



HEALTHYLINE

SAMPLE OF CREATIVE
MATERIAL BY CHRISTIAN
TORRADO



COMPANY BACKGROUND

HealthyLine is a health and wellness brand combining the healing power of nature and technology to create a holistic solution for wellness. They offer a selection of heated gemstone mats, as well as other wellness products, for personal and professional use.

HealthyLine's target audience are those, typically older in age, who are looking for relief from pain or to improve their overall state of wellness.

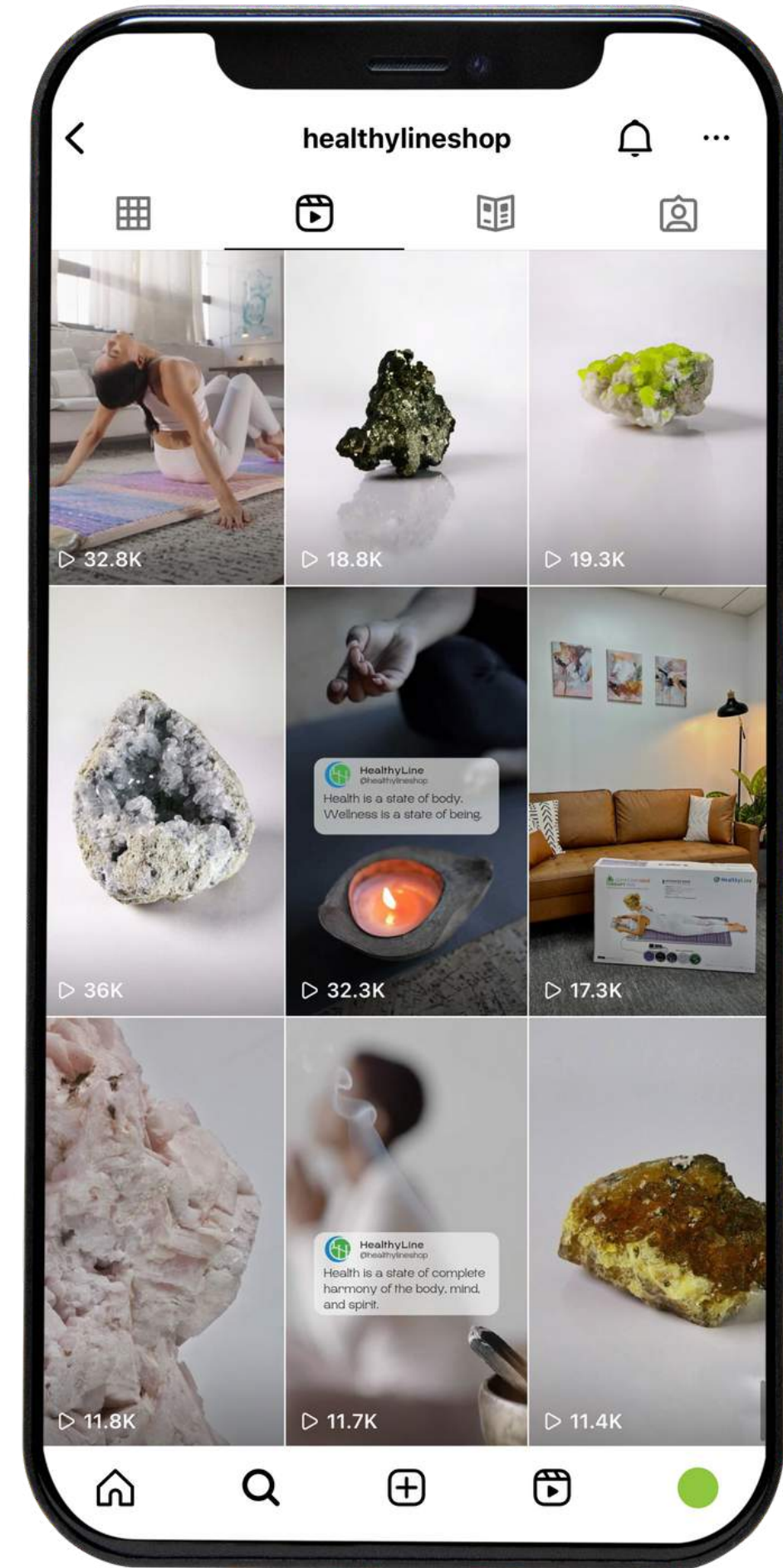
Their products combine multiple natural therapies and functionalities, such as semi-precious gemstones, far infrared heat, and PEMF (pulsed electromagnetic fields). A key objective for all creative executions was to focus on the benefits one can experience while describing the products' complex functionalities in a simple and intriguing way.

