

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Selling a natural skin cream

**Business Objective:** Get customers who just tried our cream as a free sample to buy and become long term customers.

**Funnel:** Sales page

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

**a. People with skin irritations :**

- i. Itchy skin :*
- ii. Inflamed skin :*
- iii. Dry skin :*

**b. People with weak hair :**

- i. Men with a receding hairline*
- ii. Women who want stronger and thicker hair*
- iii. Women who want stronger and thicker eyelashes*
- iv. Men with weak beards*

**c. People with joint problems**

- i. Older people with arthritis and other joint problems*
- ii. Young people with an athlete's injury (muscle and joint pain)*

## 2. Where are they now?

- a. Used our free sample cream and scanned the QR code on the back
- b. Maybe curious about the brand and ingredients
- c. Maybe saw some benefits but aren't sure if they really need it because they only used it for about 2 weeks.
- d. Passively are worried about their skin, hair and injuries.
- e. They tried so many solutions but nothing worked

f. **Market awareness :**

- i. Level 3 solution aware : Call out the known solution then offer the product as the best form of solution
  - 1. Say things like : You've heard the word "natural" too many times and they made it lose its meaning. They think they can put one natural ingredient, put 50 synthetic chemicals and call it "natural". Our cream is actually natural because it's only 4 plant based ingredients grown in our garden. It doesn't have toxic chemicals for the skin to make it smell heavenly, or preservatives, instead our cream smells like nature and it actually heals and helps like mother-nature.

g. **Market sophistication :**

- i. Level 4-5 :
  - 1. talk about how our natural cream is better than others big pharma
  - 2. Identity play : Addition to our service, many benefits, all natural ingredients made at home and not your typical laboratory 100 chemicals that you can't name and that are bad for the planets and animals. 1 natural ancient remedy, us (locals) vs them (evil big pharma), made locally and plants grown in our garden. Link the cream to a change in lifestyle, a shift from an unhealthy life to a natural life. It's a process, small results might appear after 2 weeks, but actually being consistent, healthy in general and using that cream will actually solve your health problems.
  - 3. Experience : Fast delivery of 1-2 days, Not expensive,

h. **Current state :**

- i. People with skin irritations
  - 1. Uncomfortable in their skin, low self esteem and confidence
  - 2. "Dry and sensitive skin and allergic to most creams with perfumes"
  - 3. "Cracking skin knuckles because of the cold weather"
  - 4. "Nagging wrist injury that wasn't going away"
  - 5. "muscle or joint pains"
  - 6. "Douleur au niveau de la nuque ou du dos dues aux heures de bureau"
  - 7. "Hands that always suffer dry skin"
  - 8. Acne breaking out all over her cheeks



9. her skin has been one of her biggest insecurities literally for 5 years
10. Angry of that b\*\*ch Elizabeth that's becoming more attractive than her and stealing her husband's attention.
11. Their skin is messing with their self-confidence and they don't feel comfortable in their own skin
12. Having to wear foundation and makeup to hide and cover up their bad skin and Can't go anywhere without makeup
13. She doesn't feel herself and it makes her uncomfortable with her body
14. It was the biggest insecurity. It made me so insecure, I wouldn't wanna go out or see people. Even putting makeup made it worse because I would try to cover it up and it just didn't look good
15. my skin was the worst it has ever been in two years
16. That one day I remember going to the beach and when I came back to my car. I was like my skin is so bad, I remember taking photos and just being like I'm so uncomfortable without makeup on, I'm so uncomfortable in my skin.
17. i've always been the person with the most acne out of everyone i know, it ruins my self esteem so much
18. I'm just starting to have skin issues now out of nowhere and it's so frustrating when things don't work to make it better! It definitely takes a hit on your self confidence!
19. Makes me feel so uncomfortable in my skin and all of my friends have perfectly clear skin
20. If my skin is bad then obviously something in my body isn't healthy and that really scared me.
21. Really unhappy with how my skin is looking
22. I got normal puberty pimples at 14, but then I started to get really bad pimples and breakouts all around my cheeks and I was always so self conscious about it
23. I tried so many solutions but it never really worked. My skin always stayed the same
24. There are times where my skin would get really good but then it would breakout again
25. It gets me down a lot and I've had so many breakouts about it. Because I was trying really hard to clear my skin and nothing was working and was so self-conscious about it.
26. My skin is getting really really bad and dermatologist kept telling me that they don't know why my skin is not improving
27. I'm so over it ! I'm 20 and I've been having skin problems for 3 years now. I might consider getting on pills even though it has negative side effects because this is the last option. I'm gonna book a doctor's appointment

