

Lanural

The Healthy Gut Journal Funnel

KEY ASSET · THE TRAFFIC CREATIVE

A 150-second video that opens on a story most paid ads would never touch.

It starts with a woman in a gray hoodie telling you she went 14 days without going to the bathroom and ended up in the ER at 3am. By the time she's walked you through what was actually happening inside her gut and what finally fixed it, you've already leaned in. The rest of the funnel has to live up to those first five seconds. Most of it can't.

► **WATCH THE FULL VSL** → facebook.com/ads/library/?id=1296212048731418

INSIDE THIS REPORT

- 01** The 14-day ER story doing 80% of the funnel's work
- 02** The 'Clinically Proven' section that's actually selling weakness
- 03** The 60%-off promise the page never quite delivers

TL;DR · AT A GLANCE

What this funnel is, in 60 seconds.

WHAT IT IS

Lanural Black Garlic Extract

A 60-capsule daily supplement built around fermented black garlic, standardized for S-Allyl-Cysteine (SAC), positioned as a biofilm-dissolving, methane-quieting digestive reset.

PRICE \$29.99 / \$59.99 / \$89.99 bundle tiers

STATUS in stock · **GUARANTEE** 60-day money-back

WHO IT'S FOR

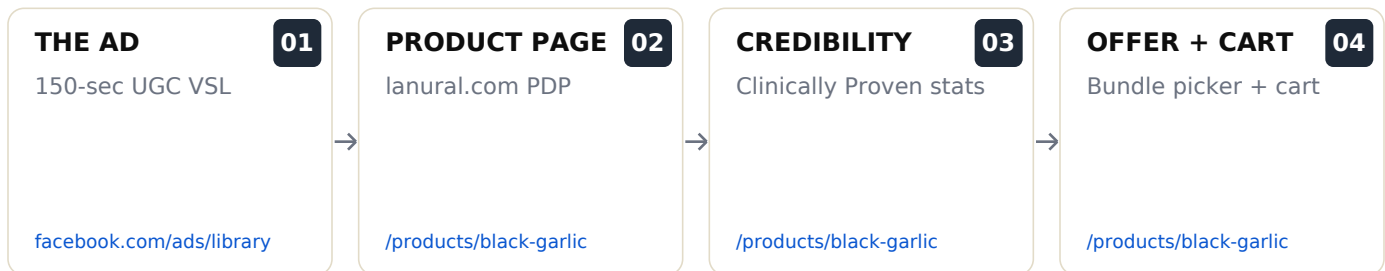
Chronic-constipation adult, 45-65

Has been told it's IBS or stress, has cycled probiotics and laxatives, and just watched a 150-second story that frames the real cause as biofilm hiding bad bacteria from everything they've tried.

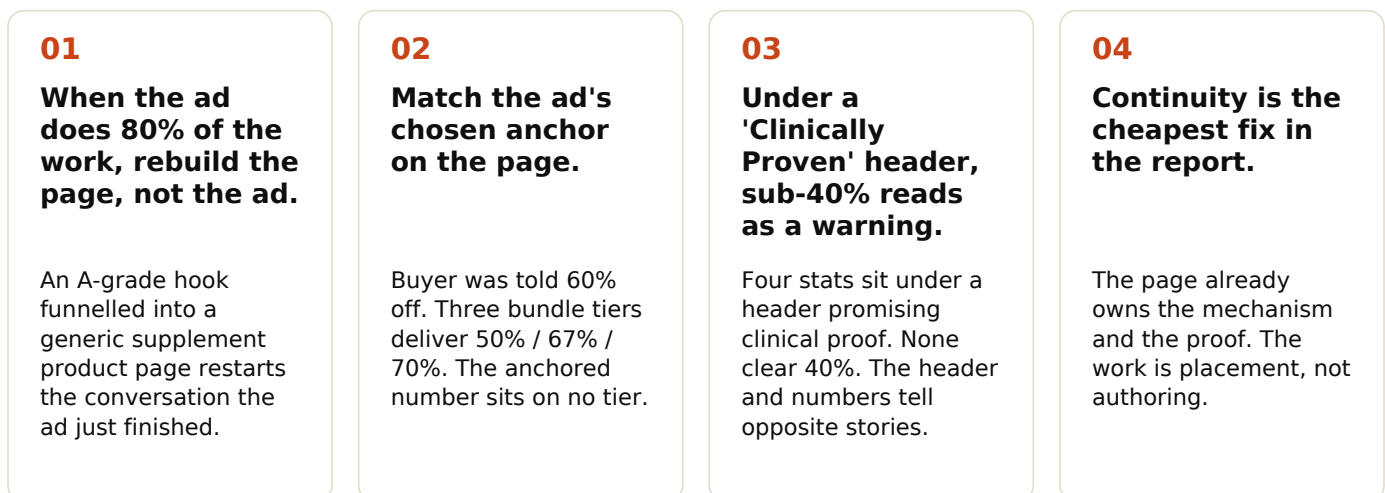
STATE story-primed, mechanism-aware, ready for the offer

