

# David Lee Provari Project

## 1. Project 1: Descriptions for 32 flavors:

- Narrative description with call to action,
- One or two-word description to go with name

### 1. Banana Nut Bread

*Nutropically Mellowucious*

Cool semi-sweet smoothness with a touch of the tropical tang of a just-ripe banana shot through with hints of black walnut richness. Experience tropical plantation breezes flowing with the nutty crispness of early fall – this flavor is equally exciting and comforting.

### 2. Caramel Apple

*Zingfully Caramelicious*

Layered flavors of crunchy, tart green apple and the rich, decadence of buttery, brown-sugared vanilla will both indulge and energize you. Savor the perfect balance of pert tartness and satiny sweetness – it will put a contented, satisfied smile on your lips and an adventurous sparkle in your eyes.

### 3. Cola

*Cool Colafreshment*

Revitalizing, sparkling coolness of umber soda from a heavy green bottle dripping with icy water droplets... Indulge in the pure, quenching freshness of your favorite summer refreshment. Imbued with subtle hints of caffeine, caramel, and coca this pause refreshes.

### 4. Grape

*The Grape Escape*

Crisp and slightly tangy, with a nuance of sweet purple wine, this flavor is like an amble through Tuscany for your senses. Revitalize with the round smooth flavor of a dew-fresh grape just plucked from the rambling vine – breath in and rejuvenate with nature's freshness.

### 5. Green Apple

*Pucker Up and Smile!*

Part Granny Smith, part Jolly Rancher, this flavor says wake up, smile, have fun! It's zippy and light and has just a tiny bit of apple sour pucker and shiver. C'mon, have fun with your flavor – juice it up with crispy, sweet and sour green apple!

6. Kiwi

*Kiwi have some more?*

This is definitely not a brown and fuzzy flavor... It's barely sweet, verily smooth, and terribly refreshing. Think Fiji, thatched roof resort, crystal clear silver blue water, sweet, warm salt breeze and tropical fruit trees just a reach away – ahhhhh, kiwi.

7. Strawberry

*Berry, berry satisfying*

Half big, juicy semi-sweet, and half tiny, flavor-packed sun-warmed wild, this red berry sensation hints at strawberry pie with whipped cream, made fresh and served on the farmhouse porch. Go ahead, take the break that feels like summer vacation!

8. Pineapple

*Oh Mai Tai get another?*

Waikiki beach, oversized beach towel, and your own personal beach bar waiter delivering your favorite beverage in a fresh, juicy-ripe native pineapple. Light and beachy, you can almost hear the hula music. Luau it up!

9. Watermelon

*Simply Quenchilicious*

Light, luscious, timeless – think summer! Backyard barbecues, patriotic parades, dancing with the fireflies in the town gazebo... It's the experience of summer with the friends you had back then -- get your summer on!

10. Iced Tea

*Stimulatingly soothing*

Have an iced tea moment: pick up your favorite book, go out to the garden, relax into the hammock strung between the flowering catalpa trees. Feel the coolness of the diamond-clear ice cubes and the perfect warm blend of rich black and uplifting green tea leaves – now that's refreshment.

11. Orange

### *Special Orangement*

Maybe nothing rhymes with it, but this flavor is poetically sweet, lyrically tart and literarily delicious. Its orangeinal blend of sweet naval and exotic Mandarin delivers a rush of orange crush that will put a sparkle in your eye, a bounce in your step... Orange you glad you tried it?

### 12. Peach

#### *Everything is peachy!*

Smooth and lush as peach fuzz, tastily luxurious as that first juicy bite, experience the sensations of a late summer picnic in an orchard of burgeoning peach trees... birds singing, bees humming, Vivaldi playing on your tablet speakers. Put a little peach within reach.

### 13. Pear

#### *Pearfictly delish...*

It's fair to say this pear is rare. Fresh, light and smooth as a French torte, with the slight bite of a peartini, this flavor satisfies the senses like a country fair in Alsace. Pair it up with a creamy hot or iced French Blend coffee for a rejuvenating mini break – Oui, c'est bon!

