

## SEO / GEO / AEO / PAID MEDIA COPY PACK

# FlowFuel Product Ad Copy Pack

Prepared by: Amy McGrath Format: PDF + website-embeddable HTML

Source site used: FlowFuel.pro shop and product pages. The shop lists 18 products across three pages.

Campaign purpose: create compliant, conversion-ready Facebook, Instagram, Google Search and UGC-style hooks for every product currently listed in the FlowFuel shop.

SEO	GEO	AEO
Search visibility + paid search alignment	Entity clarity for AI/generative engines	Fast answer extraction + ad hooks
SEO	Product names, category intent terms and search-ad headline variants are mapped to landing-page search demand.	
GEO	Brand and product entity signals are pulled from FlowFuel categories, ingredient/product names and science-led positioning.	
AEO	Each product has a short answer-style hook that can be reused in FAQ blocks, product cards, paid social and AI-readable summaries.	

**Compliance direction: keep supplement advertising supportive, not diagnostic. Avoid claiming that products cure, treat, prevent or reverse medical conditions. Use "supports", "helps maintain", "designed for" and "routine" language unless the client has approved substantiation.**

## Campaign Positioning

FlowFuel's site positions the range as science-based, practitioner-trusted supplements across energy, gut balance, immunity, sleep, detox and related wellness categories. This pack turns that positioning into short-form ad assets that can be used across Facebook, Instagram, Google Search, landing pages, email snippets and UGC briefs. Each product also includes a suggested audience direction by gender, age range and buyer intent, while keeping the ad copy itself compliant and non-invasive.

GEO	The copy keeps FlowFuel's product entities clear: detox, gut health, microbiome, immune support, sleep, relaxation, women's health and inflammation-support categories.
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## Audience and Funnel Map

Audience Segment	Need State	Best Product Angles
Gut health researchers	Looking for digestive comfort, microbiome balance, enzyme support or gut-lining support.	DGL + Calcium Glycine; Gut Guard Mucus Mend; Gut Power; PQ- power Gut brain; Tummy Max; MicroBiomeBalance.
Sleep and stress routine builders	Want calmer evenings, better wind-down rituals and natural relaxation support.	Natural GABA Sleep Botanicals; Sleep Mag Elixir.
Immune-support shoppers	Prefer daily, convenient immune support formats with vitamins, minerals, botanicals or antioxidant positioning.	ElderCare +Zinc; NK ImmunityDrops.
Detox and reset buyers	Looking for liver support, antioxidant detox and clean routine products.	Amino Detox; Metal Detox; Funguy Love + NAC; Clean Green VegaVita Meal.
Women's wellness buyers	Want respectful support for women's microbiome, menopause routines or hormonal transition support.	Flame Buster; Women Microbiome Balance + Probiotic.

