NA07_Ignite+ × Truth About Pleasure Doctor (tight swipe, menopause) — Creative Brief

Oct 15, 2026 · Naomi

Content Strategist	Naomi
Editor	Stellaris
Format	Older male doctor talking head answering comment questions, cut with 3D anatomy and real b-roll, ~6:30, 9:16, one-word captions
Reference ad	https://app.tryatria.com/ad/m1102147895555477 · 8:31, Bloomin doctor Q&A talking head
Deliverables	3 hook variations. Name each variation accordingly: Naomi × {Editor Name} × {Hook Name} × Desire × Ignite+ × OlderMaleDoctor × ProblemAware × Iteration × DoctorQandATalkingHead

1. Product & offer

- Ignite+ by Sana, rapid-dissolve libido tablet
- Actives: PT-141 (desire) and oxytocin (connection + pleasure). One tablet, about 30 minutes before sex
- Write it as Ignite+ or Sana Ignite+. The voice says "Ignite Plus" or "Sana Ignite Plus".
- Offer: 90-day money-back guarantee, clinician review, discreet shipping.
- Close: "You're not risking anything except staying exactly where you are." (the reference close)

2. Who it's for

- Women in menopause, late 40s to 50s
- Love their husband, but feel nothing when he touches them
- Haven't come in years, sex feels like a chore
- Tried HRT, Addyi and libido gummies
- Doctor told them it's normal after menopause

3. The idea

- Tight swipe: same doctor Q&A, same lines, same order, about 85% the same words. Cut

from 15 questions to 9 to make it shorter.
- Centered on the truth about female pleasure: when estrogen falls off a cliff, it takes the blood supply to her brain's desire center with it. It's not her fault.
- Cortisol and survival mode become the menopause mechanism. Shilajit, shatavari and saffron become oxytocin and PT-141. Results in weeks become the same night.
- Young doctor becomes an attractive older doctor in darker blue scrubs, in a new office.

Vibe: Calm, honest, a little shocking. Same as the reference.

4. Hooks

Reference line on the left, new line on the right. Make all three hooks. Each one is its own ad, and each runs into the same body from Beat 2. Same first shot under every hook, only the words change.

Hook 1 (Hook Name: PleasureCouldDisappear)

Reference ad	**Hook**
Card: "The truth about low libido after menopause" + pink line "From a real hormone specialist"	Card: "The truth about female pleasure after menopause" + pink line "From a real hormone specialist"
Did you know that your sex drive could disappear in menopause?	Did you know that your pleasure could disappear in menopause?
Here's what's actually happening.	Here's what's actually happening.

Hook 2 (Hook Name: OrgasmsCouldDisappear)

Reference ad	**Hook**
Card: "The truth about low libido after menopause" + pink line "From a real hormone specialist"	Card: "The truth about female pleasure after menopause" + pink line "From a real hormone specialist"
Did you know that your sex drive could disappear in menopause?	Did you know that your orgasms could disappear in menopause?
Here's what's actually happening.	Here's what's actually happening.

Hook 3 (Hook Name: HusbandsTouchFeelsNothing)

Reference ad	**Hook**
Card: "The truth about low libido after menopause" + pink line "From a real	Card: "The truth about female pleasure after menopause" + pink line "From a real

hormone specialist"	hormone specialist"
Did you know that your sex drive could disappear in menopause?	Did you know that your husband's touch could feel like nothing in menopause?
Here's what's actually happening.	Here's what's actually happening.

5. Beat-by-beat script

Beat	Reference ad	Script	Visual
1 Hook 1 (PleasureCouldDisappear)	Did you know that your sex drive could disappear in menopause? Here's what's actually happening.	Did you know that your pleasure could disappear in menopause? Here's what's actually happening.	• Doctor to camera, seated, white headline box + pink "From a real hormone specialist" line, like the reference. • No b-roll in the hook.
1 Hook 2 (OrgasmsCouldDisappear)	Did you know that your sex drive could disappear in menopause? Here's what's actually happening.	Did you know that your orgasms could disappear in menopause? Here's what's actually happening.	• Same shot as Hook 1. Only the words and caption change.
1 Hook 3 (HusbandsTouchFeelsNothing)	Did you know that your sex drive could disappear in menopause? Here's what's actually happening.	Did you know that your husband's touch could feel like nothing in menopause? Here's what's actually happening.	• Same shot as Hook 1. Only the words and caption change.
2 Intro	I'm Dr. Chris Michaels, a women's hormone specialist, and I'm answering everything.	I'm Dr. Mark Ellison, a women's hormone specialist, and I'm answering everything.	• Doctor to camera, hand gestures.