SOCIAL MEDIA | INSTAGRAM

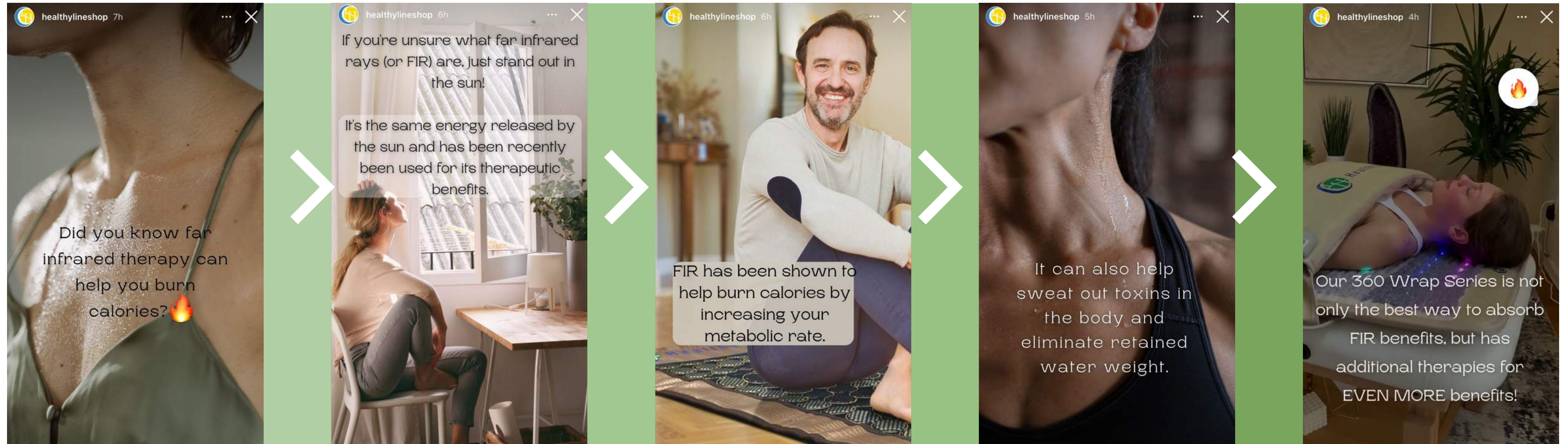
In planning the brand's social media and content strategy for Instagram, the objective was to first drive awareness and generate Instagram followers as potential leads through Reel content during the brand's slow season of spring and summer.

Reel content was the main driver for new followers. Content focused on communicating a sense of holistic healing that audiences would not only find visually appealing, but relevant to their lifestyle. This included showcasing exclusive gemstones (the foundational element of all HealthyLine products), inspirational quotes, and product unboxings demonstrations.

Once following, posts and Stories then educated followers on product information and how they lead to benefits, furthering desire for the product by bestowing a full understanding of how HealthyLine's products and associated therapies benefit one's health and wellness.



SOCIAL MEDIA | INSTAGRAM



Beginning in fall , the brand's hot season, the strategy shifted content featuring individual products, promotions, and sales to convert followers to customers.

