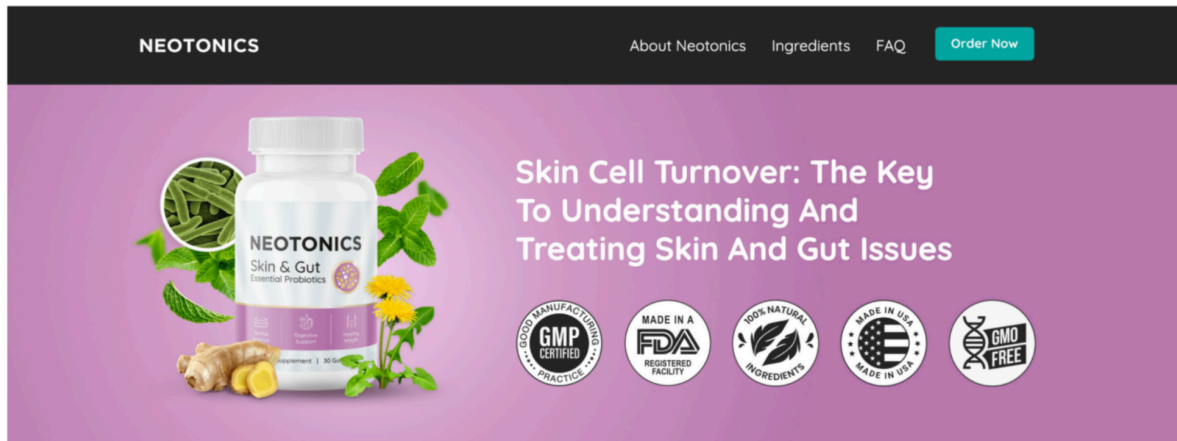


Sales page Break down:

https://drive.google.com/file/d/12VyWIATrVZsAfEmlvvLt6eOHvT_yNu8g/view?usp=sharing



- Colour pink represents gentle and calming the target markets wants nice gentle and young skin
- Simple colours, text in white implies purity, cleanliness neutrality which all links back to having nice skin
- Objective beauty (nature, natural foods, healthy ingredients, nice colours etc)
- 'Skin cell turnover' opportunity for the viewer to get their dream outcome
- 'Key to understanding and treating skin and gut issues' reveals a possible problem and then a solution after engaging the reader
- Teasing solution (fascination)
- Building credibility and trust (made in USA, 100% natural ingredients, GMP certified) this help suspicions about product slowly fade away/ trust in company
- Each badge of certifications shows how nothing about the products is dodgy it's all been legitimately approved building trust
- The colour black on the badges shows authority, power and intelligence



September 2023 - New Scientific Discovery

Scientists Discover The Root Cause Of Aging Skin

Cell turnover is the continuous process of shedding dead skin cells and subsequently replacing them with younger cells. This essential process makes our skin look shinier and tighter, and gets rid of fine lines and wrinkles more quickly.

Medical researchers have recently demonstrated that cellular turnover is controlled by the gut, its microbiome, and nutrient absorption. Simply put, when your gut starts aging, the digestion and nutrient absorption slow down. As a consequence, the cellular turnover slows down and your skin starts aging too.

- The colour red implies intensity and energy
- Image of scientist holding up Petri Dish something unique creates curiosity about 'root cause'
-
- 'September 2023' it's something new never done before a new solution to for their problem
- 'Scientific discovery' boosts credibility in the discovery, it's not just any random discovery
- 'Scientist Discover the root cause of aging skin'. This a mixture of boosting credibility for the discovery along with creating unanswered questions in the reader's mind
- Answer the unanswered question about what cell turnover is(perhaps giving the reader a little dopamine rush)
- Use of the value equation 'gets rid of fine lines and wrinkles more quickly' the reader will get the to their dream state more quickly with this product
- Perhaps amplifying the desire as well 'skin looks shinier and tighter ' small hint of visual sensory language
- Begin explaining the 'root case' of the problem answering the unanswered question that was created in the headline. The reader could possibly be getting another small dopamine rush.
- Rounded corners for image show modernism
- Image shows a scientist or someone working in the lab, holding a cell holder or whatever you call those, and is analysing it, making her seem knowledgeable and knows what she's doing
- Mask, head cover, lab coat, and gloves all being same colour and tone shows professionalism
- Cinematic image between focused and blurry parts of image also displays professionalism
- While size may change, colours and fonts remain relatively the same for consistency
-

