

STEFANBRAIN

CRO FUNNEL REVIEW

Bloom & Bond

A funnel teardown of the Scammers Alert ad: ad creative, advertorial, and product page.

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ANGLE
Anti-counterfeit · Authentication

CATEGORY
DTC Supplements · Hair Regrowth

AT A GLANCE / TL;DR

WHAT WE'RE LOOKING AT

Bloom & Bond is a DTC hair regrowth supplement brand running a **Meta static ad** → **long-form advertorial** → **product page** funnel on cold paid traffic. The advertorial is a 1,500-word dermatologist letter at trybloomandbond.com/pages/scammers-alert that publicly names a copycat brand (Lenoria) and explains how the counterfeit cuts corners.

WHAT MAKES IT UNIQUE

Most brands avoid naming competitors on cold traffic because comparison frames require category awareness the audience doesn't have. Bloom & Bond inverts the move: instead of comparing to a competitor, they create an **enemy**. The frame stops being a feature fight and starts being an identity threat - "have I been the dupe?" That single reframe is what lets the angle survive cold paid traffic.

KEY TAKEAWAYS FOR OTHER BUSINESSES

- Enemy creation beats direct comparison on cold traffic when the threat feels personal, not competitive.
- An advertorial that sells a *relationship* dies the moment it hands the reader to a product page that sells a *transaction*.
- UTM-aware suppression of urgency popups, spinners, and countdowns on the destination PDP is a high-leverage, low-code fix when your hook is built on trust.
- Narrative authority needs a **single** spokesperson - rotating doctors or hosts across ad, advertorial, and PDP dilutes credibility at the exact moment trust needs to compound.
- **Provenance** (batch number, COA link, "sold only here" lockup) is the missing concept on most authenticity-angled PDPs.

INTRODUCTION

Why this funnel matters

Comparison angles almost never work on cold traffic. Name a competitor and you've activated a mental model that only runs in people who already know both brands. Cold audiences have no context for the fight.

Bloom & Bond found the exception, and it's not actually a comparison angle.

They named the knockoff, ran the side-by-side static, and published a 1,500-word dermatologist letter explaining exactly how the copycat cuts corners. Then they pointed cold paid traffic at it. This report walks through that funnel in the order a real visitor experiences it: **ad**, then **advertorial**, then **product page**.

How to read this report

Each section opens with a direct link to the live asset so you can pull it up alongside the analysis. Section 01 covers the Meta static. Section 02 covers the advertorial at trybloomandbond.com/pages/scammers-alert. Section 03 covers the destination PDP. Section 04 ranks the tests by estimated lift.

01 · THE AD

Ad creative, copy, and the hook mechanism

VIEW THE AD

→ [Facebook Ad Library](#) · Ad ID 1278010797280193



Fig. 1. Static image creative running on Meta. Direct comparison frame: “Them Fake / Us Real.”

AD COPY

■ **Heads up!** A brand called Lenoria has been copying our ads, videos, and packaging.

The label looks like ours.

The product inside isn’t.

If you’ve seen “us” somewhere else, please double-check before you buy.

■ trybloomandbond.com/pages/scammers-alert

FORMAT

Meta · Static image · Cold traffic

The core mechanism

The ad is not a fear-of-fraud play. It looks like one on the surface, which is what makes it work. The actual mechanism is **reverse social proof through enemy creation, layered over identity threat**.

“A brand called Lenoria has been copying our ads, videos, and packaging” does three things in one sentence:

- **Establishes status by proxy.** Brands only get copied when they’re winning. The warning is a flex laundered as a public service announcement.
- **Activates identity threat.** The reader is now forced to ask “have I been the dupe?” That question is sticky enough to override scroll inertia even when they’ve never heard of either brand.

- **Reframes the click.** The ■ + “Heads up!” pattern reads like a forwarded text from a friend, not a paid placement. The reader clicks as an *investigator*, not a prospect.

The “Them Fake / Us Real” static delivers the payoff without forcing the user to read. Four specific dichotomies per side, scannable in under two seconds, with “Co-formulated by Dr. Patricia Sullivan” as the credibility anchor on the right.

Why it survives on cold traffic

Cold supplement traffic is calibrated to dismiss claims. The scam frame doesn’t trigger that defense because it isn’t asking for trust. It’s asking for verification. Verification is an active cognitive task. Active cognition lowers the bounce rate on the long-form copy that follows.

