

**NOTE - WEBSITE COLOUR - AS SAME AS PRODUCT COLOUR
WEBSITE FONT - LOGO FONT IS JEDIRA & WEBISTE FONT YOU CHOOSE
YOURSELF Example - SEED WEBISTE**

TO BE NOTED POINTS -

No bitter herbs.
No medicine taste.
Just a soothing daily ritual you'll actually enjoy.

IGNITE YOUR WELLNESS | FREE SHIPPING

Header (big, bold)

Left - Drop down menu
Center - WELLIGNITE
Right - Shopping Cart

READ NOTE FOR YOUR REFRENCE

DONT COPY JUST FOR REFRENCE

- **Desktop (two-column):**
 - **Left column:** Product visual (large). Support for multiple frames / 3D viewer or simple high-res image. Smoke overlay appears over the product area.
 - **Right column:** Product title, short tagline, “story” (1–2 short paragraphs), list of benefits (bulleted), key specs, price and primary CTA button (“Buy Now” / “Add to Cart”), secondary CTA (“Learn More”).
- **Tablet / Mobile (stacked):**
 - **Product visual on top, story/benefits underneath.**
 - **Smoke animation still occurs over the product image; make sure it's optimized and not intrusive on mobile.**

STORY

Your lungs are fighting every day.

DEV: Trigger smoke → 0 % Scroll

Imagine if breathing could feel easier...

DEV: Smoke clears → 20 % Scroll

A daily Ayurvedic ritual for lung comfort

Start Breathing Better

DEV: Gummy drops → 50 % Scroll

Breathewell Gummies

Ayurveda + Modern Science

DEV: Clean air → 80 % Scroll

Your lungs are fighting every day - 100% smoke

Pollution • Smoking • Dust • Winter air

Scroll to breathe better ↓

Sub-headline

Imagine if breathing could feel easier - 20% Smoke

A Daily Ayurvedic ritual for lung comfort - Smoke clear 100%

100% Pure & Natural | India's First Mullein Gummies

BreatheWell™ is your daily pollution shield in a gummy.

Whether you live in a city surrounded by smog or spend long hours outdoors, BreatheWell™ helps your body fight back against polluted air — naturally.

BENIFITS

Each delicious gummy powers a 360° defense system:

- Detoxifies lungs from trapped pollutants
- Reduces inflammation & oxidative stress caused by toxic air /
- Boosts immunity and strengthens respiratory health
- Improves oxygen flow & energy for sharper focus and stamina
- Protects skin and cells from pollution-induced aging
- Balances histamine & allergic responses for easier breathing

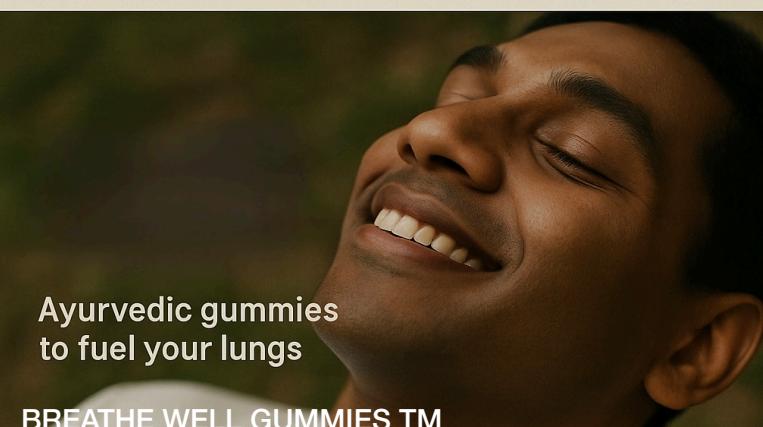
- 1- Powered by Mullein Defence Complex™
- 2- World's No.1 Lung Herb – Used for 200+ Years Globally
- 3- Now in India for the First Time in Modern Format
- 4- Third Party Lab Tested for Purity & Safety
- 5- Backed by Wellness Experts & BAMS Doctors
- 6- Tasty, Vegan & Sugar-Free
- 7- >50:1 Mullein Extract Concentration

INGREDIENTS

Made for Indian lungs. Built for Indian air.

