

# Popping into Action for Brand Relaunch



**MJS** PACKAGING

## About Our Customer

The breathROX brand was acquired and relaunched in 2023. These popping breath mints have the added health benefit of containing zinc.

## Objective

breathROX wanted to create an eye-catching package that would clearly communicate the product benefits. The overall look needed to be both fun and functional to attract new consumers to this pioneering candyceutical.

## Challenges

Due to the product formulation, the bottle needed to be tight enough to prevent any carbon dioxide from escaping, while still allowing the consumer to easily open it. Lead times had to be closely monitored to meet the critical deadline to launch at national trade shows, so we were in constant communication with our manufacturing partner to quickly ramp up production.

## Solution

We procured an airtight pop vial that met our customer's stringent tolerance requirements. It was critical for the vial to be black for safety reasons and to harken the nostalgic look of the original Pop Rocks® pouch. The product is now fully launched in independent pharmacies and convenience stores and will soon be making its debut online.

*"I knew the one call to make was to MJS Packaging. They are the oldest, the best, and they have the expertise in plastics to speak the same language as the manufacturer."*

*Jonathan Tanner  
Founder & CEO  
breathROX*

**mjspackaging.com**

📍 35601 Veronica St., Livonia, MI 48150

☎ 800.915.2262 ✉ sales@mjspackaging.com

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