### 14. Dr. Pepper

#### *Be a peppa 2!*

Dark and mysterious, a little sweet, a little saucy with just a splash of raison-y carbonation, this pepper will pep you up and chill you out. Get the classic flavor that never gets old and always makes you stand out in the crowd. Pepper *your* R and R original!

### 15. Ecto Cooler

#### *Shoutin' Busteryummy!*

The pure taste of the color orange, this flavor will make your taste buds hit a high C. A little tange-yellow, a little lemon-green, a little orangy-well-orange... and who ya gonna' call? Part scientific musical pitch notation and part fruity bump in the dark, be the fun one on the ghost hunt.

### 16. Hawaiian Punch

#### *Kowabungahhhhhh!*

Red fruity deliciousness. This flavor will make your senses zipline through the rainforest on Maui, shoot the curl of the Banzai Pipeline surf of Oahu, and scuba turquoise waters of Kauai. Say aloha to this snappy medley of tropical flavors and punch up your life -- Aloha nui loa.

17. Lemonade

*Uncommonly Lemony*

When life hands you lemons, or it doesn't, you'll taste sunshine in the zestfully zingy sweet tartness of lemons squeezed fresh into pure mountain spring water and lightly kissed with fine white sugar. It's a lemon cooler and a cooler lemon. Put your shades on and pucker up.

18. Pistachio

*Seriously Sensetachio*

When you feel like a nut, this flavor isn't for you. This is a serious flavor. Seriously great that is. It's a little cashew, a little macadamia, a little almond and all pistachio. Mild, rich, unique and hot-desert-by-cool-cobalt-sea exotic – take your sensation seeking seriously.

19. Bubble Gum

*Sandra Deelightful*

Channel John Travolta, Olivia Newton-John and the cool hot-rod classics of Grease with this one. Less pink, juicy and sugary and more born to hand jive, this taste sensation is as too-cool-for-school as the fun house at the Rydell carnival. It will have you singing: you're the one that I want.

20. Gummy Bear

*Gimme that Gummi!*

Something for everyone in this flavor that swirls raspberry, orange, strawberry, pineapple, and lemon together for your fruity sweet tooth pleasure, or gives you the airier, after party experience of gummi vodka on the rocks. Get your gummy on – no chewing or swallowing required.

21. Butterscotch

*Amber Velvet*

Smooth as cream, rich as butter, sweetly seductive as brown sugar, this flavor is as satisfying as a toffee ice cream sundae without the calorie guilt. Perfect it with an

after-dinner cup of rich, dark espresso, a sparkling lemon seltzer on a hot afternoon, or a splash of amber scotch on the rocks. Topnotch!

22. Blue Berry

*Kiss of the Blues*

The midnight blue semi-sweetness of this slightly tangy indulgence will make you want to kick off your shoes, summon your rhythm, and jazz up your life slow dancing to some 12-bar southern comfort. Savor your bluesy side with a whisper of the berry and a song in your soul.

23. Menthol

*Mintastic!*

What's your mint mood? Winter, pepper, spearo...? With the softness of crème de menthe, this menthol is a little pink, a little white, a little green, and a lot of cooooooIIIII. Savor every mo-mint with a morning latte, chocolate mousse desert, or a bourbon rocks sipped under your funny vegetable hat at the Kentucky Derby.

24. Cotton Candy

*Back Seat Bingo Good!*

Light as air, soft as a cloud, sweet as... sweet as the best possible combination of all our fruit flavors with a kick of tutti-frutti-cherry-vanilla-pina-colada. Go ahead, put on a poodle skirt, bobby socks, saddle shoes and tease your hair high! Yeah, it's a queen thing, but we'll share daddy-o!

25. Strawberry Shortcake

*Desummerlightful!*

It's all that with a strawberry on the top. Long summer day by the pool, burgers and dogs on the grill, good friends, dance music, not a care in the world... Top that with some whipped cream and angel food cake – dreamy! Have your cake and eat it too!

