



RETAILER ONE-PAGER

PRICED PREMIUM. INTRODUCED GENEROUSLY.

\$5.49 is the architecture. 2 for \$10 is the invitation. Both are on purpose.



GO · Energy + Focus

2/\$10

LAUNCH SPECIAL



RESET · Daily Reset

THE THREE NUMBERS

01 - PREMIUM / FULL PRICE

\$5.49

PER 4 FL OZ SHOT

The real architecture. Functional-shot set pricing that protects margin, retailer ring and brand equity.

02 - LAUNCH SPECIAL

2 FOR \$10

1 GO + 1 RESET

One decision, both states. The pair is the pitch: trial energy and reset in the same basket.

03 - EFFECTIVE TRIAL PRICE

\$5.00

EACH · SAVE \$1.00 ON TWO

The number the shopper feels. Temporary by design: a doorway to the \$5.49 shelf, never a replacement.

THE IMPORTANT DISTINCTION

\$5.00 IS A TRIAL PRICE, NOT A RETAIL PRICE. \$5.49 IS THE ARCHITECTURE — EVERY MECHANIC BELOW IS A LIMITED-TIME DOOR INTO IT.



WE DISCOUNT THE MOMENT, NEVER THE BRAND.

\$5.49 stays the everyday shelf price. Trial is bought with time-boxed mechanics that can be switched off without repricing a single case.

SIX MECHANICS

2 FOR \$10

Hero multi-buy. Drives units per transaction, not price erosion. Shelf tag + CDU wobblers.

BUY 2, SAVE \$1

Same math, savings language. For shelf talkers and register toppers.

LAUNCH WEEK

Time-boxed 7-day window with a clean end date. Creates urgency, protects MSRP.

GAS-STATION INTRO

C-store-specific promo at the cold vault and the 2-tier counter CDU.

SAMPLING

Chilled 1 oz pours at the register. Taste beats every discount.

DIGITAL COUPONS

Targeted, trackable, switch off instantly without touching shelf price.

PACK LADDER — DIRECT & PROMO

FORMAT	COMPARE	PRICE	PER SHOT	NOTE
SINGLE BOTTLE	MSRP	\$5.49	\$5.49	Everyday shelf price — the architecture
2-PACK (1GO + 1RESET)	\$10.98	\$10.00	\$5.00	Launch special · save \$0.98
4-PACK (2 GO + 2 RESET)	\$21.96	\$19.99	\$5.00	Save \$1.97
12-PACK VARIETY (6 + 6)	\$65.88	\$59.99	\$5.00	Save \$5.89 · best value



AURA PURE GO

4 fl oz energy + focus shot. 140mg natural caffeine, B-vitamins, taurine. No crash, no jitters.



AURA PURE RESET

4 fl oz daily reset shot. Botanicals, ginger and electrolytes for mood, digestion and balance.

LIVE YOUR AURA

Produced by AMX Labs, Dallas TX for www.aurapurefoods.com — FDA-registered, cGMP & SQF certified. Made in USA.