

FLOURISH ENERGY



Beverage Launch Campaign

Presented By: Emma Ressler



FLOURISH

—ENERGY—

COLLAGEN PEPTIDES
AMINOS • ELECTROLYTES

SPARKLING
WATERMELON GLOW



FLOURISH

—ENERGY—

—COLLAGEN PEPTIDES—

•AMINOS • ELECTROLYTES

SPARKLING
CHERRY BLAST



FLOURISH

— ENERGY —

— COLLAGEN PEPTIDES —
— AMINOS • ELECTROLYTES

SPARKLING
BLUEBERRY LAVENDER





FLOURISH

— ENERGY —

• COLLAGEN PEPTIDES •
• AMINOS • ELECTROLYTES

SPARKLING
CUCUMBER KIWI

ABOUT ME

I've always been passionate about **wellness, self-growth, and becoming the strongest version of myself.** Fitness, health, and discipline have shaped the way I approach both my lifestyle and my ambitions. I believe **confidence comes from taking care of your body,** pushing your limits, and creating routines that support both physical and mental well-being.

That passion for performance, beauty, and intentional living is what ultimately **inspired the creation of FLOURISH.**

-Emma



FOUNDER

WHO AM I?

Fitness has become both my physical and mental outlet – where I build strength, discipline, and clarity. It pushes me to become a stronger, more confident version of myself.

Beyond performance, I am wellness-driven and creatively inspired, valuing self-growth, health, confidence, and beauty. I believe strength, glow, and confidence can coexist.



I created **FLOURISH** to redefine what energy looks like — not just fueling performance, but elevating the way we feel, move, and show up.

WHAT IS FLOURISH?

Transforming Hydration into Luxury Rituals

A Breakthrough Formula

This isn't just an energy drink. FLOURISH is a **premium sparkling beverage** that blends **sustained natural energy, collagen peptides, essential aminos, and rapid electrolytes.**



Elevating Everyday Hydration

Flourish transforms hydration into a **luxurious self-care ritual**, combining **beauty, energy, & confidence.**



Why FLOURISH Energy

- **Energy without the crash**
- **Supports inner glow**
- **Clean, intentional ingredients**



High-performing. Health-conscious. Elevated.

WHY I CREATED FLOURISH

A Better Energy Drink

I always wished there was a drink that combined **clean caffeine, amino acids, electrolytes, and collagen** in one formula. Instead of multiple supplements, **FLOURISH simplifies this routine.**

Clean Energy Without the Crash

After experiencing **crashes and bloating from traditional energy drinks**, I wanted to create an option that provides **smooth, sustained energy** while keeping you feel **fueled and balanced throughout the day.**

Wellness Meets Performance

Prioritizing **clean nutrition** and an **active lifestyle** have been essential to me. **FLOURISH reflects this philosophy** by combining **performance, hydration, and beauty-supporting ingredients** into one drink.

THE MARKET GAP

THE PROBLEM

Most energy drinks:

- Use **synthetic caffeine that causes crashes**
- Focus only on **performance**
- Ignore **beauty & wellness benefits**
- Use **low-end packaging**

THE CULTURAL SHIFT

Consumers are demanding:

- **Clean, functional ingredients**
- **Collagen & ingestible beauty**
- **Premium, aesthetic wellness products**
- **Reduced alcohol alternatives**

Functional beverages are now a \$150B+ global market.

THE GAP

There is **no premium, beauty-infused energy drink** positioned as an aspirational luxury.

THE SOLUTION

FLOURISH introduces **the first luxury beauty-infused energy drink** designed for **modern wellness consumers.**

OUR MISSION & VISION

MISSION:

To create elevated energy that fuels **performance, beauty, and confidence** — through **clean ingredients** designed to support both **how you feel and how you glow.**



VISION:

To redefine energy culture by replacing **crash-heavy drinks** and **alcohol-centered social habits** with a **new era of wellness, confidence, and elevated living.**

PRODUCT OVERVIEW

Functional Ingredients for Wellness



Collagen

FLOURISH incorporates premium **collagen** to support skin elasticity and hydration, promoting a youthful glow and beauty from within.



Amino Acids

Our unique blend of **amino acids** supports muscle recovery and sustained energy, helping power an active and vibrant lifestyle.



Electrolytes

FLOURISH contains essential **electrolytes** to support hydration and balance, helping replenish after workouts and maintain energy throughout the day.