## Product Source Matrix

Product	Category	Price	Primary Ad Angle
Amino Detox Phase II Conjugation Eliminator	Detox & Cleanse	\$75.98	Liver amino detox support with a natural amino acid blend.
Clean Green VegaVita Meal   FlowFuel Supplements	Greens & Meal	\$160.98	Non-GMO greens/meal formula positioned around cleansing, digestion and vitality.
DGL + Calcium Glycine	Gut Health & Microbiome	\$64.98	Digestive comfort and gut lining support using DGL extracts.
ElderCare +Zinc   FlowFuel Supplements	Immune Support	\$54.98	Lozenge format with zinc, vitamin C and echinacea for daily immune support.
Flame Buster Multi + Hot Flash Support	Inflammation Support	\$99.00	Women's multi positioned for menopausal comfort and hot flash support.
Flow Flamethrower	Inflammation Support	\$69.98	Thermogenic weight-management support positioned without stimulant-heavy messaging.
Funguy Love + NAC	Fungal Support	\$109.98	NAC/liver support angle with detox and adult liver health messaging.
Gut Guard Mucus Mend	Gut Health & Microbiome	\$109.98	Digestive support formula focused on mucosa/gut health and nutrient absorption.
Gut Power Microbiome Balance Booster	Gut Health & Microbiome	\$109.98	Microbiome balance, probiotics, vitamins and minerals for digestive support.
Inflame-Slam	Inflammation Support	\$70.98	Turmeric, quercetin, resveratrol and herbal/mineral support for a healthy inflammatory response.
Metal Detox	Detox & Cleanse	\$49.98	Liver detox and antioxidant support positioned around natural cleansing routines.
MicroBiomeBalance Vegi-Vegan Plant Power	Greens & Meal	\$47.98	Plant-based enzymes for food breakdown and nutrient absorption.
Natural GABA Sleep Botanicals	Sleep & Relaxation	\$99.00	Botanicals, PharmaGABA and L-theanine positioned for relaxation and sleep quality support.
NK ImmunityDrops	Immune Support	\$87.98	Liquid immune support with antioxidants, vitamins and berry extracts.
PQ- power Gut brain	Gut Health & Microbiome	\$136.98	Powder for gastrointestinal support and gut lining integrity.
Sleep Mag Elixir	Sleep & Relaxation	\$99.00	Magnesium plus botanicals for relaxation, sleep quality and flow-state support.
Tummy Max MeatLovers	Gut Health & Microbiome	\$112.98	Digestive enzyme support for protein-rich and varied diets.
Women Microbiome Balance + Probiotic 4 Healthy Women	Women's Health	\$99.00	Once-daily probiotic for women's vaginal and GI microbiome balance.

## Product Ad Copy: All FlowFuel Items

Each card includes a Meta-style primary text, short paid social headline, description, Google Search headline set, UGC hook, keyword cluster, suggested Facebook/Instagram audience, tagline and a ready-to-use ad version written out underneath. Copy is intentionally compliance-conscious and should be checked against platform, legal and client substantiation requirements before launch.

SEO	Search headline variants use product, ingredient and category language to improve relevance on product-led landing pages and Google Ads.
AEO	Short hooks are designed as extractable, plain-English answers that can be reused in landing page blocks or product cards.

### I. Amino Detox Phase II Conjugation Eliminator

## Amino Detox Phase II Conjugation Eliminator

Detox & Cleanse - \$75.98

Source angle	Liver amino detox support with a natural amino acid blend.
FB/IG audience	All genders, 25-55; detox/reset shoppers, wellness stack buyers, clean routine audiences.
Tagline	Clean reset support, without complicating the stack.
Meta primary text	FlowFuel Amino Detox Phase II is built for customers who want liver-supporting nutrition with a focused amino acid blend. A simple daily add-on for clean routines, reset moments, and people who want their supplement stack to feel intentional.
Headline	Daily Liver Support
Description	Amino-led detox support.
Search headlines	Liver Support Supplement   Amino Detox Formula   FlowFuel Detox Cleanse
UGC hook	Support your daily detox ritual - without making wellness complicated.
Keywords	liver support supplement; amino detox; detox cleanse supplement
Ready FB/IG ad	<b>Clean Reset, Smarter Support ♣</b> <i>Clean reset support, without complicating the stack.</i> Support a cleaner daily routine with Amino Detox Phase II. Built around amino-led liver support, it is a simple FlowFuel option for adults who want detox support that feels focused, practical and easy to add to a wellness stack. ★ CTA: Shop FlowFuel.