That's why we created

NEOTONICS

Neotonics is the only formula that contains **500 million units of extra-strong bacteria** and **9 potent natural ingredients** that target the root cause of skin aging: the gut microbiome.



- explained the mechanism — present problem — and then show solution
- Font of the name is bigger than everything else, attention is drawn to the name, builds curiosity about product
- Showed the solution 'Neotonics'. Begins explaining why it's the best 'only formula that contains 500 million...'
- Imagery natural/healthy ingredients
- Potentially be an experience play here
- '9 potent natural ingredients' again creating curiosity about the product, creating unanswered questions "what are the ingredients?" etc
- Something new this grabs attention straight away

Inside every "Neotonics" Gummy you'll find:

100% natural and unique ingredients that are clinically proven to support a healthy and glowing skin and clockwork digestion

- Builds intrigue and curiosity
- Potentially some unanswered questions
- Amplifying dream state 'healthy and glowing skin and clockwork digestion'
- Increase belief in the solution 'clinically proven' not just proven by a random person
- Slight hint of visual sensory language 'glowing skin'
- 'Clockwork digestion' Kinesthetic language, smooth and mechanical process



Babchi

- ✔ Boosts skin rejuvenation
- ✔ Supports collagen production



Inulin & Dandelion

- ✔ Strong prebiotics
- ✔ Skin protecting qualities



Bacillus Coagulans

- ✔ Modulates gut microbiome
- ✔ Boosts beneficial bacteria



Fenugreek



Lemon Balm



Organic Ceylon Ginger



Slippery Elm Bark

- ✔ Protect against rashes
- ✔ Protects stomach lining



Organic Lion's Mane

- ✔ Strong medicinal mushroom
- ✔ Long term anti-aging effects



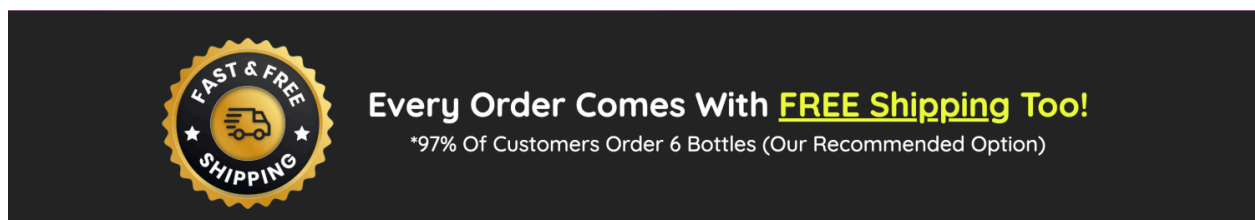
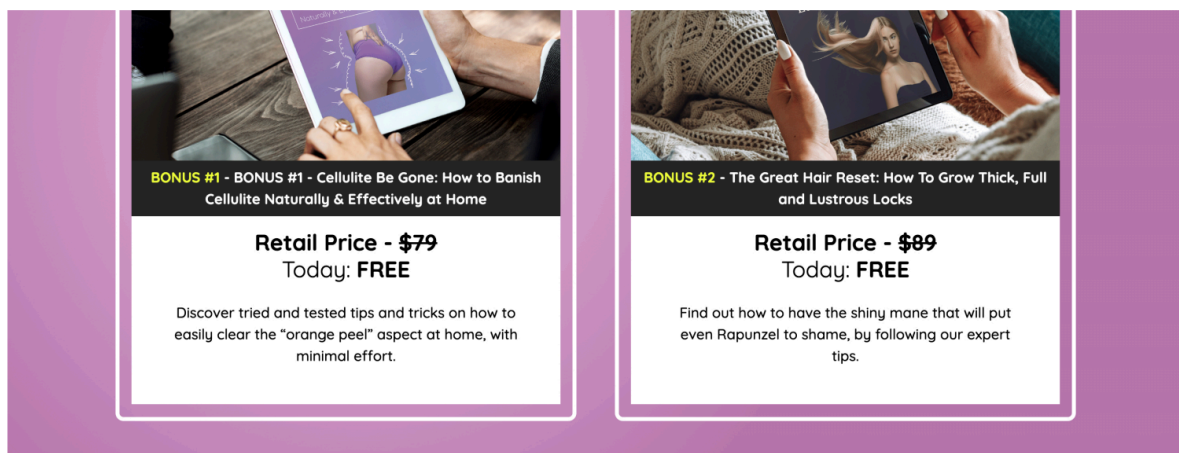
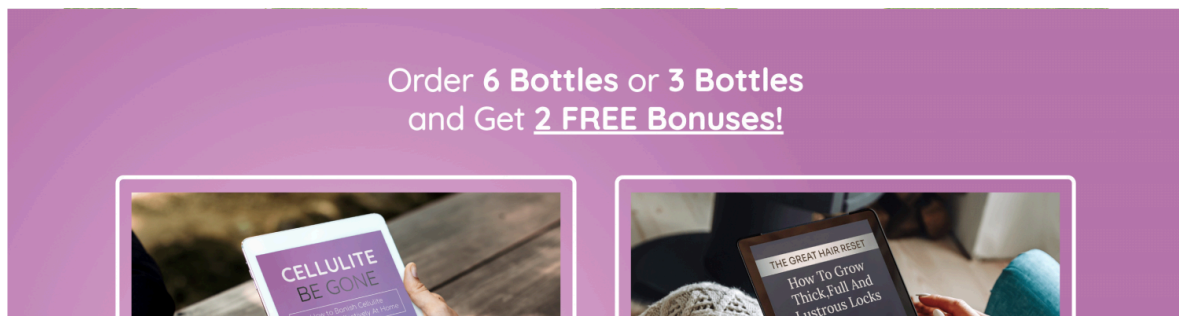
Fennel

- ✔ Repairs body tissues
- ✔ Rich in strong vitamins

- Objective beauty, healthy ingredients
- Each description under image is something that will help the reader achieve the dream state, possibly be amplifying dream state and belief in mechanism