INSIDE THE FORMULA

Clean Energy Without Compromise

Natural Caffeine



Naturally sourced **caffeine from green tea** delivers **smooth, sustained energy** without the crash—supporting focus, performance, and clarity throughout the day.

No Artificial Ingredients



FLOURISH is crafted with **clean, transparent ingredients**—free from **artificial colors, synthetic additives, and fillers.**

Zero Added Sugar



Formulated with **zero added sugar** to **prevent crashes and blood sugar spikes**, helping you stay energized and balanced.

TARGET AUDIENCE

Focused on Wellness and Beauty



Primary Target:

Gen Z consumers, primarily women, **ages 18-24** who prioritize **wellness and beauty** in their daily routines. They seek functional beverages that support **energy, movement, and beauty from within.**

Location: Urban lifestyle markets such as **Los Angeles, Miami, and New York.**

Secondary Target:

Millennials and young professionals **ages 25-35** who prioritize **health, fitness, and premium wellness products.**

Target Consumer Lifestyle:

- Active on social media (**TikTok, Instagram**)
- Follows **wellness, beauty, & fitness influencers**
- Shops at **Alo Yoga, Sephora, Lululemon, and Aritzia**
- Engages in **pilates, yoga, & fitness classes**
- Enjoys **matcha, iced coffee, pressed juices, and functional beverages**
- Values **aesthetics, routines, and self-care rituals**

COMPETITIVE LANDSCAPE

Biggest Energy Drink Competitors



Celsius
Fitness energy drink



Alani Nu
Influencer wellness brand



Bloom
Functional wellness energy



Prime
Gen-Z sports & creator brand

BRAND PROPOSITION

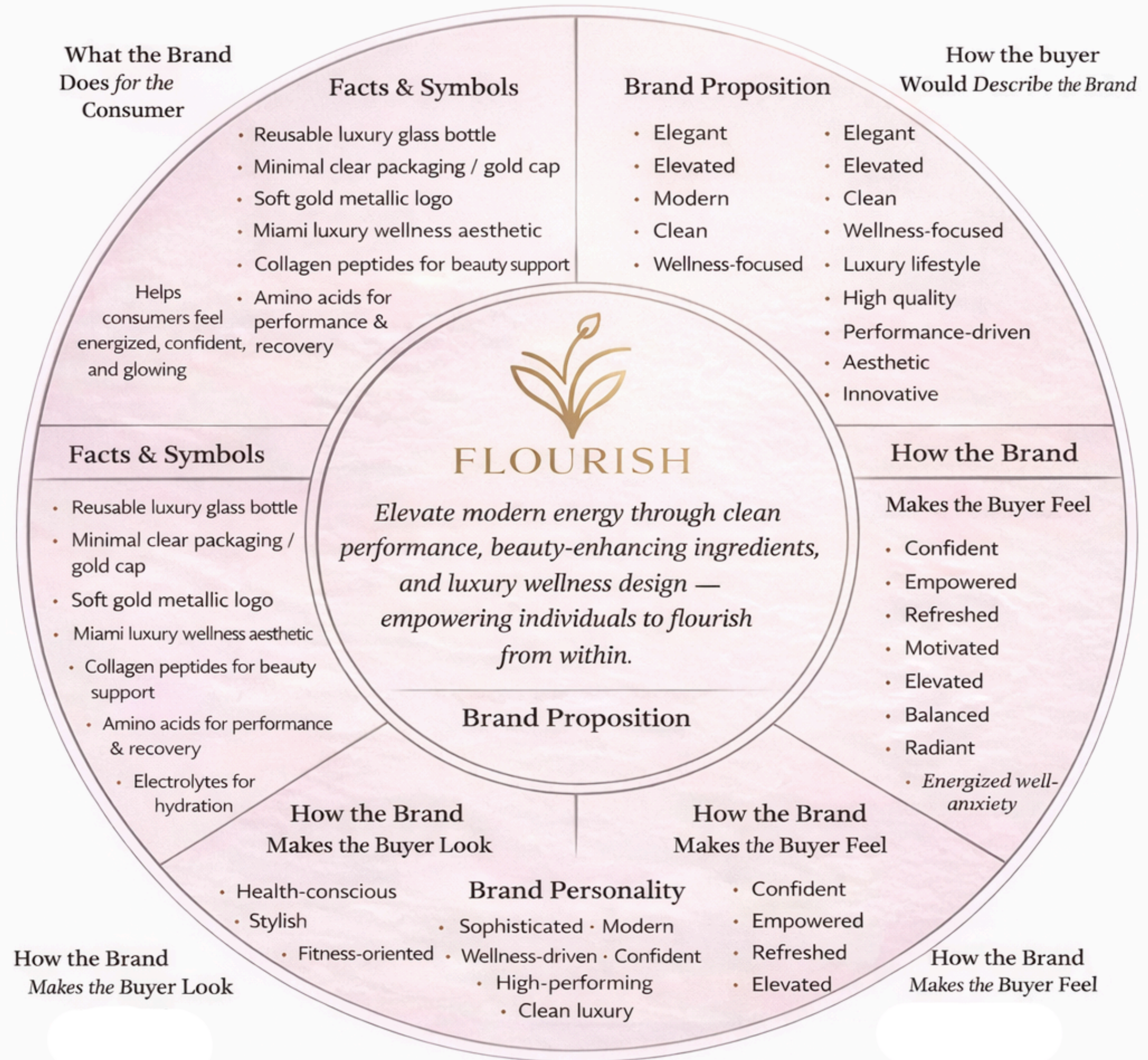
“To elevate modern energy through clean performance, beauty-enhancing ingredients, and luxury wellness design — empowering individuals to flourish from within.”