3 Is It Serious	Question one. Is low libido after menopause really that serious? It depends on what it's doing to your life. No desire for a few weeks during a stressful time? Normal, often temporary. But desire that's been gone for months, or years? A husband you love, but you feel nothing when he touches you? Intimacy feels like a chore you keep avoiding? That's not just low libido. That's your body shutting down a part of you. And here's what nobody tells you: it doesn't stay the same. It gets worse. I've watched marriages fall apart over this. Not because of cheating, not because of fighting. Just two people who stopped touching and couldn't find their way back. In most cases, the woman thought it was just menopause, something she had to accept. She just didn't know what was actually happening inside her body.	Question one. Is decreased libido after menopause really that serious? It depends on what it's doing to your life. No desire for a few weeks during a stressful time? Normal, often temporary. But desire that's been gone for months, or years? A husband you love, but you feel nothing when he touches you? Sex feels like a chore you keep avoiding? That's not just low libido. That's your body shutting down a part of you. And here's what nobody tells you: it doesn't stay the same. It gets worse. I've watched marriages fall apart over this. Not because of cheating, not because of fighting. Just two people who stopped touching and couldn't find their way back. In most cases, the woman thought it was just menopause, something she had to live with. She just didn't know what was actually happening inside her body.	• Comment bubble: "Is decreased libido after menopause really that serious?" • She lies awake in bed, numb; hourglass of glowing sand. • He hugs her from behind in the kitchen, she goes stiff; on the couch he's all over her, she pushes him off. • 3D body, heart dims.
4 Is It My Fault	Question two. Is it normal to feel like	Question two. Is it normal to feel this	• Comment bubble: "Is it normal to feel

	this? Is it my fault? No. And this is the one I most want women to hear. You haven't let yourself go. You haven't stopped caring about your marriage. You didn't do anything wrong. But almost every woman I see has spent months, sometimes years, quietly blaming herself. Thinking if she just tried harder, wanted it more, made more effort, it would come back. That self-blame does real damage, because it keeps you from ever looking at the actual cause. The moment you understand this is happening to your body, not because of something you failed to do, is the moment you can finally fix it.	way? Is it my fault? No. And this is the one I most want women to hear. You haven't let yourself go. You haven't stopped caring about your marriage. You didn't do anything wrong. But almost every woman I see has spent months, sometimes years, quietly blaming herself. Thinking if she just tried harder, wanted it more, put in more effort, it would come back. That self-blame does real damage, because it stops you from ever looking at the real cause. The moment you understand this is happening to your body, not because of something you failed to do, is the moment you can finally fix it.	this way? Is it my fault?" • Doctor to camera, gentle. • She stares at herself in the bathroom mirror, then lies in bed staring at the ceiling while he sleeps.
5 Why It's Gone	Question three. Why is my desire completely gone, even though I still love my husband? Because desire isn't controlled by your heart. It's controlled by your hormones. When you hit menopause, your estrogen drops, and your body reads it as a crisis. Your stress	Question three. Why is my desire completely gone, even though I still love my husband? Because desire isn't controlled by your heart. It's controlled by your brain. When you hit menopause, your estrogen doesn't just fade. It falls off a cliff, and it takes the blood	• 3D: an estrogen line drops off a cliff; blood flow to the brain's desire center dries up and it goes from glowing to grey. • Neurons between brain and body go dark one by one. • He kisses her neck, her face is blank. • Candlelit date night, she checks her

	hormone, cortisol, spikes, and your nervous system shifts into survival mode. And when your body is in survival mode, it shuts down everything it considers non-essential. Reproduction is the first to go. Desire disappears. Arousal stops. Your brain literally disconnects from your body. You can love your husband deeply and still feel nothing when he touches you. That's not a relationship problem. That's a hormonal problem, and no amount of date nights or romantic gestures will fix it.	supply to your brain's desire center with it. And when that part of your brain is starved, it shuts down everything it considers non-essential. Pleasure is the first to go. Desire disappears. Arousal stops. Your brain literally disconnects from your body. You can love your husband deeply and still feel nothing when he touches you. That's not a relationship problem. That's a brain problem, and no amount of date nights or romantic gestures will fix it.	phone.
6 Why Nothing Helped	Question five. I've tried HRT, maca, ashwagandha. Why isn't it helping? Because you're addressing the wrong problem. HRT replaces estrogen. That's real, and for some women it helps with hot flashes and sleep. But HRT doesn't calm your cortisol. It doesn't pull your body out of survival mode. And for many women, it	Question four. I've tried HRT, Addyi, libido gummies. Why isn't it helping? Because you're addressing the wrong problem. HRT replaces estrogen. That's real, and for some women it helps with hot flashes and sleep. But HRT doesn't feed your brain's desire center. It doesn't wake those desire pathways back up. And for	• Comment bubble: "I've tried HRT, Addyi, libido gummies. Why isn't it helping?" • Quick cuts: her applying HRT cream, her taking a pink pill, her chewing a gummy. • A car with a full tank and the engine off.