ANCHOR 60% off · **SOURCE** Meta UGC VSL, Healthy Gut Journal

FUNNEL FLOW



KEY TAKEAWAYS



01 · THE AD

The 150-second VSL the rest of the funnel can't live up to

Confessional UGC under 'The Healthy Gut Journal' brand persona. Crisis-tier hook, doctor-savior PAS arc, mechanism named at 1:35, offer dropped at 2:25.

VIEW THE AD → <https://www.facebook.com/ads/library/?id=1296212048731418>



FIG. 01 · THE HOOK FRAME, 0-3S

Orange text card 'I WENT 14 DAYS WITHOUT POOPING' over a vulnerable in-camera selfie. The five seconds the whole funnel rides on.

Hook (0-5s) · crisis tier

'I went 14 days without going to the bathroom and ended up in the ER at 3am.' Taboo + number-anchored + vulnerable. Gray hoodie, messy bun, neutral room. Scroll-stop tier.

Villain · biofilm

Bad bacteria hide behind a slimy shield. Laxatives and probiotics bounce off it.

Mechanism · methane + SAC

Methane gas paralyzes the colon; a doctor recommends one natural compound: fermented black garlic standardized for S-Allyl-Cysteine.

Arc · Week 1 to Week 8

No garlic burps (Week 1-2), first bowel movement (Week 3), methane breath test normal (Week 8). Specific, sequential, falsifiable.

Offer · 60% off + 60-day guarantee

Anchored at 2:25. The page must deliver this exact number to keep continuity.

The ad does 80% of the funnel's work. The job of every surface that follows is to not interrupt it.

01 · THE AD · CONTINUED

The caption is a standalone sales letter.

The primary text reads as a 450-word advertorial. Same beats as the VSL, written for the silent scroller.

I'm a 47-year-old mom of 2 and the truth is, I've struggled with chronic constipation for as long as I can remember. I tried EVERY laxative under the sun. Probiotics. Magnesium. Cleanses. Fiber drinks. Senna tea. You name it - I've taken it.

Nothing worked for more than a few days. And then 6 months ago I ended up in the ER at 3am because I hadn't gone to the bathroom in 14 days. My stomach was so swollen I looked 6 months pregnant. The doctor told me my colon was paralyzed - and the real problem wasn't fiber, it was BIOFILM: a slimy bacterial shield protecting the bad bugs from everything I was throwing at them.

He told me about a Korean compound used for thousands of years: fermented black garlic, standardized for S-Allyl-Cysteine. It dissolves biofilm, quiets the methane gas paralyzing the colon, and lets your body finally do what it was built to do.

Week 1: no more garlic burps, energy started lifting.

Week 3: I had my first normal bowel movement in I-don't-know-how-long.

Week 8: my methane breath test came back NORMAL for the first time since college.

I tracked everything in The Healthy Gut Journal so I'd never forget what it felt like to be 14 days without going. The brand we used is called Lanural. They're running 60% off through the end of the month and they back every order with a 60-day money-back guarantee. If you've cycled probiotics, laxatives, and 'gut resets' and nothing has stuck - this is the one to try.