Why it still works on warm traffic, but for a different reason

For someone already aware of Bloom & Bond, the ad performs as a moat-builder. It transfers psychological ownership of the category to the brand by giving the reader an enemy to root against. Anyone who has seen any pumpkin seed oil + saw palmetto ad in the last six months now has a mental category for “the real one” vs. “the knockoff.” That’s worth more than a single conversion.

One test on the hook itself

The current static reads like a feature comparison chart. Test a version that emphasizes **visceral packaging-mimicry side-by-side**: two near-identical bottles, almost no copy, one circled differentiator. The current version proves the case. A visceral version provokes the gut reaction that drives the click.

02 · THE ADVERTORIAL

The dermatologist letter

VIEW THE ADVERTORIAL

→ trybloomandbond.com/pages/scammers-alert

The advertorial is the strongest single asset in this funnel. It's a long-form dermatologist letter that runs the reader through the scam reveal, the mechanism, the evidence, and the close. The job of this section is to evaluate **(a)** whether the tone established by the ad survives the click into the advertorial, and **(b)** what micro-edits compound the existing strength without rewriting from scratch.

The tonal handoff: Ad → Advertorial

Clean. The advertorial opens: *"I don't usually write letters like this. In over two decades as a dermatologist, I've avoided public call-outs."* That register matches the consumer-alert frame the ad established. The reader stays in investigator mode. No break.

! SCAMMERS ALERT

A brand is copying our ads, reusing our videos, and sending women a heat-processed knockoff of our formula.

Read this before you buy



Dr. Patricia Sullivan

Board-Dermatologist · 20+ Years in Practice
Co-Formulator, Bloom & Bond

Fig. 2. Advertorial hero. The headline, the "Read this before you buy" subhead, and Dr. Patricia Sullivan as the author all match the ad's tonal register.

Copy critique — three targeted tests

The advertorial should not be over-rewritten. Three changes get you most of the available lift while leaving the existing 1,500 words intact.

Test 1. Reorder the open. Mechanism reveal is delayed by ~600 words.

Currently the page opens with Dr. Sullivan's career biography and the DHT mechanism education, then arrives at the Lenoria reveal. The reader clicked because of scammers. Front-loading the dermatology backstory delays the payoff they were promised.

Specific change: open with a two-paragraph cold reveal, then loop back to the backstory.

“Three months ago we discovered that a company called Lenoria was shipping women a heat-processed knockoff of our formula in packaging designed to look almost exactly like ours. Hundreds of women have already bought it thinking it was us.

Before I explain how we caught them, let me tell you why this product exists in the first place. It’s the reason the knockoff hurts more than just our brand.”

That pivot keeps the existing Dr. Sullivan biography intact but earns it by paying off the click first.

Test 2. Inject one customer voice at the emotional midpoint.

The page is monovocal. Every word is Dr. Sullivan. That’s powerful but argument-shaped: one authoritative voice making a case. A single customer quote, placed immediately after *“Then the joke stopped being funny,”* converts it from an argument into a documented pattern.

“I bought what I thought was Bloom & Bond from a different site. Took it for two months. My shedding got worse, not better. I almost gave up on the whole idea of regrowing my hair before I realized I’d been sold a counterfeit.”

Sarah K., verified buyer

Three voices — doctor, customer, evidence — are exponentially harder to dismiss than one.

Test 3. Sharpen the close. The principle is right; the language is soft.

“This was never about ego” is the correct instinct. Principle close, not person close. But the surrounding sentences let the energy drop before the CTA. The close should name the principle plainly and then hand off.

Specific rewrite of the final two beats + CTA:

“If this were about ego, we’d have sued them and stayed quiet. We’re writing this letter instead because the women we built this for deserve to know which bottle is real. That’s all this is.”

New CTA

VERIFY YOU’RE BUYING THE REAL ONE →

Changing **“GET THE ORIGINAL”** to **“VERIFY YOU’RE BUYING THE REAL ONE”** keeps the reader in investigator mode through the click. The current CTA snaps them back into buyer mode one transition too early.

Two cleanup items while in the file

- The duplicated “*Our customer testimonials / Our customer testimonials*” heading repetition. Remove it.
- The buried “*And no, they aren’t third-party tested*” line. This is the smoking gun of the entire advertorial. Promote it to a callout box or pull quote, not mid-paragraph.