28. I just don't feel like I'm myself in my body
29. I want clear skin so badly !
30. My skin broke out really badly, specifically on the forehead area. It was extremely depressing and pulled my self esteem way down
31. my skin is a mess and my back is breaking out too
32. I'm so desperate, my self esteem is to the floor
33. My skin is so hot. The dermatologist touched my skin and said :  
Omg, you're burning and that's exactly how I felt
34. I also prescribed topical skincare and different drugs and high end products. Cleanser, moisturizer, spot treatments, face masks. Some products and it would work for a while but then stop working. What the heck do I do !
35. It has gotten to a point where my skin is breaking out more than it had before
36. I feel like I tried everything. I tried cutting so many things out of my diet, I tried adding things into my diet, I tried all these supplements, I tried going on pills,
37. I spent 1000\$\$ going to naturopaths, dieticians, nutritionists, doctors and every single time I would het my hopes up that finally my skin would clean and I found my solution. And every single time I would feel so let down because nothing seemed to work
38. before when i had clear skin i didn't really cared about my skin however now with all the pimples and acne i just wanna go back to my normal skin
39. I'm focusing on clearing my skin naturally by myself because I've asked everyone. But everyone are confused and no one really knows why my skin is breaking out. Everyone gives me half answers and I'm so confused on what to do !
40. She doesn't have time to see a dermatologist so ordering the products online and have it shipped to her door is really convenient
41. My skin breaking out so much made me feel I wasn't healthy even though I tried everything to make it healthy
42. They don't want to go on the pills because they've heard so many bad stories and they know how much it disrupts their hormones.
43. Even though the pills are finally going to give me clear skin, I knew all along in the back of my mind that these pills aren't getting to the root cause of my problems with my skin, it was literally just covering it up. But I'm so self-conscious, I'm so over and insecure of my skin that at this point I'll try anything
44. I tried going on pills, it did help my skin but I had headache, bloating, very bad nausea, I always felt so sick, my boobs were always tender. I hope this is only temporarily until my body adjusts to it

45. Do you want to go to a dermatologist who only cares about his money and not your skin ?
46. My acne was so severe over my face, back and shoulders, and even though going on the pill did help to clear it, the pill made me feel so out of touch with my body.
47. I tried different kinds of things but nothing worked, it only got worse over time
48. I noticed the chemicals it takes to make makeup and it can be harsh for sensitive skin like mine
49. I tried so many different products, it would work for a while and my acne would just come back like usual.
50. see dermatologist twice a week, but still struggle with terrible breakouts!

ii. People with hairloss weak hair

1.

**i. Dream state :**

i. People with skin irritations

1. "I feel so comfortable in my skin, my self-esteem and confidence are at an all-time high."
2. "My skin is smooth and resilient, and I can use creams with fragrances without any issues."
3. "My knuckles are soft and hydrated, even in the coldest weather."
4. "My wrist feels strong and pain-free, the injury has completely healed."
5. "My muscles and joints feel great, no more pain holding me back."
6. "Aucune douleur au niveau de la nuque ou du dos malgré les heures de bureau."
7. "My hands are always soft and hydrated."
8. "My cheeks are clear and free from acne."
9. "My skin has become one of my greatest sources of confidence for the last 5 years."
10. "I'm so confident in my skin, and my husband is more attracted to me than ever."
11. "My skin gives me so much confidence, I feel comfortable and happy in my own skin."
12. "I love that I can go out without wearing makeup because my skin is so clear and healthy."
13. "I feel like myself again, totally comfortable with my body."
14. "My skin is one of my greatest assets, and I love showing it off. I don't need makeup anymore."
15. "My skin is the best it's been in years, and I feel so confident going out and seeing people."
16. "My skin was perfect at the beach, I felt so confident without makeup on."