FLOURISH BRAND WHEEL

Core Promise & Traits

The **FLOURISH** brand wheel encapsulates our mission and core values, emphasizing **elegant, modern, and confident** traits that resonate with our customers' **beauty and wellness aspirations**.





BRAND ARCHETYPES

Emotional & Symbolic Positioning

The Creator

Designing Modern Wellness

FLOURISH energy embraces **The Creator** archetype by **reimagining what energy can be**. It transforms hydration into an **aesthetic ritual** — blending **innovation, beauty-enhancing ingredients, and intentional design**.

The Hero

Fueling Strength & Momentum

FLOURISH embodies **The Hero** archetype — representing **ambition, resilience, and high performance**. It delivers **sustained, clean energy without the crash**, supporting **performance and personal growth**.

BRAND PERSONALITY

FLOURISH represents an **elegant and disciplined** approach to modern wellness.

Brand traits:

- **Elegant & Elevated**
- **Confident & Intentional**
- **Clean & High-Performing**
- **Feminine yet Strong**
- **Refined & Modern**



WHAT THE BRAND DOES FOR THE BUYER

FLOURISH provides **clean energy and beauty-supporting wellness** into one drink.

Consumer benefits:

- **Energy without the crash**
- **Beauty from within**
- **Performance + recovery support**
- **Hydration & electrolyte balance**
- **All-in-one wellness formula**



HOW THE BUYER DESCRIBES THE BRAND

Luxurious

Clean

High-Quality

Premium

Wellness Forward

Aesthetic

Innovative



HOW THE BRAND MAKES THE BUYER LOOK

In control

Confident

Energized

Glowing

Health-Conscious

Trend-Forward

Healthy



HOW THE BRAND MAKES THE BUYER FEEL

FLOURISH helps consumers feel **energized, confident, and empowered** in their wellness journey.

The brand experience:

- **Energized**- clean energy that fuels movement
- **Confident**- proud to invest in wellness
- **Motivated**- inspired to stay active
- **Balanced**- beauty, hydration, and energy aligned
- **Empowered**- showing up as their best selves



WHAT MAKES US DIFFERENT?



Collagen (beauty positioning)



