

From a blank page to a 4.52% converting brand

How we built Break the Matrix, from the name and the bottle to the landing page, for a crowded category no copycat could win.

4.52%

Conversion rate on a brand-new product

\$44

Cost per purchase at launch

39%

Of first-time buyers chose a subscription

THE BRAND

Break the Matrix, a nootropic for ambitious young men

STARTING POINT

A formula and a target buyer. No name, no brand, no bottle, no page.

WHAT WE BUILT

The name, concept, packaging, positioning and full landing page

THE CHALLENGE

They needed a reason to exist.

Nootropics were a \$2.3 billion market in 2024, growing nearly 8% a year toward \$5 billion by 2034,¹ with dozens of lookalike bottles making the same “focus and energy” promises. Another copycat wouldn’t stand a chance. The founders didn’t just need a landing page. They needed a reason to exist.

THE BUYER

We started with the buyer, not the bottle.

He wants out of the 9-to-5

51% of Gen Z adults have seriously considered starting a business in the past year, versus 27% of Americans overall.²

He’s chasing performance

He optimizes his training, sleep and output. He lives on coffee and energy drinks, and hates the crash.

Nobody was speaking to him

Competitors sold ingredients and lab language. No one sold what he wanted: control of his own life.

THE BIG IDEA

Not a brain supplement. A way out.

The obvious move was to sell on ingredients: Alpha-GPC, Bacopa, “clinically backed.” That’s what every competitor does, and it’s why they all blur together. We made a different bet: sell the identity, not the formula.

“Break the Matrix” turned a daily capsule into a statement: reject the default path, the job you hate, and living by somebody else’s plan. Focus and energy became the tools for the real goal.

THE PROMISE

“Think faster. Achieve more. Break the Matrix.”

The enemy: energy drinks and coffee, the jittery crutch he’s outgrowing.

DESIGNING THE BOTTLE

- **Matte black, inside and out**, built to stand out next to the bright, busy designs of every competitor.
- **One iconic symbol:** Michelangelo’s *Creation of Adam*, the hands almost touching, reworked as a spark of potential.
- **Classical imagery** for discipline and durability, carried through the whole brand.

THE RESULTS

Landing page conversion rate	4.52%
Cost per purchase at launch	\$44
First-time buyers on subscription	39%

BUILDING THE LANDING PAGE

- 1 An outcome-first hero: identity before ingredients
- 2 Four benefit callouts he can scan in seconds
- 3 The “live on your terms” story to hook him emotionally
- 4 The offer near the top, with subscription savings and bundles
- 5 Full ingredients and label for the skeptic who checks
- 6 A results timeline: 5 hours, 5 days, 30 days and 90 days
- 7 Video testimonials and an energy-drink comparison as proof
- 8 A “Matrix-free” lifetime guarantee and FAQ to remove the risk

See the live page: breakthematrix.io

THE LESSON

The founders asked for a landing page. What they needed was a reason for a young man to choose them over dozens of lookalike bottles. Once the idea was right, the page almost wrote itself.

1. Global Market Insights, Nootropic Supplements Market, 2025–2034. 2. LendingTree survey of 2,000 U.S. consumers, reported by NewsNation.

The bottle and the page

BREAK THE MATRIX

THINK FASTER, ACHIEVE MORE, **BREAK THE MATRIX**

Become limitless and build your dream life

SHOP NOW

Men's Focus Supplement

UNLOCK YOUR MIND, BOOST YOUR FOCUS, LEVEL UP.

Break The Matrix is a **high performance neurologic supplement** engineered for sharp focus, crystal-clear thinking, and unstoppable energy—so you can escape to 9 to 5 grind and enjoy true freedom.

Faster Thinking & Mental Processing

Explosive Energy Without Crashes

Unstoppable Focus, Zero Distractions

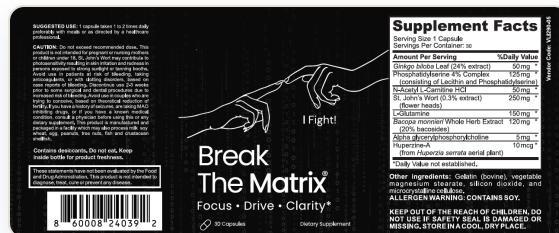
Smarter Problem-Solving & Laser Memory Recall

START LIVING ON **YOUR TERMS**

Aren't you sick of working a job you hate, living in somebody else's plan, dating people you aren't interested in? Break the Matrix gives you the focus, inspiration, and clarity to help build the life you dream of.

SHOP NOW

The landing page. Identity first: “Think faster, achieve more, Break the Matrix,” then the benefits, then “Start living on your terms.”



The label. Matte black, with Michelangelo's *Creation of Adam* reworked as a spark of potential. Focus • Drive • Clarity.

SEE IT LIVE

breakthematrix.io

Let's build yours.

A father-and-son team with 47 years of direct-response experience.

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