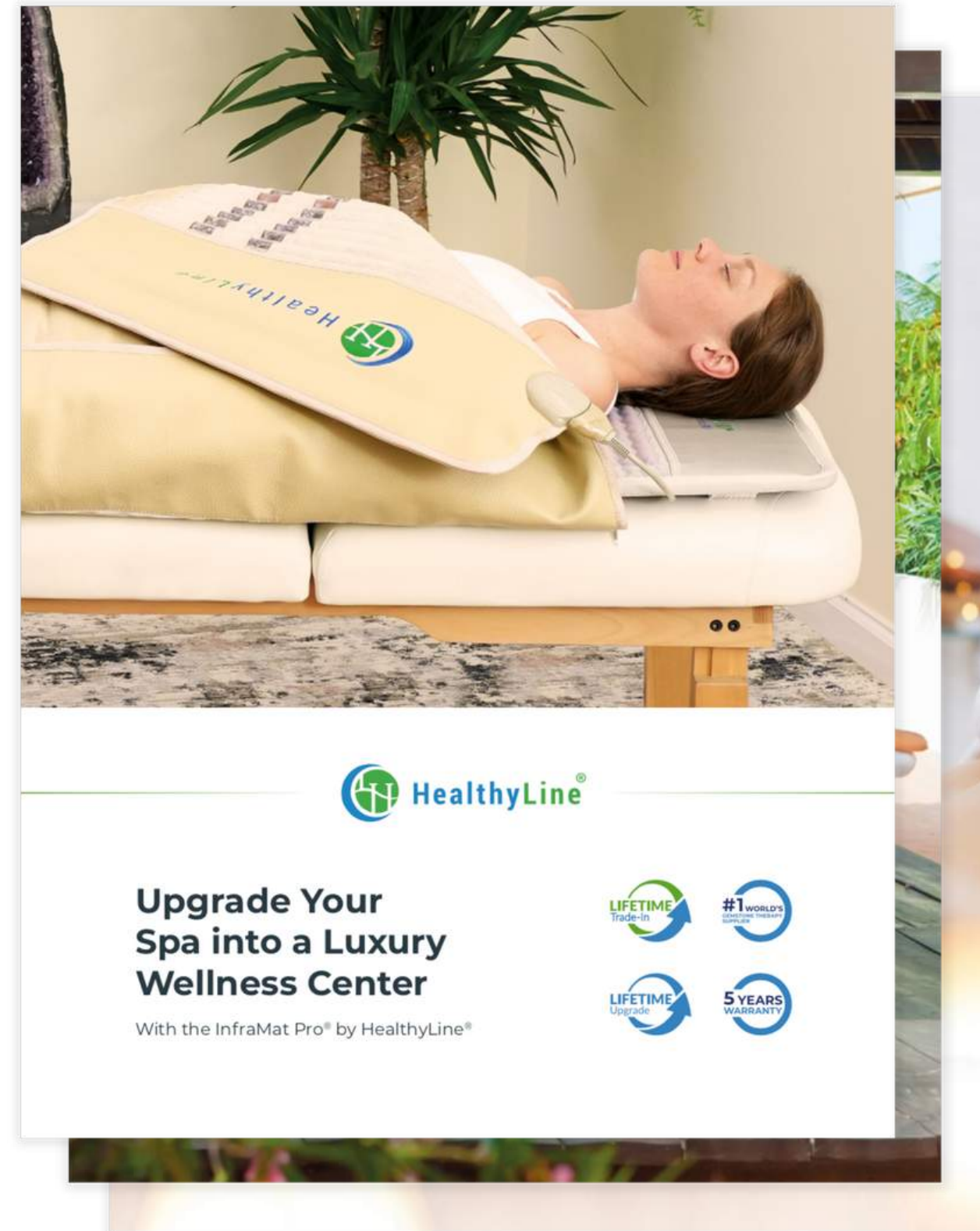
By the end of 2021, Instagram followers **grew 40%**. Furthermore, conversion of followers to customers **grew an approximate 18%**, resulting in approximately **\$45,000 in additional revenue**.

PROSPECTIVE CLIENT BROCHURE

In addition to personal use, HealthyLine also offers its selection of products to businesses, such as spas and wellness centers, who are looking to enhance their existing services. The Prospective Client Brochure was developed to not only explain the features of HealthyLine's products, but also explains how it can easily integrate with existing spa services to help businesses generate more revenue. I personally wrote the copy as well as collaborated on design, layout, and positioning.