03 · THE PRODUCT PAGE

Where the funnel hemorrhages

VIEW THE PRODUCT PAGE

→ trybloomandbond.com/products/pumpkin-seed-oil-softgels

The advertorial ends with a reader who is fully primed: they’ve absorbed 1,500 words of slow-build credibility from a board-certified dermatologist and they’re in investigator mode. They click “**GET THE ORIGINAL.**” What they land on is the single biggest leak in this funnel.

The tonal break: Advertorial → PDP

Catastrophic. First thing the reader sees on the destination page:

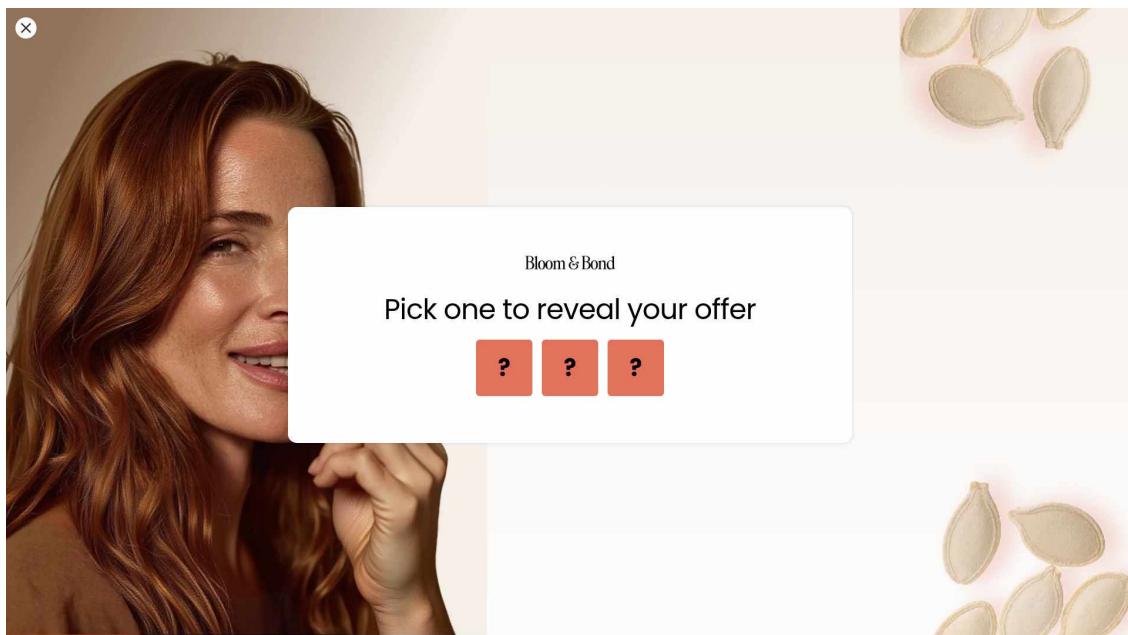


Fig. 3. PDP first impression. A gamified “Pick one to reveal your offer???” spinner popup. The exact UX vocabulary used by the dropshipping stores the advertorial just told the reader to fear.

The narrative doesn't just dilute here. It **inverts**. The page now resembles the threat. The customer was prepared for verification and was instead handed a carnival prize wheel.

