PICTURE CARD / PRODUCT DIRECTION

Morning Fizz.

Lemon + honey + ginger / cayenne + sea salt



GENERATED PACKAGING CONCEPT - NOT A MANUFACTURED PRODUCT OR APPROVED LABEL

20 TABLETS / TARGET RETAIL $19.99

Just under $1 per tablet, before tax or customer shipping. Price target, not a launch offer.

THE REVISED INGREDIENT DIRECTION

Dry lemon, dry honey powder with its carrier declared, ginger, mild cayenne and sea salt. Monk fruit may supplement sweetness. Citric acid and bicarbonate create the fizz; validated processing aids may be needed. No intentionally added potassium, magnesium, bee pollen, caffeine, creatine or protein.

DESIGNED USE / WHAT IS STILL OPEN

Proposed use: dissolve one tablet completely in an open 350-500 mL glass of water. Final tablet size, ingredient amounts, calories, total sodium, allergen profile, directions and shelf life need manufacturer validation. The quote requested a total-sodium target of no more than 140 mg per serving if feasible, counting both sea salt and bicarbonate.

POSITION IT HONESTLY

A convenient flavored morning drink, not a breakfast replacement, detox, fat burner or all-day electrolyte guarantee. This card is a product brief, not a press-ready home formula or authorization to sell.

Build it to last.

A manufacturer develops the formula. A press makes the tablet.

THE FLAVOR SYSTEM

Honey provides flavor and carbohydrate; powdered honey may contain carriers that must be declared and counted. Crystallized honey still contains moisture, so it is not automatically suitable for a dry effervescent tablet. Lemon and ginger add flavor; cayenne adds controlled heat. Sea salt is included, but bicarbonate also contributes sodium.

THE FIZZ MATH - NOT A FINISHED FORMULA

The theoretical full-neutralization ratio is about 1 g anhydrous citric acid to 1.31 g sodium bicarbonate. That bicarbonate contributes about 359 mg sodium; 1 g bicarbonate alone contains about 274 mg sodium. These are chemistry calculations, not a press recipe. The manufacturer must balance actual acids, total sodium, taste, fizz, drink pH and tablet size.

PROCESS / USUALLY NO FREEZE-DRYER

Qualify ingredients and suppliers, control moisture, sieve and blend, evaluate direct compression or a validated granulation process, then compress and promptly package. The press does not establish blend uniformity, flow, sticking, tablet strength or dissolution. A freeze-dryer is not normally needed and does not protect tablets from later humidity.

TEST AND PACK THE ACTUAL PRODUCT

Set specifications for identity, relevant contaminants, microbiology, uniformity, tablet weight, hardness/friability, dissolution, drink pH and any nutrient content. Support shelf life in the actual package. Evaluate foil blisters/sachets or a moisture-barrier tube with desiccant closure; the printed outer carton alone is insufficient.

U.S. LAUNCH RESPONSIBILITIES

Decide conventional food versus dietary supplement before finalizing claims and the label. Applicable supplement cGMP requirements are in 21 CFR Part 111. Obtain qualified label review, lot traceability, batch-release criteria, complaint/adverse-event handling and a recall plan. Importing from China adds supplier-verification and entry responsibilities; shipping terms do not erase them.

FDA manufacturing guidance

FDA import basics

Two routes. Real inquiries.

RFQs sent November 5, 2026 / pricing and acceptance are pending.

01 / PALMYRA NUTRA - UNITED STATES

Contacted: info@palmyranutra.com. San Diego-based supplier advertising U.S. effervescent manufacturing. Published starting MOQ: 30,000 tablets. Request sent for 30,000 / 60,000 / 120,000 tablets, equivalent to 1,500 / 3,000 / 6,000 twenty-count tubes. Asked them to confirm actual production/packaging locations and whether packaging changes the minimum.

Palmyra effervescent manufacturing page >

Email Palmyra >

02 / BIOCARO PHARMACEUTICAL - CHINA

Contacted: nicole@biocarohealth.cn. Requested the lowest feasible custom MOQ, a possible 30,000-tablet pilot, and pricing at 100,000 / 200,000 tablets. Their OEM page gives conflicting minimums: 10,000 tubes in the introduction versus 100,000 tablets custom / 50,000 stock in its FAQ. The exact order minimum must be confirmed in writing; do not treat either number as a quote.

Biocaro effervescent manufacturing page >

Biocaro contact / company email source >

Email Biocaro >

WHAT BOTH RECEIVED

The revised lemon-honey-ginger, mild-cayenne and sea-salt brief; no intentionally added potassium or magnesium; 20-count protected tube plus printed carton; existing base versus custom development. Requested R&D, sample, setup, tablet, packaging, testing, stability and freight costs separately, plus lead times, payment terms, formula ownership and current quality documentation.

COMPARE THE SAME DELIVERED SCOPE

China inquiry additionally requests EXW/FOB and delivered pricing, exclusions for tariffs/duties and brokerage, importer-of-record responsibility and U.S. import support. Compare per sellable twenty-count pack after equivalent packaging and testing. No paid development or production has been authorized. No manufacturer response or price was present in the two threads reviewed for this update.

Can it retail below $1?

Plausible for this format. Not yet confirmed for Morning Fizz.

A USEFUL MARKET BENCHMARK

Nuun lists a single 10-tablet Sport tube at $7.49, about $0.75 per tablet, before shipping/tax. The selected orange variant was shown out of stock when checked November 5, 2026. This demonstrates a retail price point, not our cost or demand; its formula and production scale differ.

Nuun official product and price >

PLANNING TARGETS / 20-TABLET TUBE + CARTON

Measure	Target / illustration
Regular retail	$19.99 / tube = $0.9995 / tablet
Possible introductory retail	$14.99 / tube = $0.7495 / tablet
Desired landed product cost	$4-$6 / tube = $0.20-$0.30 / tablet
Product gross margin at $19.99	About 70%-80%, before selling expenses
Illustrative wholesale at $10	40%-60% product margin at $4-$6 cost

COST TARGET IS NOT A SUPPLIER ESTIMATE

The $4-$6 landed-pack target includes tablets, protected tube, label/carton, allocated batch testing, inbound freight, applicable duties/brokerage and expected waste. R&D, initial setup and launch spend should be budgeted separately and also allocated when judging full-project returns. At 1,500 tubes, this target implies $6,000-$9,000 of landed inventory before those startup costs; no supplier has agreed to it.

GROSS MARGIN IS NOT TAKE-HOME PROFIT

Illustration only: $19.99 retail less $6 product cost, $0.90 payment fees, $5 pick/pack/postage and $4 customer acquisition leaves $4.09 before overhead, startup costs, returns and tax. Those expense amounts are assumptions. Bundles or customer-paid shipping may help; marketplace and retailer economics must be modeled separately.

THE DECISION RULE

Keep the ingredient system simple and compare the smallest U.S. run with China's full landed commitment. If the actual quote exceeds the cost target, revise the pack, formula, quantity or price. A sub-$1 retail goal is credible; a profitable launch and a specific margin are not yet established.