17. "I've been the person with the clearest skin, and it boosts my self-esteem."
18. "My skin issues are gone, and it's so satisfying to see the improvement—it has boosted my confidence immensely!"
19. "At 26, my skin is clear and glowing, making me feel confident every day."
20. "At 21, I've had clear skin since puberty, and it's been a huge boost to my self-esteem."
21. "I love how clear and healthy my skin is, and it makes me feel great among my friends."
22. "My skin is healthy and glowing, which reassures me that my body is in great shape."
23. "I'm thrilled with how my skin looks, it makes me so happy."
24. "My skin is clear and beautiful, and it has done wonders for my self-esteem."
25. "My skin is flawless, and I'm always confident in how I look."
26. "I found the perfect solution that worked for my skin, and now it's clear and beautiful."
27. "My skin has been consistently clear, and I love how it looks."
28. "I'm so happy with my skin, and I no longer have breakouts. It's been a huge relief."
29. "My skin is flawless now, and the dermatologists are amazed at how well it's improved."
30. "I'm so grateful my skin is clear, and I didn't have to resort to pills."
31. "My skin is clear and healthy, and I didn't have to disrupt my hormones to achieve it."
32. "I'm confident and happy in my body, my skin is clear, and I'm at peace with myself."
33. "I finally have the clear skin I've always wanted!"
34. "My skin is clear and smooth, and my self-esteem is sky-high."
35. "My skin is flawless, and my back is clear too."
36. "I'm so confident, my self-esteem is through the roof."
37. "My skin feels cool and calm, and the dermatologist was impressed with how healthy it is."
38. "I found the perfect skincare routine that works consistently, and my skin looks amazing!"
39. "My skin has improved so much, and it's better than it's ever been."
40. "I found the right product that keeps my skin clear and glowing."
41. "I'm so glad I didn't have to take pills, and my skin looks amazing."
42. "I found the root cause of my skin problems, and now my skin is naturally clear and healthy."
43. "I tried a natural approach, and my skin is now clear and glowing without any side effects."

44. "My skin is clear and glowing, and I feel completely in touch with my body."

45. "My skin is better than ever, and it keeps improving."

46. "I use gentle, natural products that are perfect for my sensitive skin."

47. "I found the perfect products, and my skin has stayed clear and healthy."

48. "My skin is flawless, and I no longer need to see a dermatologist."

**j. What are they currently doing to solve these problems :**

- i. Went to a naturopaths, dieticians, nutritionists, doctors
- ii. Went to a dermatologist
- iii. Tried prescribed chemicals.
- iv. Tried taking hormone disrupting pills.
- v. Tried fixing their diet by adding foods, cutting foods.
- vi. Tried changing their lifestyle by working out and reducing stress
- vii. Tried many different products it would work for a while and stop working.
- viii. Try to hide everything with foundation and makeup but it would look worse.
- ix. Tried to heal it naturally
- x. prescribed topical skincare and different drugs and high end products.  
Cleanser, moisturizer, spot treatments, face masks.

**k. Current levels of desires and pains :**

- i. Level : 5
  1. people are always worried about their body health, especially their skin since it is exposed to everyone

**l. Current belief in idea/mechanism :**

- i. Level : 1-2
  1. Never heard of our ingredients

**m. Current trust/liking of company :**

- i. Level 3 :
  1. they got their cream from a friend/family for free

### 3.What do I want them to do?

- a. They land in the page
- b. Make them take a quiz to gather customer's information : Ask for gender, age and problem, in exchange for free delivery gift.
- c. Read the sales page
  - i. **Their pain/desire is already high :**
    1. 5→6, Pain/desire is already mostly high, maybe lower the cost, increase urgency
  - ii. **Increase the belief in the idea/mechanism**

1. 1→6 The most important. They used the cream and may have seen some small results, but they don't know if it's actually the cream that helped them.
- iii. **Increase trust/liking and credibility**
  1. 3→6 Still needs to be cranked up. they got their cream from a friend/family for free and It's a local shop, not some pharmaceutical company
- d. Once we increased belief in the idea/mechanism and trust/liking of the company, they understand the situation and how our product will help them, give them the CTA
- e. Show them it's safe payment and deliver the product

## 4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

Here is what I need to do :