## 2. Clean Green VegaVita Meal | FlowFuel Supplements

### Clean Green VegaVita Meal | FlowFuel Supplements

Greens & Meal - \$160.98

Source angle	Non-GMO greens/meal formula positioned around cleansing, digestion and vitality.
FB/IG audience	All genders, 25-45; busy professionals, greens users, plant-forward wellness buyers.
Tagline	Your greens, digestion and daily nutrition in one scoop.
Meta primary text	Clean Green VegaVita Meal gives health-focused customers a simple way to bring greens, botanicals and digestive support into their routine. Position it as a premium daily blend for customers who want clean energy, routine consistency and a greener wellness reset.
Headline	Greens With Purpose
Description	Daily cleanse support.
Search headlines	Clean Green Meal   Daily Greens Powder   Detox Greens Blend
UGC hook	A cleaner daily ritual in one green scoop.
Keywords	green detox meal; clean greens supplement; digestion support powder
Ready FB/IG ad	<b>Greens That Work Harder ♣</b> <i>Your greens, digestion and daily nutrition in one scoop.</i> Clean Green VegaVita Meal brings greens, botanicals and digestion support into one premium daily blend. Ideal for busy routines, morning resets and customers who want more from their daily greens without overthinking it. ✓ CTA: Shop FlowFuel.

## 3. DGL + Calcium Glycine

### DGL + Calcium Glycine

Gut Health & Microbiome - \$64.98

Source angle	Digestive comfort and gut lining support using DGL extracts.
FB/IG audience	All genders, 30-60; gut-health researchers, digestive comfort shoppers, sensitive-routine buyers.
Tagline	Gentle gut support for everyday routine builders.
Meta primary text	DGL + Calcium Glycine is made for customers who want targeted digestive support in a simple daily format. Use it for campaigns around gut comfort, everyday balance, and building a smarter microbiome-support routine.
Headline	Gut Comfort Support
Description	DGL digestive support.

Search headlines	DGL Supplement   Gut Lining Support   Digestive Health Formula
UGC hook	Support your gut before it slows your day down.
Keywords	DGL supplement; gut lining support; digestive comfort supplement
Ready FB/IG ad	<p><b>Daily Gut Comfort, Made Simple ✓</b>  <i>Gentle gut support for everyday routine builders.</i>            DGL + Calcium Glycine supports everyday digestive comfort and gut-lining care in a simple daily format. A strong fit for customers building a calmer, more consistent gut-support routine. ★            CTA: Shop FlowFuel.</p>

## 4. ElderCare +Zinc | FlowFuel Supplements

<p><b>ElderCare +Zinc   FlowFuel Supplements</b>  <b>Immune Support - \$54.98</b></p>	
Source angle	Lozenge format with zinc, vitamin C and echinacea for daily immune support.
FB/IG audience	All genders, 35-65+; immune routine shoppers, family wellness buyers, convenience-led supplement users.
Tagline	Small lozenge. Simple immune support.
Meta primary text	ElderCare +Zinc gives immune-conscious customers a convenient lozenge format for daily support. Lead with ease, portability and a clean routine for customers who want their immune support to fit real life.
Headline	Immune Support Lozenges
Description	Zinc + C + echinacea.
Search headlines	Zinc Lozenges   Immune Support Supplement   Vitamin C Echinacea
UGC hook	Small lozenge. Big daily support energy.
Keywords	zinc lozenges; immune support lozenge; vitamin C echinacea zinc
Ready FB/IG ad	<p><b>Immune Support That Fits The Day *</b>  <i>Small lozenge. Simple immune support.</i>            ElderCare +Zinc brings zinc, vitamin C and echinacea into a convenient lozenge format. Simple to keep close, easy to work into the day and built for daily immune-support routines. ✓            CTA: Shop FlowFuel.</p>