- Description is short not too wordy easy to read
- Increasing the reader opinion that the idea will work
- Boosting belief in company
- Logic, science credible source
- Shows how each ingredient will make their pain go away



- Greenery implies natural, health and growth
- Name of product big font associating product to natural and health
- 'Natural formula' 'Non-GMO' increasing belief and trust in company selling product
- Again with the colour white purity and cleanliness



- 1st CTA with a classic upsell
- Increases the value customer gets if they buy more (encourages them to buy more)/ Two free gifts if they buy multiple again increases value business is giving
- Imagery on the cover objective beauty catches attention right away/ also shows dream state in both pics
- 'Cellulite be gone' is something many middle aged and sometimes even young (25yrs) women experience. Calling out problem then offering solution
- Also uses imagery to show dream state (amplifying desire)
- Classic price drop was ££ but 'FREE' this motivates the viewer to buy more bottles so they can get the extra free value
- They use the value equation 'minimal effort' to get to the dream outcome there is not a lot of effort or sacrifice
- 'Tried and tested' boosts belief that mechanism will work
- Free gift #2 objective beauty
- Shows dream state (nice long hair)
- 'How to' headline teasing the mechanism
- 'Thick, full and lustrous locks' amplifying dream state (what every woman wants)
- Comparison to a well known cartoon character known for her nice hair (Rapunzel) 'that will even out Rapunzel to shame
- Again amplifying dream state they will get hair as good as Rapunzel
- Slight boost of credibility and increase belief in mechanism (by following our expert tips
- 'Fast and free shipping' reduces perceived cost

**Real Neotonics Users.
Real Life-Changing Results.**



- Images of target market
- Boosts trust in mechanism (happy customers holding product)



Sarah Flake is shocked by the changes she saw.