Luxury aesthetic



Glass packaging



“Glow + Energy” dual benefit

FLAVORS

Sparkling Wellness Rituals



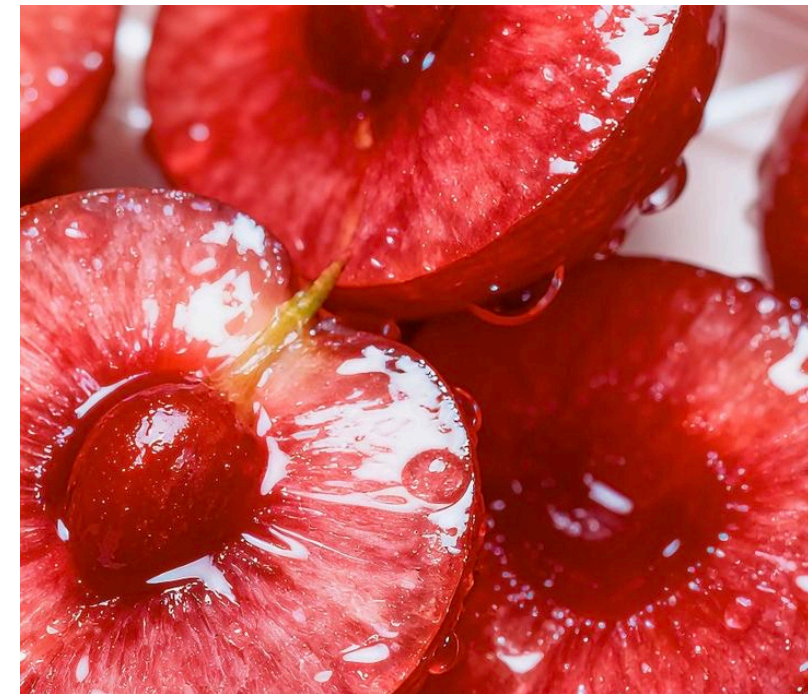
Blueberry Lavender

Calm • Focus • Balance



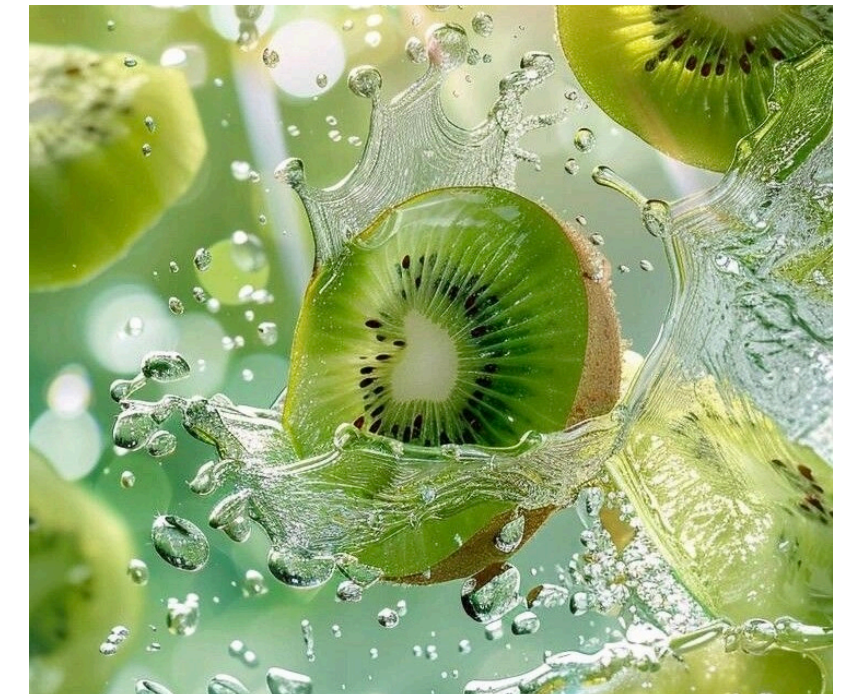
Watermelon Glow

Hydrate • Glow • Restore



Cherry Blast

Fuel • Perform • Thrive

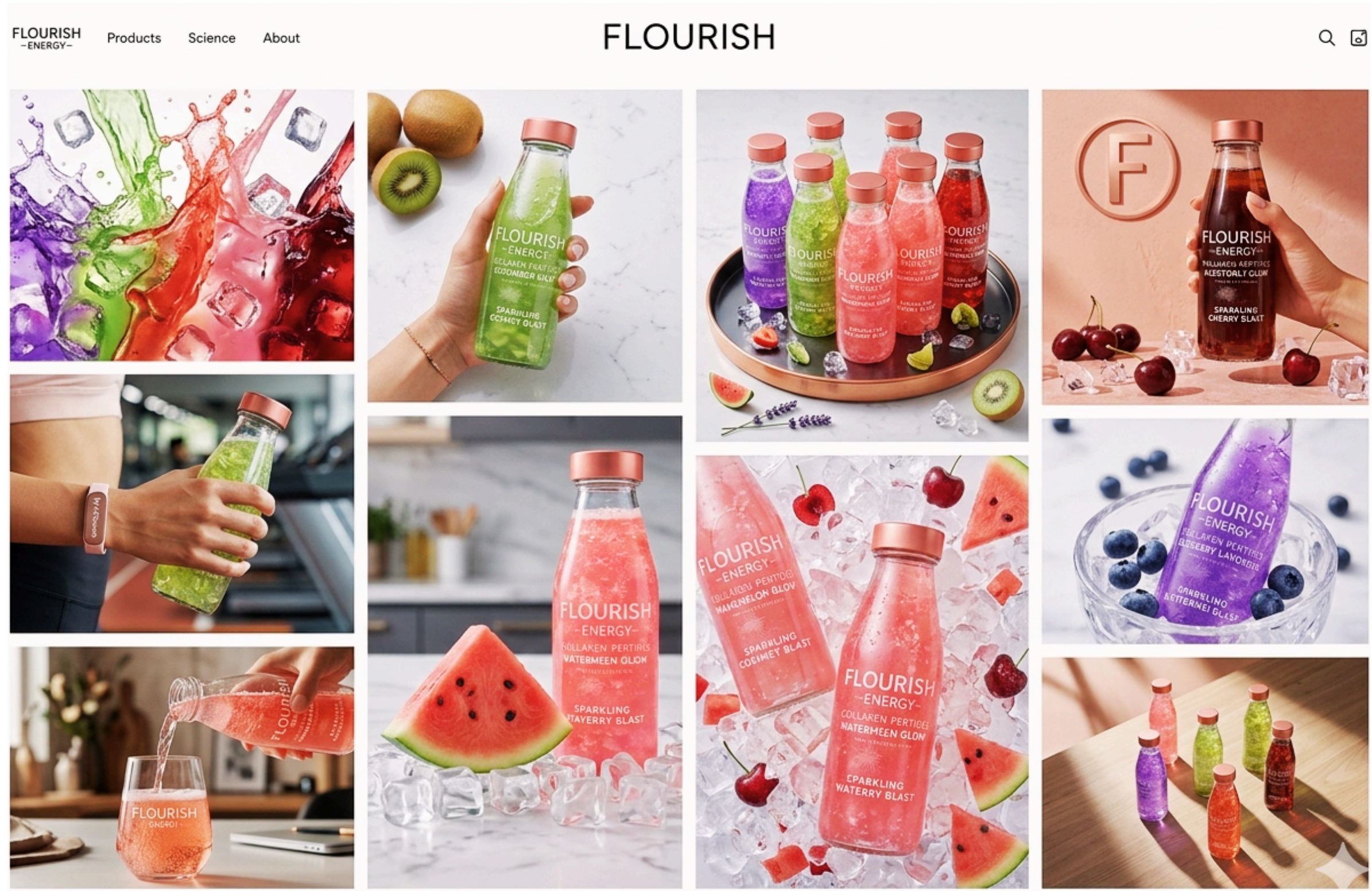


Cucumber Kiwi

Refresh • Cleanse • Reset

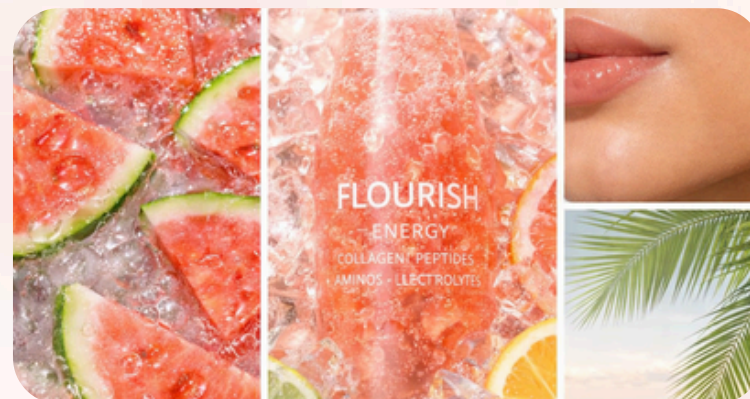
FLOURISH BRAND AESTHETIC

FLOURISH's aesthetic blends vibrant fruit-inspired colors with clean, modern design, reflecting a luxury wellness lifestyle. Bright visuals, natural ingredients, and minimal styling create a cohesive brand look centered on energy, beauty, and performance.



FLOURISH

Design, Copy, & Visual Identity



Logo

Elegant serif workmark paired with a emblem symbolizing growth, vitality, and natural energy.

Color Palette

A vibrant blend of coral, watermelon pink, lavender, aqua, & tropical greens inspired by sunlit beaches and fruit.