GRADE

A-

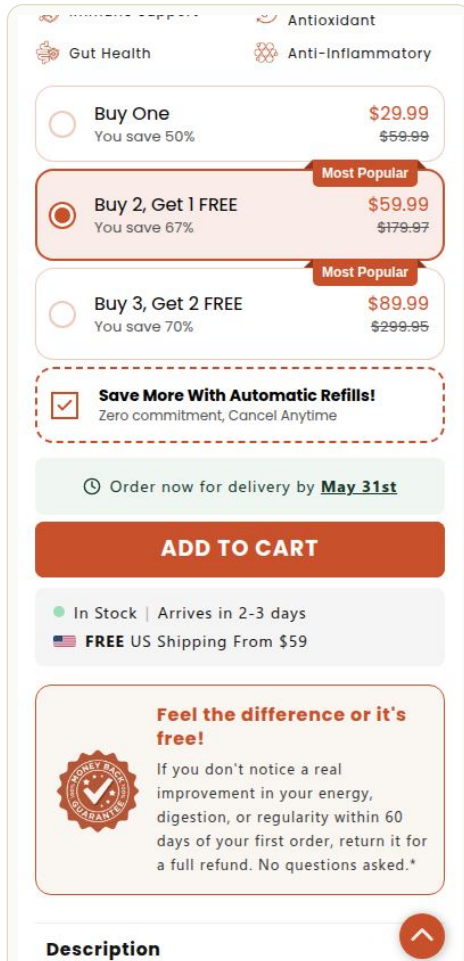
Strongest five seconds of paid creative in the category. Caption stands on its own. Only ceiling: scaling without burning the persona.

02 · THE PRODUCT PAGE

Where the voice breaks the second the buyer lands

The buyer arrives mid-story. The page opens with bundle pricing and a row of generic supplement bullets. The conversation restarts.

VIEW THE PRODUCT PAGE → <https://lanural.com/products/black-garlic>



WHAT THE BUYER LANDS ON

Bundle picker at the top

Three tiers, prices, savings stripes. Selling mode, not story mode.

Six generic benefit tags

Natural Antibiotic · Dissolves Biofilm · Immune Support · Antioxidant · Gut Health · Anti-Inflammatory. The mechanism the ad just named is reduced to a tag.

'Most Popular' on two tiers

Both the middle and the top bundle get the 'Most Popular' badge. Decision-friction by design.

Guarantee block visible

'Feel the difference or it's free!' lives near the buy button - strong asset that should ride higher.

FIG. 02 · THE PRODUCT-PAGE HANDOFF

Top of the bundle picker with the 'Feel the difference or it's free!' guarantee. The first surface the 150-sec ER story lands on.

The ad just walked the buyer through a 150-second medical crisis. The page opens with a bundle selector.

02 · THE PRODUCT PAGE · TEST

The rewrite that ships in a day.

Reorder the first viewport so the voice the ad set survives the click.

TEST · TOP-OF-PAGE REORDER

Open with the story the ad just told. Push the bundle below the mechanism.

DIAGNOSIS

The current top viewport is bundle picker → six benefit tags → guarantee. The reader was just told biofilm is paralyzing their colon and walked through a Week-1-to-Week-8 arc. None of that survives the first scroll.

WHY IT MATTERS

Continuity is the cheapest form of trust. A buyer who reads a 150-second story and lands on selling-mode resets to skepticism - the page is now selling them, not the story is.

TEST

Reorder the top viewport: (1) one-line headline echoing the ad ('The biofilm fix the ER doctor recommended'), (2) the Week-1/Week-3/Week-8 arc as a tight three-row strip, (3) the mechanism named in plain words, (4) the bundle picker, (5) the guarantee. Keep the existing bundle module - move it down, don't rebuild it.

EXPECTED OUTCOME

+6-10% on Product Page → Cart for story-primed traffic. Bigger if the ad scales above current run-rate.