## 5. Flame Buster Multi + Hot Flash Support

<p><b>Flame Buster Multi + Hot Flash Support</b>  <b>Inflammation Support - \$99.00</b></p>	
Source angle	Women's multi positioned for menopausal comfort and hot flash support.
FB/IG audience	Women, 40-60; menopause and perimenopause wellness audiences, women's routine buyers.
Tagline	Support for the season, not pressure to be perfect.
Meta primary text	Flame Buster Multi + Hot Flash Support is a women-focused formula for customers looking for daily support during menopausal changes. Keep the creative calm, respectful and confidence-led, with messaging around comfort, routine and feeling supported.
Headline	Menopause Routine Support
Description	Women's daily support.
Search headlines	Hot Flash Support   Menopause Supplement   Women Multi Formula
UGC hook	A calmer way to support the season you are in.
Keywords	hot flash support; menopause support supplement; women's multi supplement
Ready FB/IG ad	<p><b>Support The Season You Are In ★</b>  <i>Support for the season, not pressure to be perfect.</i>            Flame Buster Multi + Hot Flash Support is made for women's wellness routines, with supportive language around comfort, balance and daily consistency. Respectful, practical and built for a stage of life that deserves better support. ✓            CTA: Shop FlowFuel.</p>

## 6. Flow Flamethrower

## Flow Flamethrower Inflammation Support - \$69.98

Source angle	Thermogenic weight-management support positioned without stimulant-heavy messaging.
FB/IG audience	All genders, 25-45; fitness buyers, weight-management audiences, active routine builders.
Tagline	Daily metabolism support with clean momentum.
Meta primary text	Flow Flamethrower is positioned for customers building a focused weight-management routine. The strongest ad angle is clean momentum: metabolism support, appetite-control support and consistent habits without aggressive transformation claims.
Headline	Metabolism Support
Description	Routine-friendly thermogenic.
Search headlines	Thermogenic Supplement   Metabolism Support   Weight Management Formula
UGC hook	Fuel your routine - not the jitters.
Keywords	thermogenic supplement; metabolism support; weight management supplement
Ready FB/IG ad	<p>Fire Up The Routine ✨</p> <p><i>Daily metabolism support with clean momentum.</i></p> <p>Flow Flamethrower supports weight-management routines with a thermogenic angle built around momentum, habits and consistency. A sharper fit for active customers who want support without hype. ✨</p> <p>CTA: Shop FlowFuel.</p>

## 7. Funguy Love + NAC

### Funguy Love + NAC Fungal Support - \$109.98

Source angle	NAC/liver support angle with detox and adult liver health messaging.
FB/IG audience	All genders, 30-55; NAC shoppers, liver-support buyers, detox stack audiences.
Tagline	NAC-powered liver support for intentional wellness stacks.
Meta primary text	Funguy Love + NAC is a premium option for customers who want to support liver health and daily detox processes. Position it as a smart supplement for health-conscious adults who want a more intentional internal wellness routine.
Headline	Liver Love + NAC
Description	Daily liver support.
Search headlines	NAC Supplement   Liver Support Capsules   Detox Support Formula
UGC hook	Show your liver some love.
Keywords	NAC supplement; liver health support; detox support capsules
Ready FB/IG ad	<p>Liver Love, Powered By NAC ✨</p> <p><i>NAC-powered liver support for intentional wellness stacks.</i></p> <p>Funguy Love + NAC supports liver health and daily detox processes for adults building a more intentional wellness stack. Clean, focused and easy to position for supplement-savvy shoppers. ✨</p> <p>CTA: Shop FlowFuel.</p>

## 8. Gut Guard Mucus Mend

### Gut Guard Mucus Mend Gut Health & Microbiome - \$109.98

Source angle	Digestive support formula focused on mucosa/gut health and nutrient absorption.
FB/IG audience	All genders, 30-60; gut-lining support researchers, digestion audiences, premium gut health buyers.
Tagline	Guard the gut routine from the inside out.
Meta primary text	Gut Guard Mucus Mend speaks to customers who want a more supported digestive routine. Keep campaigns focused on gut support, nutrient absorption, and helping digestion feel more balanced day to day.
Headline	Guard Your Gut Routine
Description	Digestive support blend.

