

A close-up, artistic photograph of several pomegranates. Some are whole, showing their deep red, textured skin and small, dried leaves at the stem. Others are cut open, revealing the vibrant red, juicy seeds (arils) inside. The lighting is dramatic, highlighting the textures and colors of the fruit.

Nestlé Health Science

Unlocking the power of nutrition for health

Global relaunch of the Nestlé Health Science brand.

Nestlé Health Science needed a consumer-focused campaign for their new positioning, focusing on unlocking the power of nutrition for food allergies, metabolic health, gastrointestinal health, healthy aging, and adult acute care.

This concept bridges the gap between nutritional science and the practical needs and habits of every day life.

- Concept development
- Tagline & Manifesto
- Campaign copywriting (launch film, social, print)



CONCEPT, CAMPAIGN LINE, MANIFESTO

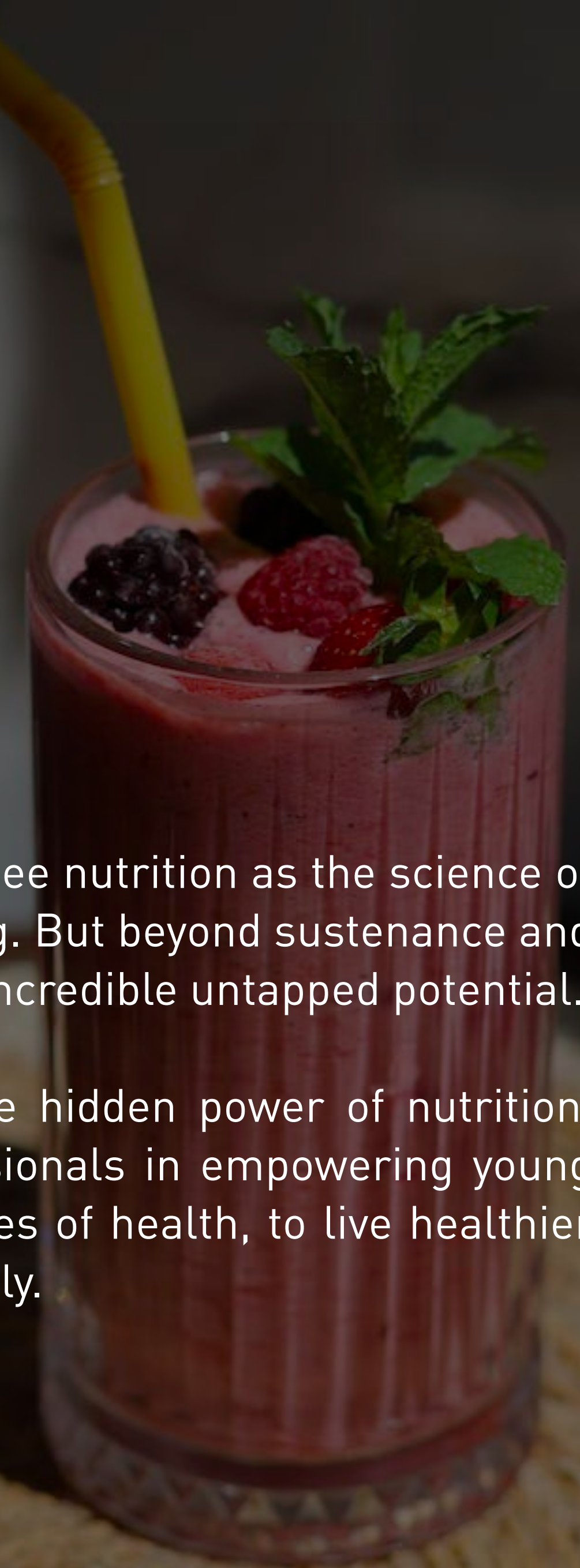
THE SCIENCE OF LIFE

At Nestlé Health Science, we see nutrition as the science of life, essential to our well-being. But beyond sustenance and 'just' staying healthy, it holds incredible untapped potential.

We are inspired to unlock the hidden power of nutrition, supporting healthcare professionals in empowering young and old alike through all stages of health, to live healthier lives through nutrition, naturally.



Empowering healthy lives through nutrition



LAUNCH FILM SCRIPT

From the miracle of birth,
through feeding and discovery,
tears and laughter,
sickness and health,
love, happiness...
and growing old gracefully together.
Nutrition is the science ... of life!
Essential to our well-being,
it nurtures us, shapes us, makes us who we are.
But beyond sustenance and 'just' staying healthy,
It holds incredible untapped potential.
At Nestlé Health Science, we are passionate
about unlocking the hidden power of nutrition.
Supporting healthcare professionals,
Empowering young and old alike
to live healthier through nutrition, naturally.

Nestlé Health Science

Empowering healthy lives through nutrition