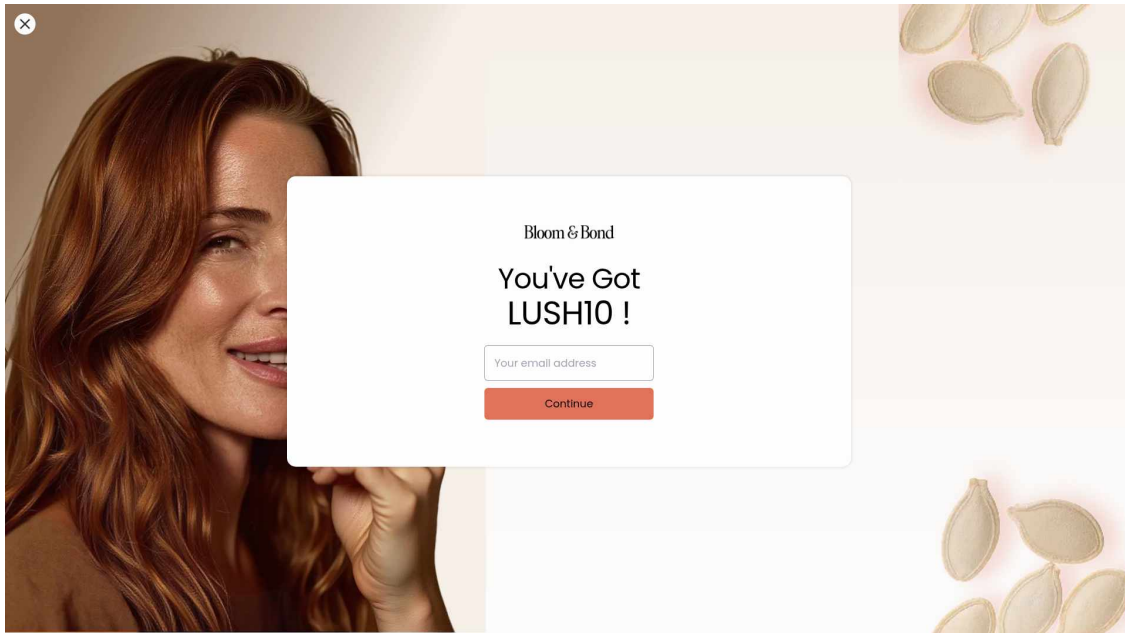


Fig. 4. The same popup ends in “You’ve Got LUSH10!” with an email capture. From a dermatologist’s letter to coupon-code gating in two clicks.

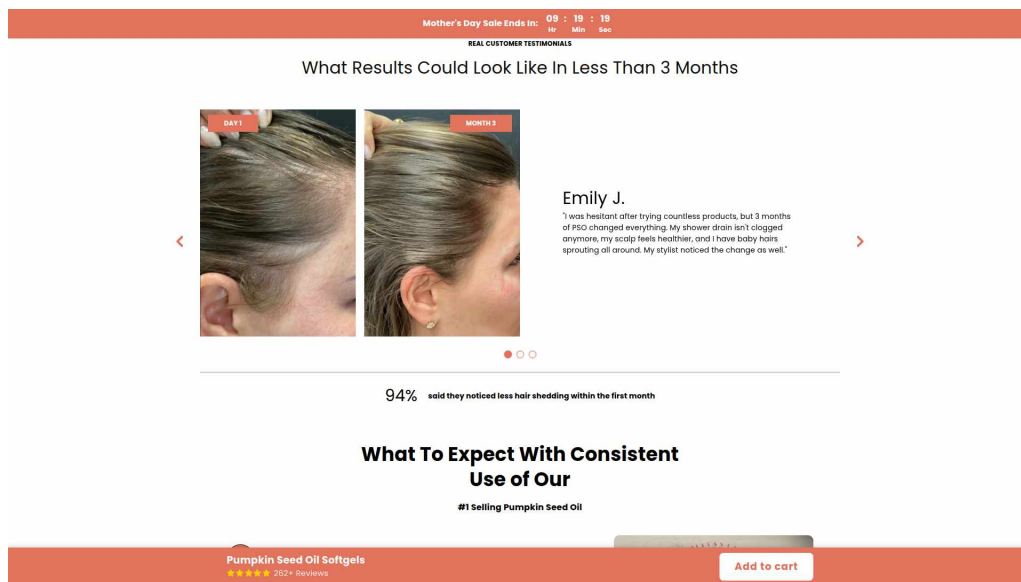


Fig. 5. Persistent “Mother’s Day Sale Ends In: 09 : 19 : 19” countdown sits above the testimonial block. On a page whose premise is “we are the brand without manufactured tricks,” the countdown is a contradiction.

“**Final Supersavings End Today**” language plus the rotating “Spring Sale, Save \$82.00” / Mother’s Day promo are visible simultaneously. Two competing urgency frames demonstrate to the reader that these are rotating templates, not real deadlines.

A new doctor appears

The ad and advertorial credibility anchor is **Dr. Patricia Sullivan**. The PDP introduces **Dr. Emily Tan** with the quote “I’ve seen my patients get similar results to minoxidil without any of the harsh side effects.” The reader now has to reconcile two doctors with no narrative bridge between them. This is the **single most damaging element** on the PDP. It breaks the credibility chain at the exact moment trust needs to compound.