GRADE**C+**

Real equity on the page - guarantee strong, bundle clear. The voice handoff is the ceiling.

03 · THE CREDIBILITY SECTION

How 'Clinically Proven' became the page's biggest trust leak

Four percentage stats sit under a header that promises clinical proof. None of them clear 40%. The header is writing a check the numbers don't cash.

VIEW THE CREDIBILITY SECTION → <https://lanural.com/products/black-garlic>

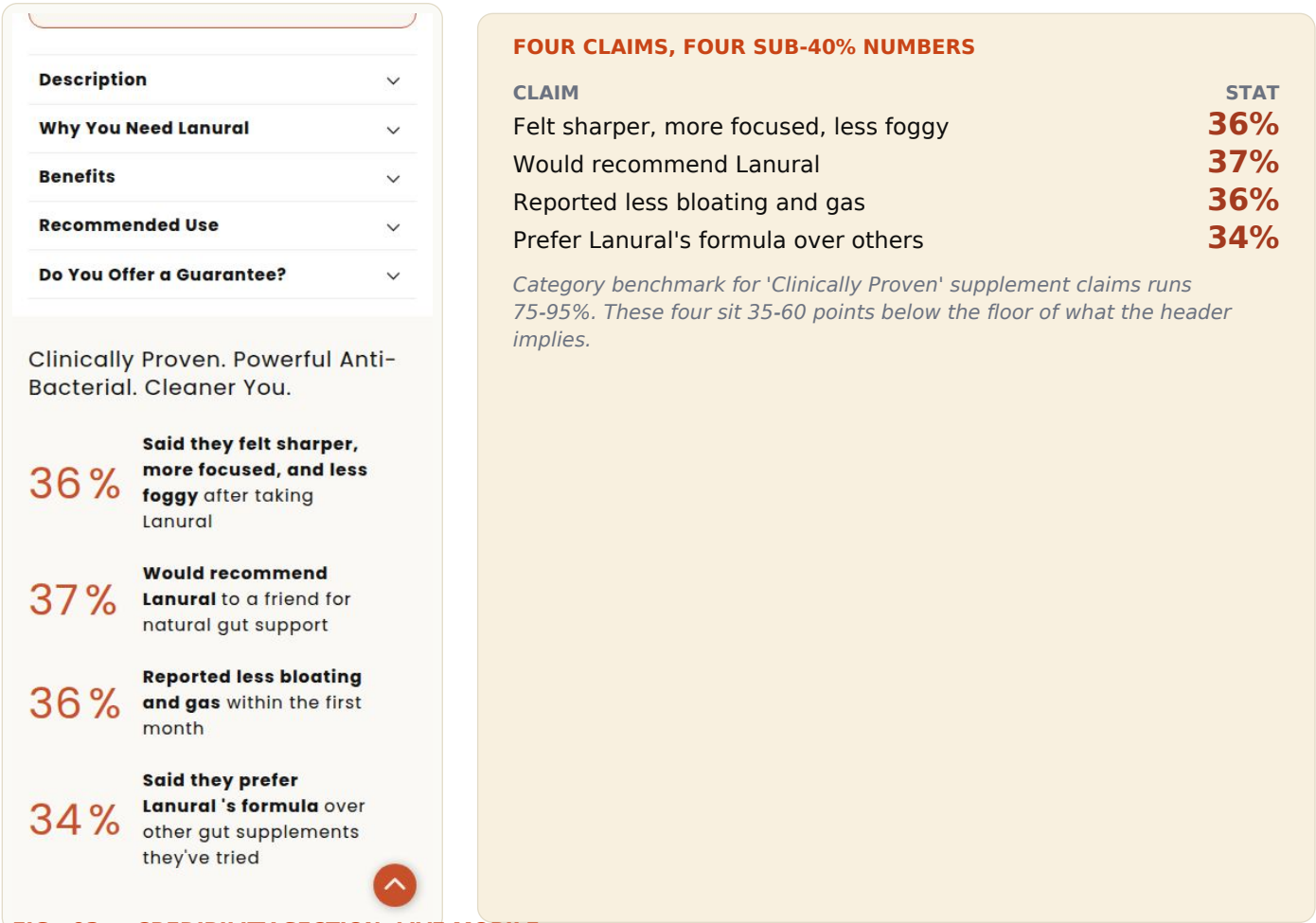


FIG. 03 · CREDIBILITY SECTION, LIVE MOBILE

'Clinically Proven. Powerful Anti-Bacterial. Cleaner You.' header over four claim rows. Response rates: 36% / 37% / 36% / 34%.