Search headlines	Gut Support Supplement   Mucosa Support Formula   Digestive Health Capsules
UGC hook	Give your gut the support layer it deserves.
Keywords	gut support supplement; mucosa support; digestive health capsules
Ready FB/IG ad	<p><b>Give Your Gut A Guard ✓</b>  <i>Guard the gut routine from the inside out.</i>            Gut Guard Mucus Mend supports digestive routine, mucosa care and nutrient absorption. Strong for customers who already value gut health and want a more focused daily support product. ✨            CTA: Shop FlowFuel.</p>

## 9. Gut Power Microbiome Balance Booster

<p><b>Gut Power Microbiome Balance Booster</b>            Gut Health &amp; Microbiome - \$109.98</p>	
Source angle	Microbiome balance, probiotics, vitamins and minerals for digestive support.
FB/IG audience	All genders, 25-55; probiotic users, microbiome-aware shoppers, digestive balance audiences.
Tagline	Balance-focused support for the daily gut routine.
Meta primary text	Gut Power Microbiome Balance Booster is built around digestive balance, gut-lining support and probiotic support. Use it for educational ads that connect gut health with everyday wellness without overpromising outcomes.
Headline	Microbiome Balance Support
Description	Gut health booster.
Search headlines	Microbiome Supplement   Probiotic Gut Support   Digestive Balance Booster
UGC hook	Balance starts in the gut.
Keywords	microbiome balance supplement; probiotic support; gut health booster
Ready FB/IG ad	<p><b>Balance Starts In The Gut ☘</b>  <i>Balance-focused support for the daily gut routine.</i>            Gut Power Microbiome Balance Booster combines probiotic, vitamin and mineral support in one digestive-balance routine. Clear, easy to understand and ideal for shoppers already interested in microbiome care. ★            CTA: Shop FlowFuel.</p>

## 10. Inflamm-Slam

<p><b>Inflamm-Slam</b>            Inflammation Support - \$70.98</p>	
Source angle	Turmeric, quercetin, resveratrol and herbal/mineral support for a healthy inflammatory response.
FB/IG audience	All genders, 30-65; active wellness audiences, antioxidant shoppers, healthy ageing buyers.
Tagline	Botanical antioxidant support for daily balance.
Meta primary text	Inflamm-Slam is ideal for customers looking for a botanical-led formula with turmeric, quercetin and resveratrol. The ad angle should focus on antioxidant support, balance, and a healthy inflammatory response.
Headline	Turmeric + Antioxidants
Description	Daily balance support.
Search headlines	Turmeric Quercetin Supplement   Resveratrol Antioxidant   Inflammation Support
UGC hook	Bring antioxidant support into your daily routine.
Keywords	turmeric quercetin resveratrol; inflammation support supplement; antioxidant supplement
Ready FB/IG ad	<p><b>Botanical Balance Support ✨</b>  <i>Botanical antioxidant support for daily balance.</i>            Inflamm-Slam combines turmeric, quercetin and resveratrol for antioxidant support and a healthy inflammatory response. A clean daily balance angle for wellness, recovery and healthy-ageing audiences. ★            CTA: Shop FlowFuel.</p>

## 11. Metal Detox

Metal Detox Detox & Cleanse - \$49.98	
Source angle	Liver detox and antioxidant support positioned around natural cleansing routines.
FB/IG audience	All genders, 30-60; detox buyers, clean-living audiences, antioxidant supplement shoppers.
Tagline	A focused detox add-on for cleaner routine builders.
Meta primary text	Metal Detox is positioned around natural antioxidant support and the body's detoxification pathways. Keep the creative clean and educational: ideal for customers who already understand detox routines and want a focused FlowFuel option.
Headline	Antioxidant Detox Support
Description	Liver cleanse routine.
Search headlines	Metal Detox Supplement   Liver Detox Support   Antioxidant Cleanse
UGC hook	A smarter add-on for your cleanse routine.
Keywords	metal detox supplement; liver detox support; antioxidant detox capsules
Ready FB/IG ad	<p><b>Detox Support, Made Clear ●</b></p> <p><i>A focused detox add-on for cleaner routine builders.</i></p> <p>Metal Detox supports liver detox pathways and antioxidant cleansing routines. A simple, focused add-on for customers who already care about cleaner daily stacks and practical wellness resets. ✨</p> <p>CTA: Shop FlowFuel.</p>