- a. **Their pain/desire is already high**
  - i. Maybe lower the cost. Maybe increase some pain by scaring them that their health is urgent.
- b. **Increase the belief in the idea/mechanism**
  - i. First make them scientifically understand the cause of their problems. This will gain trust/credibility, this will encourage them to keep reading because they are getting value.
  - ii. Then show them the solution and how our product is the best way to take advantage of that solution. Important.
  - iii. Talk about how it is an ancient remedy that stood the test of time.
  - iv. Show before and after
  - v. customer testimonial
  - vi. Handle objections.
  - vii. Put a section with each ingredients. When they click on it, a little paragraph opens with the benefits
- c. **Increase trust/liking and credibility**
  - i. They may need proof that it's garden-grown and see videos of production.
  - ii. Talk to them in a way that shows you not only care about them buying, but actually you want to inform them about their problems and be 100% honest that it won't 100% solve their problems, but being generally healthy and using that cream will be enough to come back to their dream state.

- iii. Us (good people who want to help society) vs them (evil big pharma who only cares about their profits and make you buy more and more of their products)
- iv. Combining plants to work in synergy

**d. Handle objections :**

- i. Is this good for my skin type : oily/dry
- ii. What about sensitive skin ?  
I am allergic to pollen, will this cream irritate my skin
- iii. How many products do we have ?

Here is the structure I will use for my sales page in order to get them where I want them to go :

**e. Top player analysis**

- i. **Show general vybe with a captivating video,**
- ii. Keep their attention using : See video in desktop
  - 1. Movement
  - 2. natural beauty
  - 3. beautiful Landscape
  - 4. Fast then slow motion
  - 5. Comforting color : Green, oily, Splash,
- iii. **present why our particular cream/mechanism is the best for getting what they want**
  - 1. Resonate with their current state
  - 2. Level 3 solution aware : Call out the known solution then offer the product as the best form of solution
  - 3. We are the best natural cream that has ever existed : try to convince the reader that their solution is the best form of solution (level 3 awareness)
  - 4. Identity play : Our Balms are 100% vegan, natural, organic, cruelty free and eco friendly skin loving natural Balms. Suitable for all skin types including sensitive skin. Made with the finest natural ingredients and rich botanical extracts. Lovingly handmade in small batches in Sussex.
  - 5. Experience : Incorporating sustainably harvested and sourced botanicals, we unite ancestral traditions with modern beauty rituals, empowering people to connect to themselves and the natural world.
  - 6. Face & body plant-rich essentials for nourishment like never before
  - 7. Plant based radiance : Feed your skin with potent plant nutrition for an effortlessly dewy glow
  - 8. Synergy Restores skin's luminosity
  - 9. Radiant. Glowing. Thriving :

10. Restore the natural luminosity of your skin with plant-powered formulas that nourish. Antioxidant-rich cica, hydrating squalane, and soothing calendula help your skin thrive. Feed your skin well and reveal its radiant, resilient nature.
11. Dry, lifeless skin ?
12. Clear skin, simplified : Natural skincare for breakout prone skin
13. Smooth, plump and bouncy skin
14. Recover, revitalize, reset
15. Get your glow : With radiance boosting skincare, formulated to limit irritation
16. Healthy skin, healthy habits

**iv. Synergy is effective because... Talk about why it resonates with their world view**

1. Traditional health practices Stood the test of time, ancient natural remedy,
2. Unlike their 1000 solutions they tried
3. talk about what the avatar cares about
4. Show how this product resonates with their world view, this is for people like me "RELEVANCE"
5. Experience and identity : Holistic health, ayurvedic 5000 years, balance, how these ingredients were used in ancient remedies,
6. All holistic health have been built upon the concept of maintaining equilibrium in the body. Such balance leads to a longer and healthier life.
7. Naturopathy traditions, Nettle is considered the pinnacle of health substances

**v. Explain mechanism**

1. What is Synergy, experience and identity play,

**vi. connect to superpower outcomes : This is where we increase pain/desire**

1. Shotgun approach, understand your avatar and hit all his pain and desires in benefits.
2. Hit major benefits that connect with avatars top health desires (sub-desires around vitality)
3. Here are 4 powerful ways Synergy can serve the human body
  - a. In Big : Stops skin irritations
  - b. In small : Explain How

**vii. benefits dump : Bonus, benefits hitting trendy topics (blood sugar and weight management, immune system and hormone levels, )**

**viii. Historical fun obsessive facts about...Stay unique, get stuck in their brain**

**ix. Click on product page :**

Customers went from level 3 awareness to level 4. Now they know about the product and they believe in the mechanism thanks to our sales page.