This brochure, in conjunction with skilled B2B specialists, helped the company acquire deals with major brands such as 1 Hotels and XpresSpa, generating more than \$80,000 in revenue in Q2 2022.


[Click to see full file.](#)



PRODUCT DESCRIPTIONS

Research indicated that potential customers were less concerned with technical features and were instead interested in the benefits they can receive from using any of HealthyLine's products. Given this insight, product descriptions focused on these benefits to give potential customers an understanding of the benefits while highlighting each product's features.

Website Description



TAO-Mat® Small 1818 - Photon Matrix PEMF InfraMat Pro®

★★★★★ 5.0 ☆ 4 Review(s)

SKU: TAO-1818-mxPhP

Price: ~~\$499~~ **\$399**

3 In stock

[Add to cart](#) [❤](#)

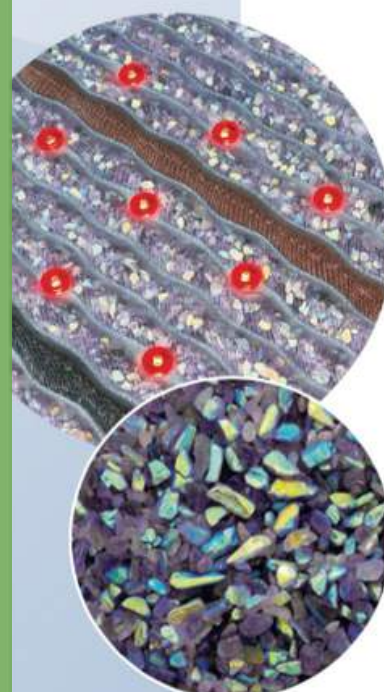
[Learn about our 90 day price guarantee](#)

This best-selling gemstone pad just got even better!

Experience even more benefits with the addition of Photon Light Therapy and PEMF.

The size and convenience of the TAO Mat 1818 Inframmat Pro® make this small, lightweight, and flexible model ideal for anyone leading a busy, fast-paced life. Made of crushed natural gemstones, this model places an emphasis on comfort and efficiency. With the addition of PEMF and Photon Matrix, this model promotes an increase in overall well-being, improves the natural body's ability to recover energy, and detoxifies itself. Easily relax muscles, reduce pain, improve joint flexibility, and enhance circulation at home or on the go. Start your journey to a state of better health and wellness with the TAO Mat 1818!

Catalog Description




AURA AMETHYST


Platinum Aura Mat™ Full Pro PLUS 7428

Firm - Photon Advanced PEMF InfraMat Pro®
SKU - Platinum-7428Au-PhP-adv


Discover the pinnacle of luxury, beauty, and wellness. The Platinum Aura mat is the first and only gemstone mat in the world that includes aura gemstones. Besides muscle relaxation, pain reduction, joint flexibility and circulation improvement, the Platinum Aura Mat can also help you find spiritual awakening, liberation from daily tension, and peace of mind.

To create these gemstones, amethyst undergoes a galvanic process in which titanium ions are bonded to the surface of the amethyst giving it a captivating, iridescent luster. The gemstones are then hand-selected







IMPROVING CIRCULATION




JOINT PAIN MANAGEMENT




RELAXING MUSCLES



INCREASING FLEXIBILITY



FASTER RECOVERY



RENEWATION

to be included in the Platinum Aura mat, ensuring that your mat has only the most premium and luxurious gemstones in the world. The mat combines five natural therapies in one masterpiece device, including advanced PEMF that allows customization of its frequency, waveform, pulse duration, and intensity. Each Platinum Aura mat also has far-infrared, negative ion, and photon light therapies, allowing you to change for the better the way you feel every day.

