

Round 1 Submission – Tejaswi Nukavarapu

Product Description 1: MindBloom NeuroNest - Sensory Grounding Kit

NeuroNest is a small but powerful sensory grounding kit designed to help you reconnect with the present moment. It includes five thoughtfully selected tools: a calming scent vial, a textured grounding stone, a set of gentle affirmation cards, a mini breathing guide, and a soft-focus visual card. These elements work together to ease anxiety, reduce stress, and bring your mind back to a safe, centered space.

Inspired by therapeutic techniques like cognitive behavioral therapy and sensory regulation, NeuroNest is perfect for students, professionals, and anyone needing quick relief from mental overwhelm. Its compact size makes it easy to carry in a bag or pocket, allowing you to find calm wherever you are. Whether you're feeling anxious during a class presentation or overwhelmed at work, NeuroNest offers a discreet, accessible way to self-soothe.

When your thoughts feel loud, open your Nest and find your center.

Product Description 2: MindBloom LumaPatch - Mood-Boosting Wearable

LumaPatch is a gentle, skin-safe patch designed to support your mood through the day. Infused with uplifting essential oils like citrus, bergamot, and ylang-ylang, it releases a subtle scent combined with a low-level warmth that creates a comforting effect on your body and mind.

It's perfect for moments when you feel low energy, unmotivated, or emotionally drained. Whether you're heading into a stressful meeting or just need a mood lift at home, LumaPatch is there without drawing attention. The warmth feels soothing, like a gentle touch, while the fragrance helps clear mental fog and uplift your spirit.

Easy to wear under clothing and made from biodegradable, hypoallergenic materials, LumaPatch supports emotional wellbeing naturally. No noise, no pills, just a quiet tool to help you feel a little better.

Sometimes, the smallest things can bring the biggest sense of relief.

Tone Rewriting (Three Versions of One Paragraph)

Original:

LumaPatch is a wearable patch infused with mood-enhancing essential oils and warmth to help users feel emotionally supported and calm throughout the day.

Formal:

LumaPatch is a discreet wearable solution that combines aromatic essential oils with therapeutic warmth to promote emotional stability and a sense of calm throughout the day.

Witty:

It's like emotional support you can wear. LumaPatch lifts your mood with soft heat and calming scents, no pep talk needed.

Gen Z:

Feeling off? Stick on a LumaPatch. Smells great, feels better, and helps you chill without anyone knowing.

Tone Strategy Note

The formal version is intended for an audience that values clarity, professionalism, and scientific tone. The witty one adds humor and relatability for casual readers. The Gen Z version uses simple, direct language and cultural phrasing to connect with younger users who prefer authenticity and informal vibes.