, however, do not generally encourage regular use of a product. If consumption were to be encouraged, the consumer would presumably enjoy better health and the manufacturer and distributor would enjoy greater sales. The information printed on packets, however, is typically functional or related to company branding, as described above. There is generally nothing presented in the customarily printed information that encourages the consumer to take (and continue taking) the contents of the packet. Hence there is a need for communication on the packaging of nutritional supplements and medications that encourages consumption.

SUMMARY OF THE INVENTION

[0007] The invention described herein relates to a packet containing a dosage of one or more medications or nutritional supplements. The packet includes a communication printed thereon that encourages a consumer to pursue a health regimen. The communication can be printed language on the packet that encourages the consumer to take the contents of the packet. Alternatively, the packet can have an image printed on it, wherein the image provides encouragement to the consumer.

[0008] Further features and advantages, as well as the structure and function of preferred embodiments will

become apparent from a consideration of the following description, drawings, and examples.

DESCRIPTION OF THE FIGURES

[0009] The foregoing and other features and advantages of the invention will be apparent from the following, more particular description of the invention, as illustrated in the accompanying drawings.

[0010] **FIG. 1** illustrates a packet that includes nutritional supplements and/or medications.

[0011] **FIG. 2** illustrates a packet that bears information relating to the production of the contents of the packet.

[0012] **FIG. 3** illustrates a packet that includes a message of encouragement printed thereon, according to an embodiment of the invention.

[0013] **FIG. 4** illustrates a packet that includes an image intended to encourage a consumer to use the contents of the packet, according to an embodiment of the invention.

DETAILED DESCRIPTION OF THE INVENTION

[0014] The invention described herein relates to a packet containing a dosage of one or more medications or nutritional supplements. The packet includes a communication printed thereon that encourages a consumer to pursue a health regimen. The communication can be printed language on the packet that encourages the consumer to consume the contents of the packet. Alternatively, the packet can have an image printed on it, wherein the image provides encouragement to the consumer.

[0015] In an embodiment of the invention, the packet is made of cellophane, or a similar material. The packet contains one or more pills, where the pills contain nutritional supplements and or medications. Generally, a packet may contain a single dosage, as might be required for a single day. Alternatively, the packet contains a half day's dosage.

[0016] In an embodiment of the invention, the packet can have words printed on it, wherein the words provide encouragement to the consumer to take the contents of the packet. More abstractly, the language on the packet can encourage the consumer to continue or start a health regimen. An example is shown in **FIG. 3**. Here, packet **300** is shown bearing message **305**, which states "You own today, make it great." Such a message is intended to be inspirational and empowering. The message can therefore encourage the consumer to pursue healthy choices, such as the consumption of the nutritional supplements or medications contained in packet **300**. Note that the communication printed on the packet can be any message that provides encouragement to use the product; the message shown in **FIG. 3** is intended as an example of such a communication and is not intended to limit the scope of the invention with respect to the possibilities for such communications. Moreover, the message can be printed in any font or color, or combination of fonts and colors.

[0017] In an alternative embodiment of the invention, the packet may include an image in addition to or in place of a text message. An example is shown in **FIG. 4**. Here, a packet **400** includes an image **405**. In the illustrated embodiment, image **405** depicts an athlete lifting a barbell. Such an image

can connote health, strength, and power. Such an image can therefore inspire a consumer to pursue healthy habit, such as the consumption of any nutritional supplements or medications contained in packet **400**, thereby working towards healthy goals. Note that the image printed on the packet can be any image that provides encouragement to use the product; the image shown in **FIG. 4** is intended as an example of such an image and is not intended to limit the scope of the invention with respect to the possibilities for such images.

[0018] In an embodiment of the invention, different packets can bear different messages. Likewise, different packets may bear different images. In this manner, the consumer would see a different image or inspirational message with each dosage.

[0019] In addition, the communication printed on the packet may be specific to the contents of the packet. For example, in the case of protein supplements that may be consumed by bodybuilders, image **405** of **FIG. 4** might be an appropriate image. Similarly, a text message may be chosen specific to the contents of the packet.

[0020] The process for manufacturing single dosage packets for nutritional supplements and medications is well known to persons of skill in the art. The manufacture of such packets bearing the messages and/or images described above is similar. In the case where packets are being manufactured such that different packets bear different messages or images, several packets may be made initially, all bearing a single message or image. The printing process can then be reconfigured to print a different image or message on a next set of packets. The process continues until a number of packets have been made, such that some bear a first message or image, others bear a second message or image, etc.

[0021] While various embodiments of the present invention have been described above, it should be understood that they have been presented by way of example, and not

limitation. It will be apparent to persons skilled in the relevant art that various changes in form and detail can be made therein without departing from the spirit and the scope of the invention.

We claim:

1. A package for a dosage of one or more medications or nutritional supplements, the package comprising a communication that can encourage a user to pursue a health regimen.

2. The package of claim 1, wherein the package is a cellophane packet.

3. The package of claim 1, wherein the communication comprises one or more words printed on the package.

4. The package of claim 1, wherein the communication comprises an image printed on the package.

5. The package of claim 1, wherein the package has capacity for a single dosage of one or more medications or nutritional supplements.

6. The package of claim 1, wherein the package has capacity for a daily dosage of one or more medications or nutritional supplements.

7. A method for manufacturing a package for a dosage of one or more medications or nutritional supplements, comprising imprinting on the package a communication that can encourage a user to pursue a health regimen.

8. The method of claim 7, wherein material used in fabricating the container comprises cellophane.

9. The method of claim 7, wherein the communication comprises one or more words.

10. The method of claim 7, wherein the communication comprises an image.

11. The method of claim 7, wherein said imprinting is performed a plurality of times for a respective plurality of packages, such that different communications are imprinted on different respective packages.

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