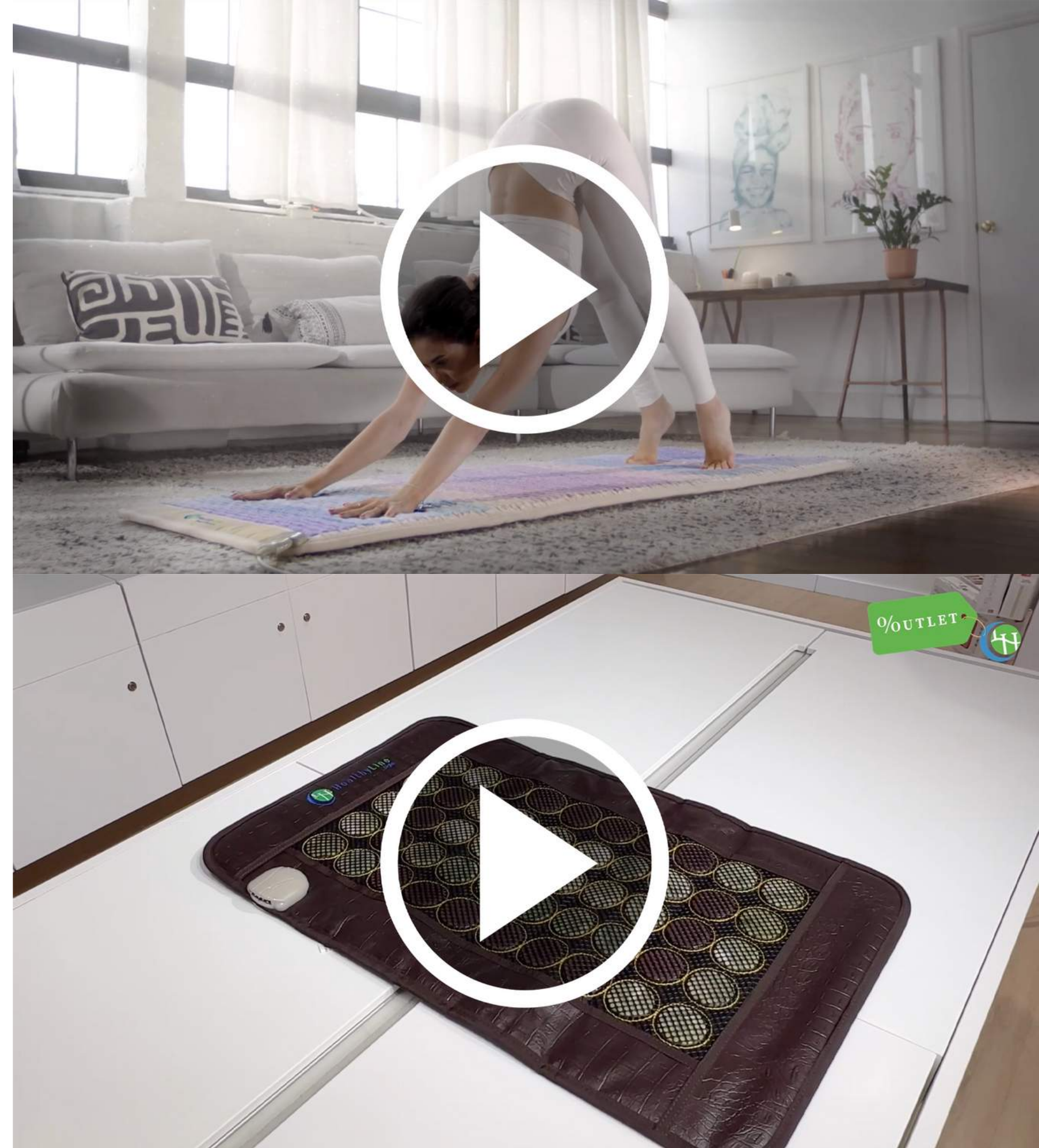
The Platinum Aura mat is without a doubt the only mat of its kind, letting you discover what health and wellness truly are.