Under a 'Clinically Proven' header, four sub-40% numbers read as a warning, not a proof point.

03 · THE CREDIBILITY SECTION · TEST

Match the header to the numbers.

Either raise the four percentages or rewrite the header. Both options keep the section honest.

TEST · CREDIBILITY HEADER + STAT MATCH

Either lift the four percentages or soften the 'Clinically Proven' header.

DIAGNOSIS

Four claim rows sit under a 'Clinically Proven. Powerful Anti-Bacterial. Cleaner You.' header with response rates of 36%, 37%, 36%, and 34%. The category benchmark for any header containing 'Clinically Proven' implies 75-95% positive response - the four visible numbers undershoot that floor by 35 to 60 points each.

WHY IT MATTERS

The 'Clinically Proven' header tells the buyer to expect majority outcomes. The numbers below it tell the buyer most users got mixed results at best. The header is selling a story the numbers actively undercut - and this block sits above the bundle picker on the natural scroll path, so every paid visit reads it before deciding.

TEST

Two variants. (A) If the brand has source data supporting higher response rates, swap the four visible percentages to the values that match. (B) If 34-37% is the accurate read, replace 'Clinically Proven. Powerful Anti-Bacterial. Cleaner You.' with a softer claim that fits the data: 'Real Customer Outcomes' or 'In a customer survey of N respondents' with the sample size visible. Run both against control.

EXPECTED OUTCOME

+2-5% on Product Page → Cart. Runs in front of 100% of paid traffic. Cheapest move in the report.

GRADE**D**

Strong header, weak numbers. The two have to match before either lands.

04 · THE OFFER

The price-anchor mismatch one label change reconciles in 15 minutes

The ad ends on '60% off through the end of the month.' The page delivers three tiers at 50% / 67% / 70%. The anchored number lives on no tier.

VIEW THE OFFER MODULE → <https://lanural.com/products/black-garlic>

asked.

Choose Your Bundle & Save

Your health is worth the commitment.
Stock up, save more, and try it completely risk-free with our money-back guarantee.

Bundle	You save	Current Price	Original Price
Buy One	50%	\$29.99	\$59.99
Buy 2, Get 1 FREE	67%	\$59.99	\$179.97
Buy 3, Get 2 FREE	70%	\$89.99	\$299.95

Save More With Automatic Refills!
Zero commitment, Cancel Anytime

Add To Cart

In Stock | Arrives in 2-3 days
FREE US Shipping From \$59
Delivered Monthly | Stop or Cancel Anytime

THE NUMBER BUYERS WERE TOLD TO EXPECT

AD ANCHOR

60% off

WHAT THE PAGE DELIVERS

Bundle	Price	Discount
Buy 1	\$29.99	50% off
Buy 2 Get 1	\$59.99	67% off
Buy 3 Get 2	\$89.99	70% off

The buyer was told 60%. The middle tier already delivers 67% - labeling it '60% off' (or stronger) reconciles the math without changing the SKU pricing.

FIG. 04 · THE 'CHOOSE YOUR BUNDLE & SAVE' MODULE

Bottom-of-page bundle picker - 50% / 67% / 70%.
Same tiers shown again at the top of the page. The ad's 60% anchor matches none of them.

A specific number in an ad sets a specific expectation. When the page doesn't deliver it, the buyer pauses at the decision moment.

04 · THE OFFER · TEST

Match the page to the ad's chosen anchor.

The fix continues the ad's frame instead of fighting it.