Breathewell Shop Scence

Login Get Started



Ayurvedic gummies to fuel your lungs

BREATHE WELL GUMMIES TM

-  Supports Respiratory Comfort
Designed to soothe and strengthen your airways.
-  Powerful Herbal Formula
Combines traditional herbs for lung health
-  Modern Science Upgraded
Reads with bioavailable ingredients and research
-  Made for India
Helps combat pollution and smoke damage.

Start Now

Formulated with Mullein, Curcumin, and Quercetin, with zinc and Blackpepper vitamin C & D these science-backed actives work in harmony to detoxify, repair, and strengthen your lungs and immunity from within.

DONT COPY JUST FOR REFRENCE

Optimized Gummy Formulation for Daily Lung Support

Breathewell Gummies are thoughtfully formulated to deliver Ayurvedic actives and essential nutrients in a form your body can easily absorb and enjoy.

ConceptAid
 Easily to Enjoy
A gentle, chewable base designed for daily consumption. no pills, no swallowing discomfort

Daily Nutrient Support
Vitamin C and Vitamin D help support immune and lung health—especially in polluted environments



Outer Gummy Matrix—Easy to Enjoy
A gentle, chewable base designed for daily consumption—no pills, no swallowing discomfort

Herbal Actives—Lung Comfort Support
Concentrated Ayurvedic herbs like Mullein, Amra and Curcumin to help sooth and support respiratory wellness

Enhanced Absorption Blend
Black Pepper Extract and Zinc support better bioavailability and nutrient utilization

Designed as a daily wellness supplement. Not intended to diagnose, treat, cure, or prevent any

Benefits that build with daily use

Designed for everyday support, Breathewell Gummies help your lungs cope with pollution and smoke over time—gently and

- Day 1

Daily Lung Support

- Supports breathing comfort in polluted air
- Helps soothe everyday respiratory irritation



- Week 4

Stronger Respiratory Resilience

- Helps lungs cope better with pollution & smoke
- Supports airway immune defence
- Aids oxidative stress management



- Week 8

Long-Term Lung Wellness

- Supports ongoing respiratory comfort
- Helps maintain healthy lung function
- Complements urban & smoker lifestyles



*Benefits may vary with lifestyle and consistency.

[Start Daily Lung Support](#)

***DONT COPY JUST**

FOR REFERENCE*



How to Use:

- Take 1 capsule daily with food for best absorption.

HOW TO USE SHOULD BE JUST IN ONE LINE



DM-02™ Daily Multivitamin

Start Now

Bioavailable nutrients that work harder for you.

Breathowell is thoughtfully formulated using ingredients your body can easily absorb and recognize so you experience the potential of their lung-and-

Ayurvedic Exclusive

Cellular Energy Complex
Supports cellular and
mitochondrial function with
a blend of C6010, POC, MZ
and Piveraine.



WHY IT'S ESSENTIAL
Replenishes key nutrients that
typically decline with age.

Vitamin A

A fat soluble vitamin that
supports immune defense
and bone health.



BIOAVAILABLE FORM
Two forms of vitamin –
–provitamin A and a active
vitamin A—the body

Vitamin C

Promotes collagen
production and supports
immune health.



BIOAVAILABLE FORM
Ascorbic acid, an active
form of vitamin C that's
easily absorbed.

Vitamin D3

Supports
calcium
absorption
bone & muscular
function.



Start Lung Support

*DON'T COPY JUST FOR
REFERENCE*

Need POP UPS LIKE THIS

(Start Breathing Better) POP
UP

Awaken Within



DM-02™ Daily Multivitamin

Start Now

NEED ANIMATED LOGO OF OUR BRAND



***DO READ BELOW POINTS TO
CATCH THE VIBE & TASTE***

Micro-trust line
FSSAI Approved • Lab Tested • Vegan • Made in India

Primary CTA

👉 Scroll to breathe better ↓

Psychology

- Calls out smoker guilt without shaming
 - Creates curiosity
 - Keeps them scrolling
-

2 PROBLEM RECOGNITION (RELATABILITY)

Headline

Your lungs take a hit every single day.

Visual

- Icons or subtle visuals:
 -  Smoking
 -  Pollution
 -  Dust
 -  Winter air

Copy

- Smoking irritates airways
- Pollution inflames lungs
- Dust builds congestion
- Over time, breathing feels heavy

Psychology

- "This is exactly my life"

- Validates pain without fear-mongering
-

3 TRANSITION SECTION (SMOKE CLEARING MOMENT)

Visual

- Smoke visibly reduces on scroll
- Background becomes warmer & cleaner
- Herbs begin appearing

Headline

What if daily breathing could feel lighter?