## 12. MicroBiomeBalance Vegi-Vegan Plant Power

MicroBiomeBalance Vegi-Vegan Plant Power Greens & Meal - \$47.98	
Source angle	Plant-based enzymes for food breakdown and nutrient absorption.
FB/IG audience	All genders, 20-45; vegan shoppers, plant-based audiences, digestive enzyme users.
Tagline	Plant-powered digestion for modern meal routines.
Meta primary text	MicroBiomeBalance Vegi-Vegan Plant Power is a clean fit for customers who want plant-based digestive enzyme support. The strongest angle is everyday food breakdown, nutrient absorption and vegan-friendly digestive support.
Headline	Plant Enzyme Support
Description	Vegan digestion help.
Search headlines	Vegan Digestive Enzymes   Plant Enzyme Supplement   Nutrient Absorption Support
UGC hook	Plant-powered support for the meals you actually eat.
Keywords	plant enzyme supplement; vegan digestive enzymes; nutrient absorption support
Ready FB/IG ad	<p><b>Plant-Powered Digestion ✨</b></p> <p><i>Plant-powered digestion for modern meal routines.</i></p> <p>MicroBiomeBalance Vegi-Vegan Plant Power supports food breakdown and nutrient absorption with vegan-friendly digestive enzymes. A clean fit for plant-based customers and everyday meal-support campaigns. ✓</p> <p>CTA: Shop FlowFuel.</p>

## 13. Natural GABA Sleep Botanicals

Natural GABA Sleep Botanicals Sleep & Relaxation - \$99.00	
Source angle	Botanicals, PharmaGABA and L-theanine positioned for relaxation and sleep quality support.
FB/IG audience	All genders, 25-55; sleep routine builders, relaxation audiences, stress-conscious wellness buyers.
Tagline	A calmer night starts before bedtime.
Meta primary text	Natural GABA Sleep Botanicals is for customers who want a calmer evening routine. Lead with relaxation, nervous-system support and restful sleep quality without implying guaranteed sleep outcomes.
Headline	Natural Sleep Support
Description	GABA + botanicals.

Search headlines	GABA Sleep Supplement   L-Theanine Sleep Support   Relaxation Botanicals
UGC hook	Wind down with nature and science in the same capsule.
Keywords	GABA sleep supplement; sleep botanicals; l-theanine sleep support
Ready FB/IG ad	<p>Wind Down Naturally ☺</p> <p><i>A calmer night starts before bedtime.</i></p> <p>Natural GABA Sleep Botanicals blends PharmaGABA, L-theanine and botanicals for relaxation and sleep-quality support. A calm evening angle for customers building a better wind-down routine. ★</p> <p>CTA: Shop FlowFuel.</p>

## 14. NK ImmunityDrops

<h3>NK ImmunityDrops</h3> <p>Immune Support - \$87.98</p>	
Source angle	Liquid immune support with antioxidants, vitamins and berry extracts.
FB/IG audience	All genders, 25-60; immune-support buyers, liquid supplement users, family wellness shoppers.
Tagline	Immune support you can drop into the day.
Meta primary text	NK ImmunityDrops gives immune-conscious customers a liquid supplement angle with antioxidants, vitamins and berry extracts. Build ads around convenience, daily defense support and a more enjoyable immune routine.
Headline	Liquid Immune Support
Description	Berry antioxidant drops.
Search headlines	Immune Drops   Liquid Immune Support   Antioxidant Berry Formula
UGC hook	Immune support you can drop into the day.
Keywords	immune drops; liquid immune support; antioxidant berry supplement
Ready FB/IG ad	<p>Daily Immune Drops ●</p> <p><i>Immune support you can drop into the day.</i></p> <p>NK ImmunityDrops deliver liquid immune support with antioxidants, vitamins and berry extracts. Convenient, easy to use and ideal for shoppers who prefer a faster, lighter format than capsules. ✓</p> <p>CTA: Shop FlowFuel.</p>