TEST · BUNDLE-LABEL RECONCILIATION**Label the most-popular bundle '60% off' to match the ad anchor.****DIAGNOSIS**

Ad CTA closes with '60% off through the end of the month.' The buyer arrives expecting a single number. The page delivers Buy 1 at 50%, Buy 2 Get 1 at 67%, Buy 3 Get 2 at 70%. The middle tier - already the badged Most Popular - over-delivers the anchored number, but isn't labeled with it.

WHY IT MATTERS

Specific anchored numbers set specific expectations. When the anchor is missing from every tier, the buyer hits friction at the exact moment they're being asked to choose. The math doesn't have to change - the label does.

TEST

Add a '60% OFF' label or color-band to the middle bundle's Most Popular badge. Optional: re-stripe all three tiers so the savings story reads 50% / 60% / 70% in the buyer's eye. Do not invert from percentage to dollar anchoring - the ad anchored a percentage; the page should match that frame.

EXPECTED OUTCOME

+3-6% on Product Page → Cart. 15-minute design ticket; no SKU or pricing changes required.

GRADE**C**

Three tiers, clean module, defaulted middle. Number mismatch with the ad is the gap.

05 · WHAT THE PAGE NAILS

The two assets the page already owns - placed where nobody reads them

The comparison table and the Week-1-to-Week-8 wellness journey are the strongest continuity assets on the page. Both sit below the credibility leak. Promote either above it.

VIEW THE PRODUCT PAGE → <https://lanural.com/products/black-garlic>



Lanural vs. Other Brands	
✓ Clinically Studied Ingredients	
✓ Visible Results in Weeks	
✓ Long-Term Relief, No Quick Fixes	
✓ Clean & Pure Formula	
Lanural	Other Brands
✓ Clinically Studied Ingredients	✗ Trend-Based Blends
✓ 90-Day Slow Fermented	✗ Rushed or Fake
✓ Standardized SAC	✗ Underdosed
✓ No Garlic Burn, Smell, or Taste	✗ Harsh On Gut Lining

FIG. 05 · COMPARISON TABLE
Four claims + 6-row check/X table. Strongest category-positioning move on the page.



fermented BLACK GARLIC EXTRACT
6000 MC
ULTRA HIGH S-ALLYL CYSTEINE & POLYPHENOLS
NON-GMO LAB TESTED 100% VEGAN

Natural Antibacterial Antioxidant Rich
Gut Support Fast Acting
DIETARY SUPPLEMENT · 60 CAPSULES

Your Wellness Journey With Lanural

Lanural is built for real, lasting change — not quick fixes. Here's how your body starts to shift once you take it daily.

Week 1: Relief Begins

- ✓ Less bloating after meals
- ✓ Lighter mornings, puffiness calms
- ✓ First signs of steady energy

Week 3: Momentum Builds

FIG. 06 · WELLNESS JOURNEY
Week 1 to Week 8+ arc. Mirrors the ad caption's week-by-week structure exactly.

Comparison table mirrors the ad's villain framing.

'Trend-Based Blends · Rushed or Fake · Underdosed' - the page is naming what the ad's narrator already cycled through.

Wellness journey mirrors the ad's arc.

Week 1 (relief begins) → Week 3 (momentum) → Week 5 (full reset) → Week 8+ (back to you). Same beats as the ad's Week-1 / Week-3 / Week-8 walkthrough.

Both sit below the credibility leak.

By the time the buyer reaches either asset, the four percentage stats have already broken trust.

05 · WHAT THE PAGE NAILS · CONTINUED

The rest of the page's wins.

Four more assets the page already owns. Promote these alongside the wellness journey.