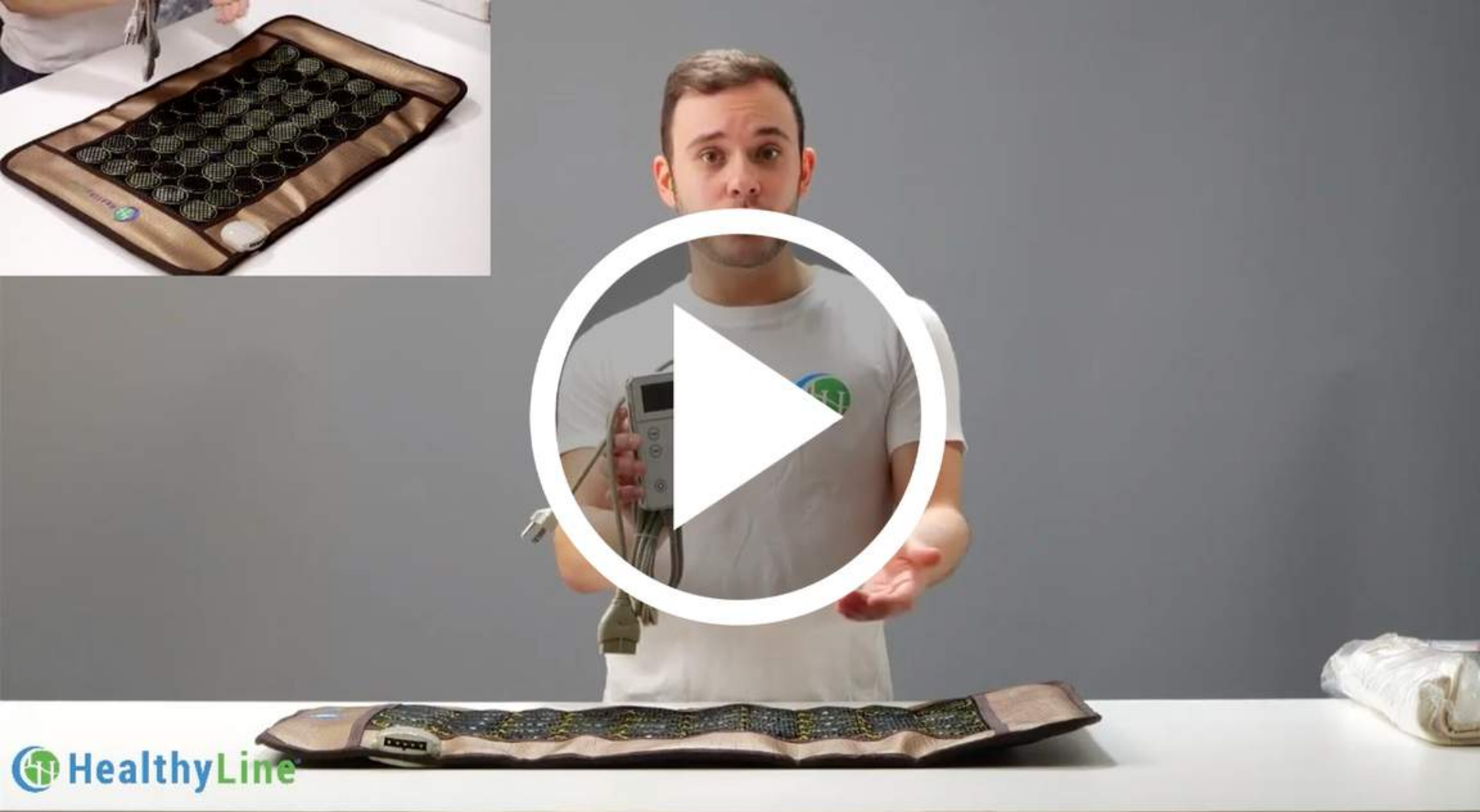
VIDEO CONTENT

Video content was developed for owned media channels to create a favorable brand image of HealthyLine as a leader in wellness solutions and inform customers about products.

For the first video featured, I worked with videographers to develop the concept of the video and then wrote copy for the featured voiceover. The second video was one of many highlighting specific products. I myself am featured in the video, wrote and recorded the voiceover, and edited the videos to completion.

