Recover365 Website Design Brief for Ashaad

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Hey Ashaad,

Appreciate you helping us take this to the next level. Our goal is to make Recover365 look like the #1 hangover + liver recovery gummy on the market. Right now, the site is too bland and doesn’t reflect the brand’s energy or product value. This brief gives you a simple, clear structure to build from. You’re welcome to bring your own creative ideas too — but here’s what must be included:

* Visually compete with (and beat) <https://www.undogummies.com/>
* Highlight that this is a legit, science-backed product
* Make it super easy for people to understand and buy
* Clean, premium, scrollable — looks great on mobile and desktop

## 🎯 HOMEPAGE SECTIONS (IN ORDER)

### 1. ****Hero Banner (Top Section)****

* Big bold headline: **“Recover From Your Night Out”**
* Subheadline: “Liver & hydration support in a great-tasting gummy. No pills. No powders.”
* Call-to-Action (CTA) buttons: [**Shop Now**] [**How It Works**] etc
* Lifestyle background or gradient with product image

#### 2. Brand Introduction Block

**Recover365 is more than a hangover fix — it’s a lifestyle shift.**  
Our mission is to educate and empower people who love their social life but also care deeply about their long-term health. We believe you shouldn’t have to choose between having fun and feeling good. Recover365 bridges that gap.

We created this product because we saw firsthand what consistent alcohol use can do to your energy, your mood, and most importantly — your liver. It’s backed by ingredients proven to support liver detox and hydration, with no BS.

### 3. ****How It Works (3-Step Visual Layout)****

1. Take 2 gummies before or after drinking
2. Go out and enjoy yourself
3. Wake up feeling refreshed

Add icons or step graphics — keep it visual and fun

### 4. ****What’s Inside (Ingredients Breakdown)****

100% Sugar-Free | Made in a cGMP-Certified Facility

**Design instructions:**

* Layout this section in two clear parts:
  1. "What the Science Says" — shown as a trust-building stat block or sidebar (e.g., icon + short fact format)
  2. "Why These Ingredients Matter" — display ingredients in a **two-column grid**, each with an icon, the name of the ingredient, dosage in mg, and a 1–2 line description.
* Highlight **DHM (Dihydromyricetin)** as the central/hero ingredient — it should be first and visually emphasized.
* Consider adding a subtle shaded background or badge-style format for each ingredient to improve visual clarity.

#### 📊 What the Science Says

* A 2021 study published in the Journal of Hepatology found that even moderate alcohol intake causes early signs of liver stress in young, healthy adults.
* According to the NIH, just 1–2 drinks can deplete key nutrients like magnesium, potassium, and B vitamins.
* Repeated alcohol consumption has been shown to lower glutathione levels — your body's most important antioxidant for detox and cellular protection.

**Why These Ingredients Matter**

* **DHM (Dihydromyricetin)** is a highly studied compound shown to support liver detox, reduce alcohol-related brain fog, and accelerate recovery. It’s the hero ingredient in our formula and the foundation of Recover365.
* **Milk Thistle & NAC** are included to protect liver cells and support glutathione regeneration.
* **L-Cysteine & B Vitamins** help replenish what alcohol depletes, improving next-day energy and function.

We didn’t cut corners. Our formula is designed to cover every angle of recovery — not just dehydration, but antioxidant defense, liver support, and electrolyte restoration. DHM (300 mg)\*\* – Traditionally used to support the liver's natural detox process after alcohol consumption

* **Milk Thistle (300 mg)** – Known for its role in maintaining healthy liver function
* **NAC (150 mg)** – Helps replenish glutathione, a key antioxidant involved in detox
* **L-Cysteine (100 mg)** – Supports antioxidant defenses and metabolic recovery
* **Magnesium (200 mg)** – Contributes to electrolyte balance and reduces fatigue
* **Vitamin B6 (10 mg)** – Supports energy metabolism and nervous system health
* **Vitamin B12 (500 mcg)** – Aids energy production and neurological function
* **Potassium (99 mg)** – Replaces electrolytes lost during alcohol consumption

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

### 5. ****Why We’re Better (Comparison Table)****

|  |  |  |  |
| --- | --- | --- | --- |
| **Feature** | **Recover365** | **Pills** | **Powders** |
| Tastes Great | ✅ | ❌ | ❌ |
| No Water Needed | ✅ | ❌ | ❌ |
| Travel Friendly | ✅ | ✅ | ❌ |
| Complete Formula | ✅ | ❌ | ❌ |
| Under $3/Serving | ✅ | ❌ | ❌ |

### 6. ****Testimonials / Social Proof****

We have real TikTok Shop videos from customers reviewing or reacting to Recover365. These can be embedded directly on the site or used as clickable preview thumbnails that open the full video on TikTok.