Best moves : Buy now, urgency, scarcity, social proof, crank pain/desire/need

1. Keep attention using same captivating video
2. Experience play : Pure, potent, proven
3. Scroll to product image
  - a. High contrast
  - b. Visual screams nature, wood texture, flowery lines,
  - c. Two color theme : Natural theme
4. Title/price header
  - a. Simple, here is the product you want
  - b. Classic discount play in pricing
5. Description :
  - a. Title : fun little phrase about benefits
  - b. Cranking the quality : Our quality is super good because of lab, science geek stuff. So pure and quality, blah, blah
  - c. Our quality product will ensure you get the Main benefits...
  - d. Crank social proof : Join 1000 of satisfied customers who got their desires
  - e. Basic info about ingredient, %, etc, mL
6. Purchase options :
  - a. Subscription : Price comparison lower to make it seem like the right move ; Subscribe for free delivery on all purchase + 12% discount. This is where the money is
  - b. One time purchase : full price
7. Banner with key objection handling markers
  - a. Identify major objections, fears and handle them here  
Gluten free, soy free, vegan, made in Canada, cruelty free, keto friendly,
8. Buffet of benefits :
  - a. Allow reader reader to select the desire that drives them most and connect is to the product.
  - b. Whenever a product has many benefits, you want to find their desire, figure out what they care about and connect it with quiz, select desire
9. How to use section
  - a. Future pace : They imagine themselves using the product
  - b. Show how the experience is really easy : Lower cost through effort and sacrifice
    - i. Each step connects connect everything back to the benefit
10. Celebrity/authority endorsements :  
The Nettle revolution
  - a. 3 different authorities :
    - i. Headshots : BEautiful and credible people

- ii. Authority markers :
  - iii. Testimonials : They talk about their experience with the ingredients.
  - iv. Links to their social media to verify
- 11. Reviews
  - a. 6 top reviews all 5 stars
  - b. Verified buyers and real people, name and locations
  - c. Very human review
- 12. FAQs :
  - a. SOLve any last objections
- 13. Simple checkout page

## First draft :

Captivating nature video with this text overlay :

- When ancient knowledge and modern science unite, synergy is born.
- Experience the difference that a truly natural product can make

Just below, put these 5 icons in a banner-like structure : Increases identity

**Layout:** Arrange the icons in a clean, visually appealing row or grid format. Each icon should have a simple, recognizable image paired with a brief, bold statement underneath.

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  - i. **present why our particular cream/mechanism is the best for getting what they want.**

**Title 1: How ancient remedies will heal your body the way you've always wanted to**

**Title 2: Discover How Ancient Remedies Can Restore Your Health**

**Title 3: The Anti-Chemical Approach to Health: Embrace Ancient Remedies**

Whether it's your irritated skin, thinning hair or that joint pain that just won't go away, the frustration and discomfort you feel are daily reminders that your body isn't healing the way it should.

Your body is screaming for help and the best you do is trust these multi-billion dollar corporations, buy their "natural" products filled with synthetic chemicals just to end up more disappointed than before.

It's time to give your body the relief it deserves.

We've carefully selected four of the most powerful plant-based ingredients—Nettle, Olive Oil, Pollen, and Beeswax—each valued by the world's greatest civilizations for their incredible healing properties.

We've combined these ingredients to create a perfect synergy that restores your body's natural balance, helping it heal your skin, hair, and joints from within.

But how exactly do these 4 ingredients work? Continue reading, and you'll discover their remarkable benefits to help you achieve the health and beauty you've always dreamed of (make it more vivid and imaginable)

## **ii. Talk about why is resonates with their world view**

Synergy isn't just a cream; it's a movement against the modern health system that keeps selling "natural" products containing 1 natural ingredient and 100 synthetic chemicals you can't pronounce. Our cream is crafted with only four natural, plant-based ingredients, grown in our own garden.

By choosing Synergy, you're embracing a lifestyle shift—moving away from the toxic and unhealthy habits of modern life and reconnecting with nature to heal your body the way it was meant to be healed. Our cream isn't about quick fixes or just hiding the symptoms; it's about lasting change by addressing the root cause. True healing comes with consistency, health, and a commitment to living naturally.

