



New custom design

XanGo, LLC is releasing its dietary supplement beverage, also called XanGo, in stylish, custom-made glass bottles. The bottle is designed to solidify the brand and set it apart from other health and wellness beverages on the market. Designed by flowdesign, the brand identity logo, bottle, and custom paperboard box was created to capture the essence of XanGo and its Thailand origins with a mix of contemporary and traditional shapes, colors, and icons, says Dan Matauch, flowdesign's principle designer. The timing of this new bottle design is perfect, says Gary Hollister, XanGo CEO. We just received word from the U.S. Patent Office that our product, formulation, and other methods of manufacture are now fully protected under patent. Add to that patent protection the singular new bottle shape, and XanGo becomes a product that will stand above the rest, a product that simply cannot be duplicated. The new bottle is sleek, contemporary, and very distinct. -ALR

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