

Mock Product: Nasal Spray

Brand Language

Logline(s):

1. Better breathing for a better life.
2. Clear the way. Breathe better.
3. For a better, clearer breathe – from the inside out.
4. For an easy breathe.
5. For a clear, clean breathe.

Product Description:

Maintain a healthy nasal passageway from the inside out.

[Product Name] builds an environment of daily support for the microbiome that lives in the nasal cavity. It's an extra layer of proactive protection to help manage and ward off nasal inflammation and seasonal allergies – before they begin.

Tone of Voice Guide

Brand Foundation

Rooted on the premise of the fact-based truth, the essence of this product leads with the integrity of science-driven findings that uphold the suggestion of preventive care for common ailments in the human body through probiotic innovations.

Brand Manifesto

We believe probiotics play an integral part in the future of health. Through fact-based, scientifically proven trials and research, we merge the idea of preventive probiotic care with the daily maintenance of everyday life to bring scalable, health-conscious change to the general public.

Tone of Voice

- Straightforward
- Factual
- Conversational
- Rational
- Minimal
- Relaxed
- Simple
- Familiar

Elements of Style

- Audience: Anyone ages 18-55 who suffer from seasonal allergies and sinus infections
- [Chicago Manual of Style](#)
- US-based English
- Common industry lingo & terms (glossary):
 - [Microbiome](#)
 - [Probiotic](#)
 - [Microbe](#)
 - [Nasal cavity](#)
 - [Inflammation/Sinus infection](#)

Anchors, Personality, Core Beliefs

Science-backed

Leading with the facts – always.

Honest

Tried, truthful, and trustworthy.

Authentic

It's a message delivered with care, rooted in reality, and laced with sincerity.

Credible

We show you the science, then we show you the proof.

Straightforward

No fluff, no frills. We tell it like it is.

Subject Line + Header for Launch Email

Subject Line:

Introducing: a better way to breathe.

Header:

The road to better breathing could be paved with [Product Name].

Instagram Post Copy

You're likely familiar with the microbiomes that live in your gut. You know, that collection of tiny bacteria that live in one of the most important parts of our body's system? What if we told you they're in your nose too? 🦠

Picture this: Just like in your gut, there's also a community of good bacteria in your nose that paint the daily picture of how well your nasal cavities function alongside your respiratory system.



For those who struggle with nasal inflammation, seasonal allergies, and sinus infections, maintaining a healthy nasal microbiome (i.e. probiotic intervention) could act as the first line of defense against these illnesses before they start working against you.

Plus, the nasal cavity can also act as a reservoir for unwanted pathogens that can start to spread to other areas in the respiratory system – ultimately opening up the door for more chronic conditions. Yeah, that's a no for us. 😬

The solution? Enter: [Product Name] – for a clearer, cleaner breathe. 📌

We've discovered a new way to build an environment of daily support for the microbiome that lives in the nasal cavity. It's an extra layer of proactive protection to help manage and ward off nasal inflammation and seasonal allergies – before they begin.

Do you want in? We're launching soon. Stay with us. ⌚