	doesn't bring back desire. Maca gives you a temporary boost. Ashwagandha takes the edge off stress. None of them restore the brain-body connection that menopause disrupted. You're putting fuel in the tank while the engine is switched off. That's why your libido barely moves, no matter how many supplements you line up on your counter.	many women, it doesn't bring back desire. Libido gummies give you a temporary boost. Addyi takes weeks of daily pills, and desire still isn't fully back. None of them restore the brain-body connection that menopause cut off. You're putting fuel in the tank while the engine is switched off. That's why your libido barely moves, no matter how many pills you line up on your counter.	
7 If I Accept It	Question seven. What happens if I just accept this as my new normal? Desire doesn't come back on its own. It fades further every month. Every month your body stays in survival mode is another month of your brain disconnecting from your body. Your husband stops initiating because he's tired of rejection. You stop trying because you're tired of feeling broken. The distance grows. Resentment builds. I've seen it happen hundreds of times. And in most cases,	Question five. What happens if I just accept this as my new normal? Desire doesn't come back on its own. It fades further every month. Every month your desire center stays starved is another month of your brain disconnecting from your body. Your husband stops reaching for you because he's tired of rejection. You stop trying because you're tired of feeling broken. The distance grows. Resentment builds. I've seen it happen hundreds of times. And in most cases, the woman	• In bed he reaches for her, she fakes sleep; he rolls over. • They lie far apart in a big bed. • In a store he checks out a younger woman walking past; cut to her jealous, sad face.

	the woman thought she just had to accept it. She just never knew she had a choice.	thought she just had to live with it. She just never knew she had a choice.	
8 What Works	Question eight. So what actually works? You need something that does three things. First, replenish the minerals your body has starved since menopause began. Second, calm the cortisol that's keeping your body stuck in survival mode. Third, restore the brain-body connection, so you actually feel desire again. Shilajit contains 85-plus trace minerals that replenish cellular energy. When your cells are starving, your body can't produce desire. Shilajit feeds them. Shatavari has been used for over 3,000 years to balance female hormones. The name literally means "she who has 100 husbands." It calms cortisol and pulls your body out of survival mode. Saffron, clinically shown to improve female sexual function by 62%,	Question six. So what actually works? You need something that does two things. First, bring the blood flow back to the part of your brain that's been starved since menopause began. Second, restore the brain-body connection, so you actually feel desire again. Oxytocin opens the blood vessels that feed your desire center. When your desire center is starving, your body can't produce desire. Oxytocin feeds it, rebuilds the bridge between your brain and your body, and supports connection and pleasure. PT-141 works on the exact receptor where desire starts. It supports desire by firing the "I want this" signal your brain used to fire on its own. That's why desire comes back. You need both working together. Not one. Both.	• 3D: a pink oxytocin wave opens the vessels to the brain, and blood flows back to the desire center. • 3D: PT-141 lands on a receptor in the desire center at the base of the brain, it lights up green, and a signal races down to the body. • Neurons reconnect, glowing.

	restores the brain-body connection that menopause severed. That's why desire comes back naturally. You need all three working together. Not one. All three.		
9 How Fast	Question thirteen. How long until I see results? Most women feel the first shifts in week one to two. Energy returning, mood stabilizing, less snapping at their husband over nothing. Those are signs your cortisol is calming down. By week three to four, the fog lifts. You feel sharper, more like yourself. And somewhere around week four to six, you notice something you haven't felt in months, maybe years. You actually want to be intimate. Not because you should, because you want to. That's when women tell me, "I feel like myself again."	Question seven. How long until I see results? Most women feel the first shifts the same night, about thirty minutes after the tablet melts under their tongue. Warmth returning, mood lifting, less bracing when their husband touches them. Those are signs your desire center is waking up. Then the fog lifts. You feel present, more like yourself. And somewhere in that first night, you notice something you haven't felt in months, maybe years. You actually want to be intimate. Not because you should, because you want to. That's when women tell me, "I feel like myself again."	• Doctor holds up cards like the reference's "WEEK 1–2" card: "TABLET", then "30 MINUTES LATER". • She puts the white square tablet under her tongue on the edge of the bed. • Her shoulders drop, she smiles, then looks at him with want.
10 What It Feels Like	Question fourteen. What will it actually feel like when it comes back? It's	Question eight. What will it actually feel like when it comes back? It's not a slow fade	• She watches him brush his teeth from the doorway, bites her lip.