Typography

Playfair Display: Stylish, Editorial, Luxury

Armino: Clean, modern, minimal

Brand Tone & Style

- Glow from within
 - Vibrant
 - Luxury styled & sleek
 - Beach-inspired
-



FLOURISH



PACKAGING

PRICING STRATEGY

Positioning: Premium Wellness Beverage

- Positioned as a **premium luxury wellness energy drink**
- Reflects clean ingredients, beauty-enhancing benefits, and glass packaging
- Targets wellness-conscious consumers willing to pay for functional benefits

Price Point:

\$5.50-\$6.50 per glass bottle



WHY THIS PRICE WORKS

Bundle Pricing:

- **Single Bottle:** \$5.50-\$6.50
- **6-Pack:** \$32.99
- **12-Pack:** \$54.99

Market Benchmarks:

- **Celsius:** \$3.50
- **Alani Nu:** \$2.99-\$3.19
- **Erewhon Tonics:** \$8-\$10
- **Cold-Pressed Juice:** \$6-\$12

Pricing Justification:

- **Glass bottle luxury packaging**
- **Collagen peptides + amino acids + electrolytes**
- **Clean ingredient formulation**
- **Premium wellness positioning**



PLACE

Distribution Strategy:



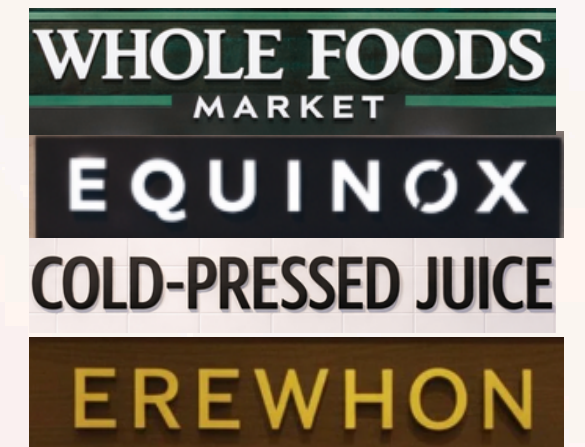
LAUNCH MARKETS

- Los Angeles
- Miami
- New York City



RETAIL PLACEMENT

- Boutique fitness studios & gym cafes
- Whole Foods Market
- Erewhon & speciality wellness markets
- Luxury hotel gyms (Miami, LA, NYC)
- Yoga & Pilates studios
- Luxury wellness hotels & resorts
- Juice bars



E-COMMERCE

- Direct-to-consumer website
- TikTok Shop
- Amazon
- Online wellness retailers





RETAIL STRATEGY

PREMIUM RETAILERS

FLOURISH will launch through **premium wellness retailers, boutique fitness studios, and upscale grocery locations** aligned with the brand's **luxury wellness positioning.**

DIRECT-TO-CONSUMER EXPANSION

FLOURISH will strengthen its **direct-to-consumer ecosystem** through its **online platform**, offering **exclusive product drops, subscription options, and community-driven brand experiences.**

FLOURISH IN STORES

COLD-PRESSED JUICE



EREWHON



EQUINOX



MEDIA STRATEGY

Integrated Launch Strategy

FLOURISH will launch through an **integrated 360° media strategy** combining digital marketing, influencer partnerships, experiential activations, and outdoor placements.

Digital Media (Primary Investment)

- **Instagram Reels** & aesthetic product content
- **TikTok creator collaborations** (wellness, fitness, beauty)
- **Paid Meta & TikTok ads** targeting Gen Z wellness consumers
- **UGC (user-generated content)** featuring real routines & workouts
- **“Get Ready With Me” / morning routine content**