Please build this section with a grid or carousel layout featuring:

* 2–4 embedded video testimonials (or placeholder thumbnails for now)
* Customer quotes beside or below each video
* Bold title like **“Real People. Real Recovery.”**

Add placeholder quotes with names: Treat this as a customer review section

“6 tequila shots and I woke up feeling normal — this stuff is magic.” — Jason C.  
“Recover365 made me feel human again after a bender weekend.” — Jessie R.  
“It tastes like candy but actually works — this is my go-to for big nights.” — Marcus D.  
“Took these before drinking and didn’t feel dead the next day. Unreal.” — Alyssa J.

### 7. ****FAQ Section (Dropdown Style)****

* **When should I take Recover365?**  
  You can take Recover365 before, during, or after drinking — it’s designed to support your body whenever you need recovery most.
* **Can I take it daily?**  
  Yes. While most people use Recover365 around social drinking, it’s safe to use daily as a liver and hydration support supplement.
* **What does it taste like?**  
  A refreshing cherry + strawberry flavor with zero aftertaste. Most people say it tastes like candy — way better than pills or powders.
* **Where is it made?**  
  Recover365 is manufactured in a trusted facility overseas that follows cGMP (Current Good Manufacturing Practice) standards and is tested to meet U.S. quality benchmarks.
* **Is it safe with alcohol?**  
  Yes — Recover365 is formulated specifically to be taken before or after alcohol consumption. It contains vitamins and antioxidants, not pharmaceuticals.
* **What makes it different from pills or drinks?**  
  Unlike messy powders or hard-to-swallow pills, Recover365 is a great-tasting, sugar-free gummy with a more complete formula — no mixing, no hassle.

### 8. ****Email Signup Banner****

* Headline: “Join the Recovery Club”
* Subheadline: “Get access to exclusive bundle deals, recovery tips, and limited drops — no spam.”
* Email field + subscribe button

### 9. ****About Section****

* Brand story:

“We created Recover365 after watching alcohol take a toll on people we care about. We wanted a smarter, easier way to bounce back — and build a brand around real recovery. While most recovery products do one thing — hydrate or give you electrolytes — we noticed a gap in complete, liver-first support.”

“Recover365 delivers where others fall short: we combine antioxidant protection, liver detox support, hydration, and energy — all in a delicious, convenient gummy.”

* Supporting Message:

“Our mission isn’t just hangover relief. It’s about protecting your liver, replenishing your body, and being real about the effects of alcohol. We’re here to help you live fully and recover smarter.”

Visual: nightlife lifestyle image

### 10. ****Sticky Footer / Mobile CTA****

* Mobile/desktop friendly sticky add-to-cart on product pages
* Footer: contact info, social links, returns/refund policy, terms

11. Add a Wholesale Inquiry Section: This section will be for retailers and distributors to inquire about wholesale opportunities that would facilitate B2B engagement. This can be a quick link at the very bottom (see UNDO)

12. Affiliate Program Application: form to fill out name, email, phone, message, tiktok handle, Instagram handle. (see UNDOGUMMIES.com)

## 🖥️ PRODUCT PAGE CHECKLIST

This page should feel focused, fast, and mobile-optimized. Ashaad — here's exactly what we need:

### Product Title + Hero Image

* Show the pouch clearly (front view)
* Option to hover or switch to the back of the pouch (ingredients view)

### Short Bullet Benefits (these go under the product title/image at the top)

* Supports liver detox and protection
* Helps restore key nutrients after alcohol use
* Aids hydration with magnesium and potassium
* 100% sugar-free and great-tasting
* No pills. No powders. No nonsense

### Add to Cart Section

* Price: $21.99
* Quantity selector
* Add to Cart button
* Trust badges: Secure Checkout | Money-Back Guarantee | cGMP Certified

### Ingredients Section

* Use the image of the back pouch we provide
* Add supporting copy if needed (or label only)

### Optional Add-Ons

* Customer reviews (carousel or static quotes)
* Sticky Add to Cart for mobile
* FAQ preview block below product info
* Product image (front & back of pouch)
* Short bullet benefits
* Ingredients list (graphic + text)
* Add to cart section (simple & bold)
* Trust badges (secure checkout, satisfaction guarantee, etc.)

## 🎨 CREATIVE NOTES

* Color palette: Match our brand deck (purples, gradients, bold)
* Font vibe: Clean, modern, not too clinical
* Style inspo: Think Liquid I.V. x Undo x Coachella wellness

Can you leave area blank for product images\*\*\* we are changing our packaging.

Brand Deck of our Company: Similar color scheme as this.. maybe less white

<https://docs.google.com/presentation/d/1Sw5nqHbOc5m6p_X-OKfDe8yPgU0WZkK99-hiVgpRBVU/edit?usp=sharing>

Tiktok Videos to Embed:

<https://www.tiktok.com/@clancyzz/video/7482122842826411307?is_from_webapp=1&sender_device=pc>

<https://www.tiktok.com/@clancyzz/video/7480628963400797482?is_from_webapp=1&sender_device=pc>

<https://www.tiktok.com/@2dyl.deals/video/7489214220634983711?is_from_webapp=1&sender_device=pc>

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