26. Monster eJuice

*Monstrously Memorable*

Subtly sour, tartly sweet and just like the one in a can. Won't claw at your taste buds with too much heaviness or too little flavor. Get your monster on and excite the beast within you... or just relax with this easy, smoothness that packs a pleasant flavor claws sheathed punch.

27. Rootbeer

*It's A&W Good*

This one is pull your 1960's VW bug up to the drive-in and order a big, frosty mug good. Truly carhoppable, the rich and foamy goodness of the classic carbonated fare will wash over your tongue and put a smile on your lips. Just grin and rootbeer it.

28. Moo Juice (strawberries with milk)

*Got moo?*

If cows smoked eCigs, this would be their choice. A little bit milky smooth, but so wild strawberry fields forever sweet-tarty the flavor will tip you over and put you in a fantastic moooooood. It's utterly jump over the moon good.

29. Mountain Dew

*Dew it up right!*

Totally righteous taste, like totally good enough to be bad! If you're truly gnarly you already know what to expect. Tastes like nothing else! Whether you want to do some tubular like ice climbing dude or just chill out, dew it! Wah hoo!

30. Cappucino

*Espressively rich!*

Whether you like it dark brown, beige, black, light brown or white, this flavor is positively continental: è molto buono. Steamy hot milk-foam undertones will put you in the moooooood for love Italian style, and the rich espresso will sooth your soul. Try amore!

31. 555 eJuice

*Purely Puristic*

Are you more like Joe Camel or the Marlboro man? Maybe you're classic penguin Kool or Virginia Slims stylish. If you're reading this you are probably a tobacco purist and this is pure tobacco pleasure. We've rolled in the flavors from Kentucky to Turkey, and Virginia to Bulgaria. Enjoy!

32. Cookie Blaster

*No Dunking Required!*

So good a couple lifelong friends from Vermont who have an ice cream factory would rave about it. Get that cream in the center, chocolate cookie on the outside,

soda fountain shake experience anytime, anywhere. This one is pure decadence you'll never regret.

2. Simple phrases to describe our Provari unit. Look at attachment on how we want our package to look like. Needs to be really catchy.

- As Intercontinentally stylish as 007
- Chrome hood ornament sleek
- Sophisticated as a breakfast at Tiffany's
- Milan runway urbane
- Metro chic
- Cosmopolitan lines and design
- More cultured than a Mikimoto black pearl
- Air Debonair
- Poised . Peerless . Posh . Period
- Divinely refined design
- Be Provari Suave
- Ergonomically Flawless
- Starts the kinds of conversations you want to finish.

3. Marketing card inside the Provari package (such as "congrats on converting to the highest quality electronic cigarette in the market, also living a healthier lifestyle, a smoke free, ash free life" this is where you could write about our product and the advantages of it, also mention about health, maybe even put in a healthy living quote? give me your opinion on this.)

You make a lot of decisions every day. Today, you made a matchless one! You have given yourself the gift of smoking enjoyment, and discarded health risks, smelly clothes, hair and breath, ashy messes and fire hazards. Today, in choosing the Provari eCigarette, you kept everything you love about smoking – flavor, invigoration, relaxation – and added a range of taste sensations that will rock your world. Congratulations! Enjoy your life and flaunt your style in good health!

4. Multiple Juice Box (the 1st image. you could write something regarding having more flavors to choose from. perfect for sending gifts, etc.)

THE FLAVOR  
BLAST PACK

This box is bursting with taste!

Gift yourself with variety.

Share your taste, gift a Blast Pack.

NOTE: I suggest you run the names of the flavors and their taglines around the box in small print so it looks like a design element but when you look up close its says:

Banana Nut Bread ~ *Nutropically Mellowucious* . Caramel Apple ~ *Zingfully Caramelicious* . Cola ~ *Cool Colaafreshment* . Grape ~ *The Grape Escape* . Green Apple ~ *Pucker Up and Smile!* . Kiwi ~ *Kiwi have some more?* . Strawberry ~ *Berry, berry satisfying* . Pineapple ~ *Oh Mai Tai get another?.... etc., etc.*