## 15. PQ- power Gut brain

<h3>PQ- power Gut brain</h3> <p>Gut Health &amp; Microbiome - \$156.98</p>	
Source angle	Powder for gastrointestinal support and gut lining integrity.
FB/IG audience	All genders, 30-55; gut-brain wellness audiences, GI support researchers, premium powder buyers.
Tagline	Gut-brain support for routines with more intent.
Meta primary text	PQ- power Gut brain can anchor educational campaigns around gut health, GI function and gut-lining support. Position it as a premium powder for customers who want to connect digestion, routine and overall wellness.
Headline	Gut-Brain Routine Support
Description	GI support powder.
Search headlines	Gut Brain Supplement   GI Support Powder   Gut Lining Support
UGC hook	Support the gut-brain routine customers are already searching for.
Keywords	gut brain supplement; GI support powder; gut lining support
Ready FB/IG ad	<p>Gut-Brain Routine Support ✂</p> <p><i>Gut-brain support for routines with more intent.</i></p> <p>PQ- power Gut brain supports GI function and gut-lining integrity in a premium powder format. Built for customers connecting digestion, routine and overall wellness in one daily support system. ★</p> <p>CTA: Shop FlowFuel.</p>

## 16. Sleep Mag Elixir

## Sleep Mag Elixir Sleep & Relaxation - \$99.00

Source angle	Magnesium plus botanicals for relaxation, sleep quality and flow-state support.
FB/IG audience	All genders, 25-55; magnesium users, sleep and relaxation audiences, evening routine buyers.
Tagline	A smoother evening ritual for better next-day flow.
Meta primary text	Sleep Mag Elixir brings together magnesium and botanicals for customers building a calmer night routine. Use it for ads around sleep quality, relaxation and waking up ready for better focus.
Headline	Magnesium Sleep Support
Description	Night routine elixir.
Search headlines	Magnesium Sleep Powder   Relaxation Supplement   Sleep Elixir
UGC hook	Better evenings. Better focus tomorrow.
Keywords	magnesium sleep powder; sleep elixir; relaxation supplement
Ready FB/IG ad	<p>Evenings Made Easier ☺</p> <p><i>A smoother evening ritual for better next-day flow.</i></p> <p>Sleep Mag Elixir combines magnesium and botanicals for relaxation, sleep-quality support and better next-day flow. A strong Facebook and Instagram angle for night routines, calm rituals and daily consistency. ★</p> <p>CTA: Shop FlowFuel.</p>

## 17. Tummy Max MeatLovers

### Tummy Max MeatLovers Gut Health & Microbiome - \$112.98

Source angle	Digestive enzyme support for protein-rich and varied diets.
FB/IG audience	All genders, 25-55; high-protein diet audiences, meat lovers, gym/fitness meal planners.
Tagline	Digestive enzyme support for bigger meals.
Meta primary text	Tummy Max MeatLovers is a clear product for customers who enjoy protein-rich meals and want digestive enzyme support. The ad copy should be simple, food-led and practical: support digestion without making the customer feel judged.
Headline	Support Bigger Meals
Description	Digestive enzymes.
Search headlines	Digestive Enzymes For Meat   Protein Digestion Support   Meal Enzyme Capsules
UGC hook	For big meals that need smarter support.
Keywords	digestive enzymes for meat; protein digestion support; meal enzyme capsules
Ready FB/IG ad	<p>Support Bigger Meals ✓</p> <p><i>Digestive enzyme support for bigger meals.</i></p> <p>Tummy Max MeatLovers gives protein-rich meals digestive enzyme support without judgement. Practical, food-led and easy to position for customers who enjoy bigger meals and want smarter support. ★</p> <p>CTA: Shop FlowFuel.</p>