## **x. Explain mechanism**

1. What is Synergy, experience and identity play, increase belief in mechanism

Unlike other products that merely mask the symptoms, Synergy is designed to target the underlying issues, working in harmony with your skin's natural processes to restore balance and prevent irritation at its root.

First, to understand how our 4 plant based ingredients help you heal, you need to understand the root cause of your problems :

Put 3 sections that you can read by clicking on them.

## Understanding the Root Cause of Your Problems

### Irritated Skin:

- **Damaged Barrier:** Your skin's natural defense is weakened by exposure to harsh chemicals and pollutants.
- **Chronic Inflammation:** Stress and environmental factors trigger ongoing inflammation.
  - **Consequences:** Dryness, itching, redness, and persistent irritation that disrupts your comfort daily. Worse, your skin's ability to heal itself becomes compromised, prolonging the discomfort and damage.

### Weak Hair:

- **Nutrient Deficiency:** Lack of essential nutrients weakens hair follicles, leading to thinning and brittleness.
- **Inflamed Scalp:** Inflammation damages hair follicles.
  - **Consequences:** Thinning, brittleness, and balding, causing visible hair loss and a decline in confidence.

### Joint Pains and Persistent Injuries:

- **Chronic Inflammation:** Inflammation in the joints leads to stiffness, swelling, and persistent pain.
- **Impaired Healing:** The body's reduced ability to repair and regenerate tissue.
  - **Consequences:** Limited mobility, ongoing discomfort, and an increased risk of injuries that stop healing altogether, making recovery a distant goal.

## How Our Ingredients Solve Your Problems

**Nettle:** Nettle is a powerhouse herb that has been used for centuries in traditional medicine for its healing properties. Rich in vitamins A, C, K, and B, as well as minerals like iron, magnesium, and calcium, nettle is a natural anti-inflammatory agent. It works by reducing the inflammation that leads to irritated skin, weak hair, and joint pain.

- **For Skin:** Nettle's anti-inflammatory properties help calm irritated skin by reducing redness and swelling. It also contains natural antioxidants that protect the skin from damage caused by free radicals, which can worsen skin conditions and slow down the healing process. Additionally, nettle supports collagen production, which helps in repairing the skin's barrier, restoring its ability to heal and protect itself.
- **For Hair:** Nettle is known to improve scalp health by reducing inflammation and stimulating blood circulation, which encourages hair growth and strengthens hair follicles. The high silica and sulfur content in nettle makes hair shinier and stronger, reducing the chances of breakage and hair loss. Nettle's ability to balance oil production also prevents dandruff and an oily scalp, further supporting healthy hair growth.
- **For Joints:** Nettle's anti-inflammatory and analgesic properties help alleviate joint pain and stiffness. By reducing inflammation in the joints, nettle improves mobility and allows for better healing of injuries. The high mineral content also supports bone health, which is crucial for joint integrity and long-term mobility.

**Olive Oil:** Olive oil is a staple in both ancient and modern skincare due to its moisturizing and healing properties. Rich in monounsaturated fatty acids and antioxidants like vitamin E, olive oil penetrates deeply into the skin and hair, providing long-lasting hydration and protection against environmental damage.

- **For Skin:** Olive oil helps to restore the skin's natural moisture barrier, preventing dryness and irritation. Its anti-inflammatory properties help soothe inflamed skin, while its antioxidants fight against free radicals that can damage skin cells and accelerate aging. Olive oil also promotes skin regeneration by encouraging the production of new skin cells, helping to heal damaged skin and reduce the appearance of scars.
- **For Hair:** Olive oil nourishes the scalp and hair, locking in moisture and preventing dryness and brittleness. It also helps to strengthen the hair shaft, reducing breakage and split ends. Olive oil's ability to penetrate the hair shaft allows it to repair damage from within, making it an excellent remedy for weak and brittle hair.
- **For Joints:** While not typically recognized for joint health, olive oil's anti-inflammatory properties can help reduce inflammation in the joints when applied topically. Its rich content of antioxidants and fatty acids can support the skin and tissues around the joints, providing soothing relief from pain and stiffness.

**Pollen:** Bee pollen is considered a superfood due to its dense nutrient profile, which includes vitamins, minerals, proteins, and enzymes. It has been used for centuries for its health-boosting properties, particularly in boosting the immune system and promoting healing.