★★★★★ Verified Purchase

"I would have never, ever dreamed that my skin could look so amazing. If you had told me two months ago that my dark spots and fine wrinkles would disappear with such a simple solution, I would have laughed in your face. I am so happy I gave this a try!"

Sarah Flake - New York, USA



Alexa M. loves her new skin.

★★★★★ Verified Purchase

"I used to need so much Botox to keep the wrinkles away that my face was permanently frozen. And it did nothing for the saggy skin on my chin and my turkey neck. A few weeks into using this method and I am speechless! I wake up, I look in the mirror and I love what I see. No more expensive procedures and thousands of needles in my face for me. It's simply unbelievable!"

Alexa M. - Wyoming, USA



Kathy Myers still can't believe what she sees in the mirror.

★★★★★ Verified Purchase

"I spent thousands of dollars on lotions, serums, and creams. And they didn't do a single thing for me. If only I knew about this method before. I cleared my skin and also helped me drop 3 dress sizes. I'm now telling all my friends to throw away all their cosmetics and try this."

Kathy Myers - Chicago, USA

Sarah - 'Dark spots and fine wrinkles' makes relatable to other viewers current state (they may be dealing with the same problems) boosts trust

- Social proof
- 'I would've laughed in your face' shows part of the dream state (boost in confidence, pleased by the way they look)

Alexa - "I used to need so much botox to keep my wrinkles away that my face is permanently frozen" shows how this product is cheap, easy to use and has no bad side effects. This throws dirt on botox and makes retinoids look like a better solution

"And it did nothing for the saggy skin on my chin and my turkey neck" talking about current state makes, relatable to other readers

"A few weeks in this method and I was speechless" value equation reduces time delay


"I look in the mirror and love what I see" again this testimonial boosts credibility belief in system and trust in company

"No more expensive procedures and thousands of needles in my face" reduces cost in product, easier to use cheaper to buy, better results

Kathy

Claim Your Discounted Neotonics
Below While Stocks Last!

1 X BOTTLE
· 30 Day Supply ·



\$69 / Bottle


BUY NOW

TOTAL: ~~\$99~~ **\$69**

VISA MASTERCARD AMERICAN EXPRESS

*FREE Shipping

6 X BOTTLES
· 180 Day Supply ·



\$49 / Bottle

2 FREE EBOOKS!


BUY NOW

TOTAL: ~~\$594~~ **\$294**

VISA MASTERCARD AMERICAN EXPRESS

*FREE Shipping

3 X BOTTLES
· 90 Day Supply ·



\$59 / Bottle

2 FREE EBOOKS!

BUY NOW

TOTAL: ~~\$297~~ **\$177**

VISA MASTERCARD AMERICAN EXPRESS

*FREE Shipping

- Classic low, medium high ticket offer
- All have free shipping reducing perceived cost
- Medium and high ticket comes with more value encouraging viewer to but these
- The more you get the cheaper it is
- Classic discounted prices
- 'While they last' sense of urgency
- 'Best Value' trying to persuade viewer to buy medium ticket (increase desire to buy)
- 'Most Popular' persuading viewer to buy high ticket
- Making low ticket seem not worth it
- '2 FREE EBOOKS' amplify desire

Our customers say



based on 13,968 reviews!

100% Satisfaction



60-Day Money Back Guarantee

Your order today is covered by our iron-clad **60-day 100% money-back guarantee**. If you are not impressed with the results, all you need to do is contact us within the first 60 days of your purchase. Send us all the bottles, even the empty ones, and we'll still refund your money.



- '60 day Money back Guarantee' getting rid of doubts and objections, increasing trust in company
- This section is mainly about boosting trust and getting rid of their objections ("will it work?" "what if it doesn't work, then i've wasted my money?"