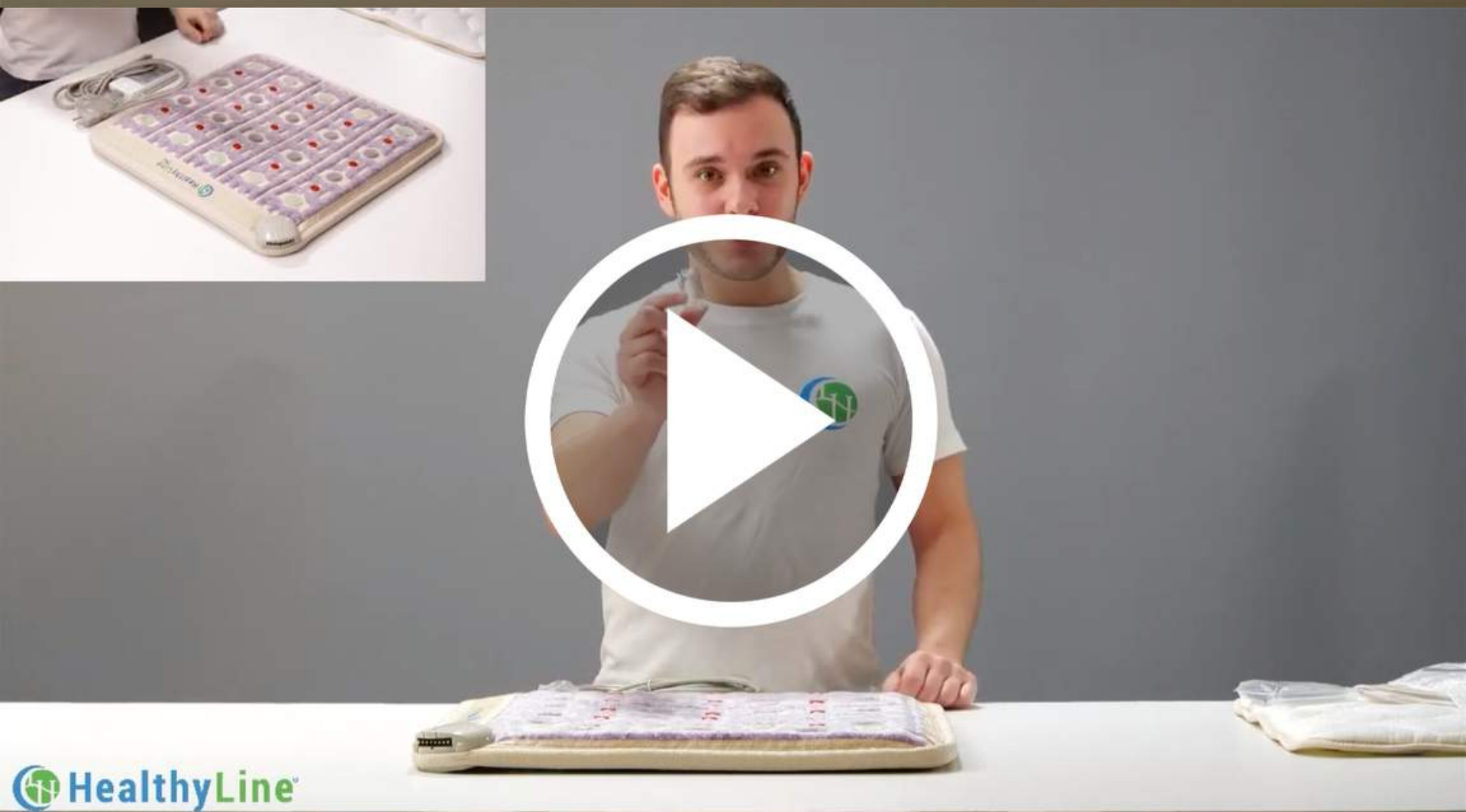
Please click on any of the images to view the videos.





UNBOXING REVIEWS

My vast knowledge of HealthyLine's 100+ products and strong presentation skills allowed me to assume the role of brand spokesperson, appearing on Amazon Livestream unboxing demonstrations which received at times up to 5,000 viewers.



These videos included opening specific products, describing the features, usage tips, and more. The objective of these videos was to increase traffic to HealthyLine's Amazon marketplace and drive conversion.

Please click on any of the images to view the videos.