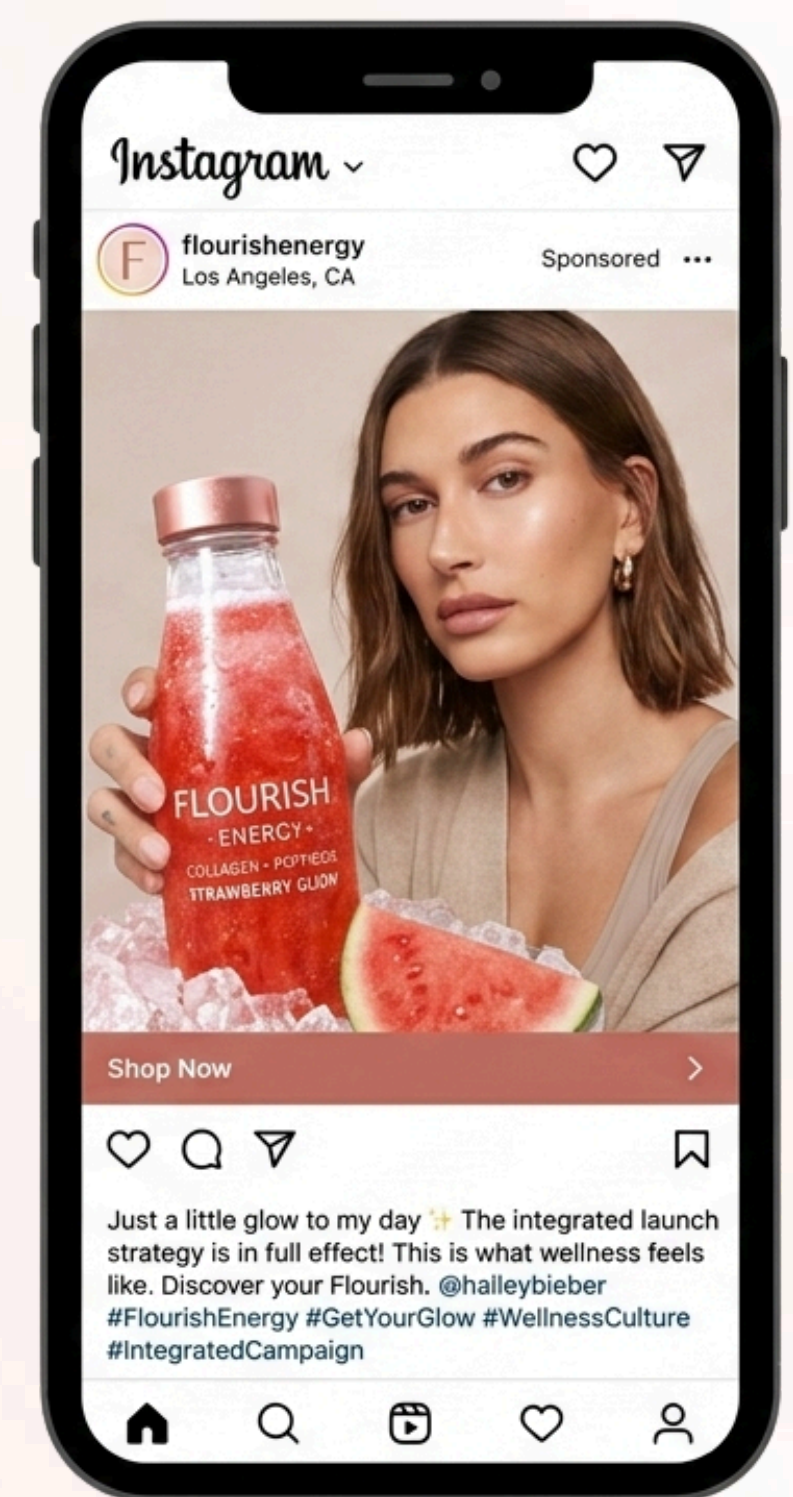
Focus: Gen Z wellness, beauty, & lifestyle audiences.



INFLUENCER PARTNERSHIPS

FLOURISH will collaborate with **high-profile wellness, beauty, and fitness influencers** alongside micro and mid-tier creators to build credibility and community.

- **Fitness and Pilates instructors**
- **Wellness and beauty creators**
- **Celebrity and high-visibility influencers**



#DrinkYourGlow










Challenge ✨

Join the challenge and share your glow routine with @FlourishEnergy for a chance to get featured! ✨❤