## 18. Women Microbiome Balance + Probiotic 4 Healthy Women

### Women Microbiome Balance + Probiotic 4 Healthy Women Women's Health - \$99.00

Source angle	Once-daily probiotic for women's vaginal and GI microbiome balance.
FB/IG audience	Women, 25-55; women's wellness buyers, probiotic users, vaginal and GI microbiome audiences.
Tagline	Women's microbiome support, made clear.
Meta primary text	Women Microbiome Balance + Probiotic 4 Healthy Women is made for women looking for probiotic support across vaginal and GI health. Keep the messaging respectful, empowering and education-led, with no fear-based language.
Headline	Women's Probiotic Support
Description	Vaginal + GI balance.

Search headlines	Women Probiotic Supplement   Vaginal Microbiome Support   GI Probiotic
UGC hook	Microbiome support made for women's routines.
Keywords	women probiotic; vaginal microbiome support; GI probiotic women
Ready FB/IG ad	<p><b>Women's Microbiome Support ★</b>  <i>Women's microbiome support, made clear.</i>                      Women Microbiome Balance + Probiotic supports vaginal and GI microbiome balance in a once-daily women's probiotic routine. Respectful, education-led and easy to understand for women's wellness campaigns. ✓                      CTA: Shop FlowFuel.</p>

## SEO, GEO and AEO Optimisation Highlights

Optimisation Area	What Was Optimised	Where It Appears
SEO product intent	Every product has category-led and ingredient-led keywords to support product page relevance and paid search quality.	Product cards, keyword clusters, search headlines.
Search ad alignment	Google Search headline sets include product names, core category terms and purchase-intent language.	Search ad headline fields.
GEO entity clarity	Copy uses source-derived product names, categories, ingredients and benefit territories so AI systems can map each product clearly.	Source matrix, product cards, source references.
AEO answer hooks	Hooks are short and extractable, so they can be reused as concise answer blocks on landing pages.	UGC / short hook line.
Compliance-aware language	Supplement copy avoids guaranteed outcomes and treatment claims, using routine/support terminology instead.	All product ad copy fields.
Cross-channel reuse	Primary text can be adapted for Meta ads, landing pages, email teasers and creator briefs.	Meta primary text and product cards.

## Client Handover Notes

- Platform policy check: review every claim against Meta, Google and supplement advertising policies before launch.
- Claim substantiation: replace any generic support line with client-approved ingredient claims where substantiation exists.
- Personal attributes: keep age and gender notes inside the media plan. Do not write ad openers that imply the viewer has a health condition, symptom or sensitive attribute.
- Landing page match: send ads to the exact product page and mirror headline language on the product page hero or FAQ section.
- Testing plan: start with 2-3 angles per category: routine support, ingredient education and problem-aware but non-diagnostic benefit language.

## Source References

Product names, categories, prices and product positioning were based on the FlowFuel website and product pages available at generation time.

[1] FlowFuel shop page 1. Product list, categories, prices and first six products  
<https://flowfuel.pro/shop/>

[2] FlowFuel shop page 2. Product list, categories, prices and products 7-12  
<https://flowfuel.pro/shop/page/2/>

[3] FlowFuel shop page 3. Product list, categories, prices and products 13-18  
<https://flowfuel.pro/shop/page/3/>

[4] FlowFuel homepage. Brand positioning: science-based, practitioner-trusted supplements and manufacturing quality statements  
<https://flowfuel.pro/>

## Website-Embeddable HTML Version

The complete HTML file is supplied separately as a scoped, embed-ready block. It uses no full html/head/body wrapper and can be pasted into a CMS custom HTML area.

File: flowfuel\_ad\_copy\_embed\_ready.html