- **For Skin:** Pollen is packed with antioxidants that protect the skin from oxidative stress and environmental damage. It also contains enzymes that promote skin renewal, helping to heal damaged skin and reduce inflammation. Pollen's ability to hydrate the skin and lock in moisture makes it an excellent remedy for dry, irritated skin.
- **For Hair:** Bee pollen provides the scalp with essential nutrients that support hair growth and strengthen hair follicles. Its rich amino acid content helps to repair damaged hair and

restore its natural shine and strength. Pollen also helps to balance the scalp's oil production, reducing dandruff and oily hair.

- **For Joints:** Bee pollen's anti-inflammatory properties can help reduce joint pain and swelling. Its high content of vitamins and minerals supports the body's natural healing processes, making it easier for injuries to heal and for the joints to remain flexible and strong.

**Beeswax:** Beeswax is a natural wax produced by honeybees that has been used for centuries in skincare for its protective and healing properties. It forms a barrier on the skin that locks in moisture while allowing the skin to breathe, making it an excellent remedy for dry, irritated skin.

- **For Skin:** Beeswax helps to create a protective barrier on the skin, preventing moisture loss and protecting against environmental irritants. Its anti-inflammatory properties help to soothe irritated skin, reducing redness and swelling. Beeswax also promotes healing by providing a barrier that protects the skin while it repairs itself.
- **For Hair:** Beeswax can be used to condition and protect the hair, sealing in moisture and preventing dryness and breakage. It helps to smooth down hair cuticles, making hair look shinier and healthier. Beeswax also provides a natural hold for hairstyles without the use of synthetic chemicals, making it a safer option for those with sensitive scalps.
- **For Joints:** While beeswax is not typically used for joint health, its protective and moisturizing properties can be beneficial when applied to the skin around the joints. It helps to keep the skin supple and protected, which can reduce discomfort and improve mobility, especially in harsh weather conditions.

The synergy effect : When used together, these ingredients create a powerful synergy that not only addresses the symptoms of skin irritation but also strengthens your skin's natural defenses. This holistic approach ensures long-term skin health, preventing future irritations while soothing existing ones.

See, it's pretty simple. Most health problems are linked to inflammation. Basically an overreaction from your body to an injury or irritation, which causes it to become irritated, weak and stops its healing ability.

And synergy is perfect for you because...

But if it's so simple, why are there 1000 synthetic chemicals in the market being sold by big pharma so "heal you". Well, let's go deep into the rabbit hole.

**xi. connect to superpower outcomes : This is where we increase pain/desire**

1. Shotgun approach, understand your avatar and hit all his pain and desires in benefits.

2. Hit major benefits that connect with avatars top health desires (sub-desires around vitality)
  3. Here are 4 powerful ways Synergy can serve the human body
    - a. In Big : Stops skin irritations
    - b. In small : Explain How
- xii. benefits dump : Bonus, benefits hitting trendy topics (blood sugar and weight management, immune system and hormone levels, )**
- xiii. Historical fun obsessive facts about...Stay unique, get stuck in their brain**

Our cream is unlike anything you've tried before because it taps into the ancient remedies that the world's greatest civilizations—like the Egyptians and Romans—relied on for their health and strength.

These cultures knew the power of nature's remedies, especially a key ingredient —Nettle. Nettle has long been regarded as a cornerstone of holistic health and naturopathy, often considered the pinnacle of health-boosting substances.

So, you might be asking yourself, why isn't this powerful natural ingredient in every skincare product today?

After all, it would make sense to offer a plant-based remedy, easily found in nature, that addresses root causes of your body's problems and promotes overall wellness, right ?

Well, let me rephrase your question :

Why are these plant-based ingredients that were used by the most powerful empires being hidden from the market by big pharma?

The answer might surprise you—keep reading to uncover the truth.

See, it's pretty simple. Most health problems are linked to inflammation. Basically an overreaction from your body to an injury or irritation, which causes it to become irritated, weak and stops it's healing ability.

And synergy is perfect for you because...

But if it's so simple, why are there 1000 synthetic chemicals in the market being sold by big pharma so "heal you". Well, lets go deep into the rabbit hole.

**Paragraph about why big pharma hides these plant based ingredients, and some historical facts about how ancient empires used our ingredients to heal**

- xiv. Click on product page :**