#DrinkYourGlow



✓ Beauty energy, no crash
✓ Obsessed. 😍
✓ #DrinkYourGlow

-  **manakhan_** 2w · ❤ by author
I just tried the cherry flavor and im OBSESSED 🍒✨
energy without the crash is everything
-  **reistheroo** 1w · ❤ by author
ok but the **blueberry lavender** flavor?? so unique i've never tasted anything like it 💜
-  **mollsbeautypicks** 1w · ❤ by author
my skin has been glowing since I started drinking these 🤩✨ love u @flourishenergy
-  **ariana.nicolefit** 1w · ❤ by author
@flourishenergy NEED these stocked in my fridge 24/7 🔥❤
#fuelyouenergy
-  **suzannegoetz303** 3w · ❤ by author
I've been drinking one before pilates every morning and my energy is so elevated but calm at the same time ✨
-  **wellnesswithkatie** 5d · author
not me replacing my iced coffe with @flourishenergy 🥺 the sparkling watermelon flavor is elite
-  **livloveswellness** 3d · author
these flavors are SO different from other energy drinks 🍒
🍒 the clean ingredients + glow benefits = obsessed
-  **isabellamariee** 4d · author
just ordered another case 🥰 can't go a day without one now
#flourishenergy
-  **emilygracewellness** 2d · by author
that light sparkling taste is perfect... not too sweet but still so good



SOCIAL COMMUNITY ACTIVATION

Community Engagement

#DrinkYourGlow Social Challenge

Encourage consumers to share wellness routines and FLOURISH moments using #DrinkYourGlow, building community and organic brand visibility.

User-Generated Content Strategy

Use #DrinkYourGlow across platforms to amplify authentic consumer experiences and highlight the FLOURISH wellness lifestyle.

MARKETING STRATEGY

Digital & Influencer Marketing

- Social media campaigns targeting **fitness, beauty, and wellness audiences**
- Influencer partnerships and **curated retreat experiences**



Experiential Brand Activations

- Pop-ups in **premium wellness spaces and lifestyle districts**
- **Interactive sampling events** introducing consumers to FLOURISH first-hand



Strategic Brand Collaborations

- Collaborations with **Glow Recipe, Frankies Bikinis, and W Hotels**
- Positioning Flourish in **aspirational lifestyle environments**



EXPERIENTAL BRAND ACTIVATIONS

Immersive wellness experiences

FLOURISH will activate through **premium wellness spaces and lifestyle districts**, creating immersive brand experiences for the modern wellness consumer.

- **Alo Yoga** wellness pop-ups
- **Equinox** gym partnerships
- **Miami Design District** pop-up activation
- Experiential wellness events



GLOW LOUNGE POP-UP ACTIVATION

Interactive Glow Lounge pop-ups in select cities allow consumers to experience FLOURISH firsthand, building community and brand connection.



INFLUENCER WELLNESS RETREATS

Exclusive **influencer retreats** allow creators to experience FLOURISH firsthand while generating authentic lifestyle content.

Focus: Content creation, brand immersion, and community storytelling.



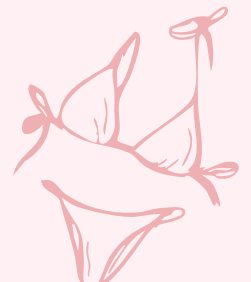


← free beach towel with order

💬 find a pop-up in miami

FLOURISH x FRANKIES BIKINIS

Beachside Wellness Experience



Activation includes:

- **Miami pop-up** featuring Frankies Bikinis summer collection
- **FLOURISH** sampling bar with flavor tastings
- **Free beach tote or towel** with purchase



FLOURISH x W MIAMI BEACH

Luxury Poolside Wellness Experience

Activation includes:

- **Poolside mocktail bar**
- **FLOURISH beverage sampling**
- **Resort retail experience**



FLOURISH x GLOW RECIPE

Beauty & Wellness Glow Experience

Activation includes:

- **Influencer skincare content event**
- **Mini glow facials** using Glow Recipe products
- **Complimentary FLOURISH beverage** with skincare purchase

PROMOTIONAL CAMPAIGNS

Out-of-Home Advertising

FLOURISH launches with **high-impact outdoor placements in premium wellness and lifestyle hubs.**

- Drives **instant brand awareness**
- Places the brand in **premium lifestyle environments**
- Positions FLOURISH as a **modern luxury energy drink**





Strategic Objectives

Build **premium brand awareness** in **lifestyle-driven cities**.

Target Locations

- **Miami** (Ocean Dr, Lincoln Rd)
- **Los Angeles** (Melrose, Sunset Blvd)
- **New York City** (SoHo, West Village)

Why

- **High visibility** in culturally influential cities
- Reinforces **luxury wellness positioning**
- Reaches **active Gen-Z consumers**
- Aligns with **fitness, beauty, and wellness culture**



CLEAN ENERGY. ELEVATED WELLNESS.

Designed to make you **FLOURISH.**

Since
1990

By: Emma Ressler



FLOURISH

ENERGY • WELLNESS • ESSENCE