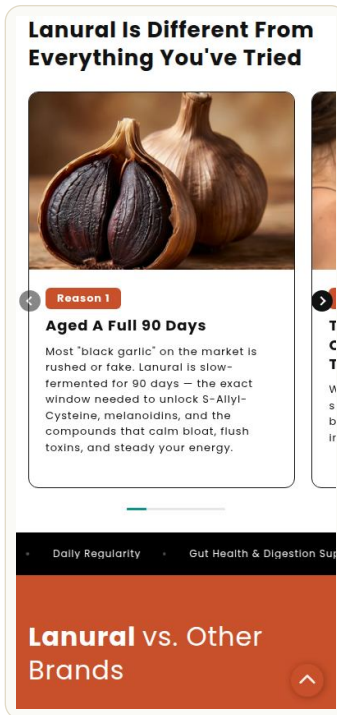


FIG. 08 · AGED 90 DAYS

Reason 1 card. The page already owns the mechanism specificity the ad anchors on (90-day fermentation, S-Allyl-Cysteine). Currently sits under the offer module.



FIG. 09 · INSIDE OUT

Four-pillar benefits block (Flush Toxins, Gut Balance, Real Energy, Daily Regularity). Plain-English version of the six benefit tags above the bundle picker.

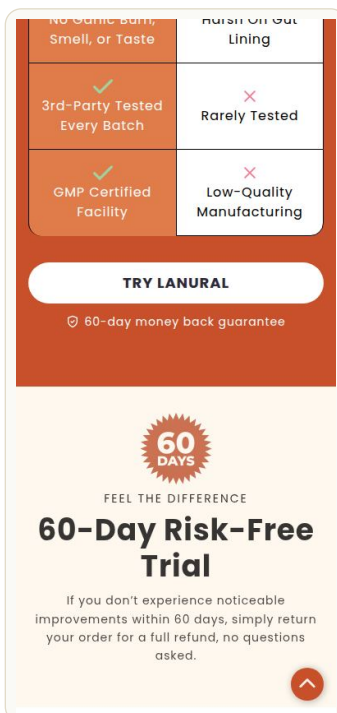


FIG. 10 · RISK-FREE TRIAL

Standalone 60-day guarantee block. The page already has a strong risk-reversal asset; today it lives after the comparison table where most buyers never scroll to.

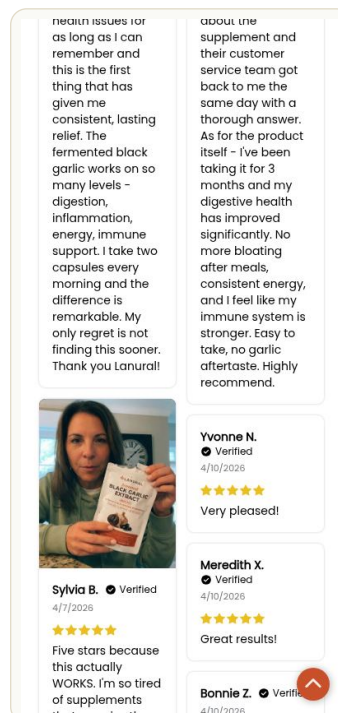


FIG. 11 · REVIEW FEED

Trustpilot-style review feed with verified buyers. Avatar mix runs older than the ad narrator (Yvonne, Meredith, Bonnie, Sylvia). Swap a 45-55 chronic-constipation review into the top slot.

05 · WHAT THE PAGE NAILS · TEST

Promote what's already working.

The cheapest credibility fix isn't writing new copy. It's placing existing assets above the leak.

TEST · PROMOTE WHAT WORKS

Move the Wellness Journey above the credibility section.

DIAGNOSIS

The Week-1-to-Week-8 journey block is the strongest continuity asset on the page. It mirrors the ad caption's week-by-week structure verbatim. Today it sits below the four-stat credibility section and the comparison table - three full scrolls past the fold.

WHY IT MATTERS

The buyer just heard a Week-1-to-Week-8 story in the ad. The asset that resolves that story is buried. Surfacing it earlier turns the buyer's lingering question ('what does the recovery actually look like?') into a paid scroll instead of a bounce.

TEST

Move the 'Your Wellness Journey With Lanural' block up to sit immediately under the hero image and product name. Demote the four-stat credibility section to below the comparison table (only after the header/stats fix has shipped).

EXPECTED OUTCOME

+4-7% on Product Page → Cart. No new copy; pure placement test. Stacks with the credibility header fix.

