

One big idea. From under \$500K to \$10M a year.

How Juvenon's BloodFlow-7 turned an unknown molecule into "God's genius creation."

\$10M

A year in revenue, from under \$500K

6 years

To go from under \$500K to \$10M

12 years

As a client, 2011-2023

32 pages

The direct-mail magazine that proved it

THE CLIENT

Juvenon, maker of BloodFlow-7, a nitric-oxide circulation supplement

WHAT WE DID

The big idea, a 32-page direct-mail magazine, then the e-commerce strategy, landing pages and funnels that scaled it

THE RESULT

Annual revenue from under \$500K to \$10M within six years

THE CHALLENGE

Great science, no big idea

BloodFlow-7 had real science behind it: nitric oxide, the molecule whose discovery won a Nobel Prize. What it didn't have was a way to sell it. "Nitric oxide booster" sounds like every other pill on the shelf, and nobody picks up the phone for "vasodilation." Other copywriters hadn't cracked it, and sales were stuck under \$500,000 a year.

THE BIG IDEA

Stop selling the science. Sell what it means.

We turned nitric oxide from a lab term into the body's own healing medicine, something every reader already had and was running low on.

- **A bold, specific promise:** "Start feeling 10 years younger," with a 230% nitric-oxide boost in 3 hours.
- **A guarantee as big as the promise:** it works for you, or it's free.
- **A mechanism anyone could understand:** as nitric oxide drops with age, blood flow slows "to a trickle." BloodFlow-7 restores it.

THE COVER

"God's Genius Creation."

"It exceeds any man-made medicine on earth." A molecule nobody had heard of, reframed as a gift the reader already owned.

WHY IT WORKED WHEN OTHER CONCEPTS HADN'T

- 1 It turned abstract science into a story.** Italian "super-agers" living past 100 with the circulation of people 30 years younger. The world's oldest living twins, credited to their blood flow.
- 2 It matched the format to the reader.** A complimentary 32-page health magazine, with page references like "Story page 2" pulling readers inside. Multiple covers were tested against each other.
- 3 It stacked proof on proof.** Nobel laureate Louis Ignarro, Sapienza University research on 3,836 Italians who lived to 105, heat-camera scans and a head-to-head nitric-oxide chart.
- 4 It raised every order.** "Buy 5, get 2 free" as the best deal, "buy 3, get 1 free," free shipping, a 90-day guarantee, and every way to order, from phone to mail.

FROM MAILBOX TO ONLINE

Then we scaled what worked

- **E-commerce:** a direct-to-consumer online store for BloodFlow-7.
- **The package, repurposed:** the magazine's big idea, proof and stories became landing pages, so online buyers got the same persuasion that worked in the mail.
- **Conversion funnels:** the multi-bottle tiers and free-bottle offers carried into online funnels built to raise order value and bring customers back.
- **One message everywhere:** the same promise, proof and offer across mail and online, so every channel reinforced the others.

THE RESULTS

Annual revenue	Under \$500K	\$10M within six years
Client relationship	12 years, 2011–2023	

THE LESSON

BloodFlow-7 didn't have a copy problem. It had a concept problem. Great science needs a big idea that turns research into a feeling the reader wants. Once that idea was proven, it scaled into every channel.

A note on claims: this campaign reflects the advertising standards of its time. Today we bring the same big-idea thinking to every project within current FTC and FDA guidelines.

Let's find where you're losing sales.

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

Book a 30-minute call

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