Sub-line

A small habit. A big difference.

Psychology

- Hope
 - Relief
 - Sets stage for solution
-

4 PRODUCT INTRODUCTION (THE SOLUTION REVEAL)

Visual

- Bottle appears
- Single gummy animation
- Clean, premium background

Headline

Breathewell Gummies

Sub-headline

Ayurvedic lung support, upgraded with modern science.

Quick bullets

- Supports respiratory comfort
- Helps soothe irritation
- Designed for smokers & polluted cities

CTA

👉 Start Breathing Better

5 HOW IT WORKS (SIMPLE, BELIEVABLE)

Headline

Supporting copy

This is not a medicine.
It's a daily wellness ritual for your lungs.

Psychology

- Easy
 - Non-intimidating
 - Safe
-

6 INGREDIENT INTELLIGENCE (TRUST BUILDER)

Headline

The science-backed Ayurveda inside

Hero Ingredient Block



Mullein Extract (50:1) – 200 mg

Traditionally used for lung comfort and airway support.

Supporting Actives Grid

- Vitamin C (Amla) – 100 mg → antioxidant protection
- Quercetin – 50 mg → supports respiratory response
- Curcumin 95% – 50 mg → anti-inflammatory support
- Zinc – 5 mg → immune defence
- Vitamin D3 – 600 IU → lung + immunity health
- Black Pepper Extract → better absorption

Psychology

- “This is not random ingredients”
 - Feels researched and premium
-

7 WHY IT'S MADE FOR SMOKERS & POLLUTION (KEY DIFFERENTIATOR)

Headline

Made for real-world lungs

Copy Blocks

- You may not quit smoking overnight
- Pollution is unavoidable in Indian cities
- Your lungs still deserve support

Positioning Statement

Breathewell is for people who want damage control, protection & relief — naturally.

Psychology

- Removes guilt
 - Makes product feel empathetic
-

8 FLAVOUR & EXPERIENCE (PLEASURE = ADHERENCE)

Headline

Tastes good. Feels better.

Visual

- Honey • Lemon • Ginger

Copy

No bitter herbs.

No medicine taste.

Just a soothing daily ritual you'll actually enjoy.

Psychology

- Reduces resistance to daily use
-

9 SAFETY & TRUST (NON-NEGOTIABLE)

Headline

Clean. Safe. Transparent.

Trust Icons

- FSSAI Approved
- Lab Tested
- Vegan
- Non-GMO
- No steroids
- No harmful chemicals

Disclaimer (small, honest)

Not a cure or medicine. Designed to support overall lung wellness.

Psychology

- Removes fear
 - Increases confidence
-

10 SOCIAL PROOF (VALIDATION)

Headline

What people like you are saying

Reviews

- “My breathing feels lighter in the mornings.”
- “Perfect for Delhi pollution season.”
- “I smoke but wanted something to protect my lungs.”

Psychology

- “I’m not alone”
 - Normalizes usage
-

11 DOSAGE & WHO SHOULD TAKE IT

Headline

Who is this for?

Bullets

- Smokers
- People living in polluted cities
- Dust-exposed professionals
- Anyone wanting daily respiratory support

Dosage

2 gummies per day, after meals.

12 PURCHASE MODULE (CONVERSION ZONE)

Product Card

- Product image
- Price
- Pack size (30 gummies)
- Flavour
- Rating

CTA (strong)

👉 Add to Cart – Start Breathing Better

Reassurance

- 30-day satisfaction guarantee
 - Secure checkout
 - Fast shipping
-

1 3 FAQ (OBJECTION HANDLING)

- Is this for smokers?
 - Is it safe daily?
 - Can I take it with other supplements?
 - When will I feel a difference?
 - Is this medicine?
-

1 4 FINAL CTA (EMOTIONAL CLOSE)

Headline

Your lungs work every day.
What are you doing for them?

CTA

👉 Give your lungs daily support

✓ WHAT YOU NOW HAVE

- A complete end-to-end product page structure
- Built for scroll psychology
- Built for smokers & polluted cities
- Built for trust + premium positioning
- Built for actual sales