	rarely a switch that flips overnight. It comes back the way it left, quietly. First you'll notice you're calmer, sleeping better, not snapping over little things. Then one day you'll catch yourself thinking about him during the day. Then reaching for him instead of bracing for it. Women describe it as remembering a part of themselves they'd grieved. Not a performance, not an obligation. Just genuinely wanting to be close to the person they love again. That's the moment it stops being about a supplement and starts being about having yourself back.	back. It comes back the way you remember it. First you'll notice a throbbing in your vagina. Then you'll catch yourself thinking about him while he's still brushing his teeth. Then reaching for him instead of bracing for it, and your legs shaking as you come for the first time in years. Women describe it as remembering a part of themselves they'd grieved. Not a performance, not an obligation. Just genuinely wanting to be close to the person they love again. That's the moment it stops being about a tablet and starts being about having yourself back.	• She pulls him onto the bed and climbs on top, riding him hard, headboard banging (sheets on). • She lies back, legs shaking, toes curling as she comes. • Woman glowing and smiling to camera, like the reference.
11 Which Brand	Question fifteen. What brand should I use? Most menopause supplements ignore cortisol and survival mode entirely. They target hot flashes, when the real problem is being stuck in survival mode. You try to source shilajit, shatavari and saffron	Question nine. What brand should I use? Most menopause products ignore your brain's desire center entirely. They target hot flashes, when the real problem is a desire center that's starving. You try to source PT-141 and oxytocin separately, you're looking at a shot in your stomach,	• Doctor holds up a photo card: a needle into a belly + a nasal spray, red X. • Ignite+ 15 Pack carton and the white square tablet on a counter. • She lets the tablet melt under her tongue, no water. • Quiz on a phone, then a plain box at a front door.

	separately, you're looking at three different bottles, three different doses, and over $100 a month. It's expensive, it's confusing, and most women give up after a few weeks because it's just too much to keep track of. The brand I recommend is Bloomin. All three compounds, clinical-strength doses. One gummy a day with breakfast. Tastes like candy, takes five seconds. Right now it's up to 60% off with free shipping. That's three months of support for the price you'd normally pay for two, exactly the window most women need to feel the full difference. If you don't feel like yourself again, full refund. You're not risking anything except staying exactly where you are.	a nasal spray, and two different prescriptions. It's expensive, it's confusing, and most women give up after a few weeks because it's just too much to keep track of. The brand I recommend is Sana Ignite+. Both compounds in one tablet. One tablet under your tongue, about thirty minutes before sex. No water, melts in seconds. A licensed provider checks your health first, and it ships to your door in a plain box. Take the two-minute quiz below. If you don't feel like yourself again, full refund with the 90-day money-back guarantee. You're not risking anything except staying exactly where you are.	• End card: "90-DAY MONEY-BACK GUARANTEE". On-screen at the very end: "Fictional dramatization, not a customer testimonial."

6. Visual direction

- Copy the reference: doctor seated to camera, a cut on almost every line, a comment-reply bubble for each question, cards he holds up, 3D inside-the-body shots and real b-roll.
- Doctor: an attractive older man, about 55 to 60, silver hair, short grey stubble, fit, warm confident smile. Darker blue (navy) scrubs, no surgical cap. Not any real person.
- New office: warm wood desk, bookshelf, framed diplomas, a plant, soft window light. No spine model, no grey wall.

- Hook: doctor only, no b-roll, with the white headline box and pink line (section 4). B-roll starts at Question one, like the reference.
- B-roll: real-looking couples about 50. In the problem shots he's eager and she shuts down (stiff, turns away, fakes sleep). Sex scenes are hers, wild and clothed. Meta may flag the legs-shaking shot.
- Product: Ignite+ white-and-sage carton. The tablet is a small white square, scored into four.
- Captions: same captions as the reference.
- Must look fully real. No nudity. Deliver every line as written.

On screen, end of ad only: small text: "Fictional dramatization, not a customer testimonial."
Avatar Inspo: Avatar (no image yet). Attractive older male doctor in navy scrubs.
Vertical 9:16, captions on. Don't change any words in the script.