Week 3: Momentum Builds

- ✓ Bloating eases, jeans fit all day
- ✓ Inflammation starts to fade
- ✓ Brain fog starts lifting

Week 5: Full Reset

- ✓ Stomach flattens, bloat stays gone
- ✓ Energy holds from morning to night
- ✓ Sugar cravings quietly disappear

Week 8+: Back to You

- ✓ Eat the foods you used to avoid
- ✓ Clothes fit the way they should
- ✓ Wake up feeling light and clear

Start My Journey →

- ✓ 60-day money-back guarantee

Lanural Is Different From Everything You've Tried**FIG. 12 · JOURNEY CONTINUED**

Week 3 / 5 / 8+ - same beats as ad caption.

GRADE**B+**

Two genuine continuity assets. Both placed below the leak. Move either above and the section starts paying.

PRIORITY FIX LIST

Ship order. Cheapest highest-leverage first.

Five tests, ranked. Estimated lifts are directional, not guaranteed.

01**Match the credibility section header to its actual numbers**

Four stat rows under 'Clinically Proven' read 36% / 37% / 36% / 34%. Either raise the four percentages to match category benchmarks (if real data supports it) or replace the 'Clinically Proven' header with a softer claim that fits sub-40% response rates.

+2-5% Product Page → Cart**02****Label the middle bundle '60% off' to match the ad anchor**

Ad anchored 60% off. The middle bundle already delivers 67% - add a '60% OFF' label/band to the Most Popular badge. No SKU changes.

+3-6% Product Page → Cart**03****Move the Wellness Journey above the credibility section**

Pure placement test. The Week-1-to-Week-8 block mirrors the ad caption verbatim and currently sits three scrolls past the fold.

+4-7% Product Page → Cart

PRIORITY FIX LIST · CONTINUED

Two more tests, ranked.

Page-rewrite work - bigger lift, more time.

04

Reorder the top viewport to continue the ad's story

Push the bundle module below a one-line headline echoing the ad, the Week-1/Week-3/Week-8 arc, and a plain-language mechanism block. Keep the existing bundle module - just move it.

+6-10% Product Page → Cart

05

Swap the lead testimonial to a chronic-constipation avatar

Carol Simmons (73, perimenopause) is the only social-proof card visible above the fold. Replace with the 45-55 chronic-constipation buyer the ad narrator already is.

+3-5% Product Page → Cart

NOT CRAWLED THIS PASS · CART DRAWER + CHECKOUT

The recon loop ended on the product page with the cart drawer overlay. Unit-price clarity, cross-sells, and the Shopify checkout itself weren't traversed. Worth a separate pass once the top-of-funnel tests above ship.

BOTTOM LINE

The ad is doing 80% of the work.

01 · THE AD**A-**

Strongest five seconds of paid creative in the category. Caption stands on its own.

02 · THE PRODUCT PAGE**C+**

Real equity. Voice handoff is the ceiling. Reorder the top viewport.

03 · THE CREDIBILITY SECTION**D**

Four sub-40% stats under a 'Clinically Proven' header. The two have to match.

04 · THE OFFER**C**

Clean module, anchored number missing. 15-minute label fix reconciles it.

05 · WHAT THE PAGE NAILS**B+**

Two genuine continuity assets. Promote either above the credibility section.

SHIP ORDER

Ship the credibility-header fix first - either raise the four stat percentages to category benchmarks (if real data supports it) or replace 'Clinically Proven' with a softer header that matches what the numbers actually show. Runs in front of 100% of paid traffic. Then label the middle bundle '60% off' to match the ad anchor (a 15-minute design ticket, zero pricing changes). Then promote the Week-1-to-Week-8 wellness journey above the credibility section so the strongest continuity asset on the page meets the buyer at the fold. Reordering the top viewport and swapping the lead testimonial come next - bigger rebuild, bigger lift. The ad doesn't need to be rebuilt. The page does.

Run your own funnel through this same framework.

Get a full CRO Funnel Review from StefanBrain in minutes.

stefanbrain.com →