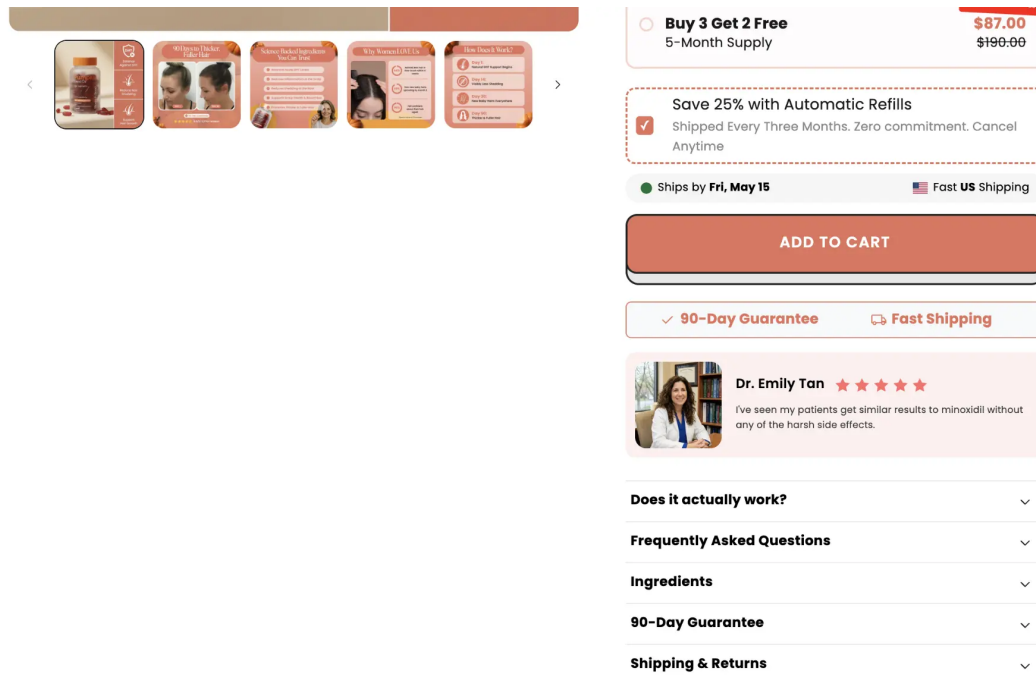


Fig. 6. PDP buy-box. Dr. Emily Tan appears with a single quote. Different name, different face, no callback to the letter the reader just finished.

There is **zero callback to Lenoria, “the original,” or authenticity** anywhere on the buy-box. No “Verified Original” badge. No batch number. No COA link. No Patricia Sullivan signature. The PDP is generic.

The single sentence diagnosis

The advertorial sells a relationship. The PDP sells a transaction. The customer can feel the switch in under two seconds.

The missing concept: PROVENANCE

Not authenticity as a vibe. Not trust as a buzzword. **Provenance as a structural answer to one question:** “How do I prove I’m holding the real bottle?”

Every element on the PDP should resolve that question. Five specific executions.



Fig. 7. PDP product carousel. Generic supplement merchandising. No “The Original” lockup, no batch number, no signature.

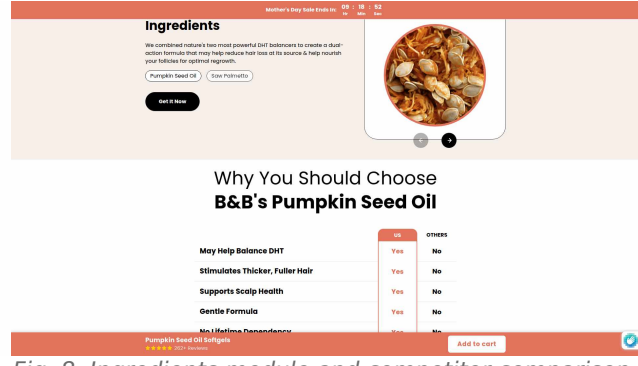


Fig. 8. Ingredients module and competitor comparison. Closer to the right concept, but compared against a generic “OTHERS” column, not the named villain. Test naming Lenoria explicitly.

Execution 1. Replace the top-of-page badge stack with an Authentication Lockup.

Current: “#1 Derm Recommended Hair Formula” / “Rated 4.9 ‘Excellent’ | 1,036+ Reviews.”
 Replacement (above the product title):

THE ORIGINAL BLOOM & BOND FORMULA
 Co-formulated by Dr. Patricia Sullivan, Board-Certified Dermatologist
 Batch #PSO-2026-03 · Third-Party Verified · Sold only at trybloomandbond.com

This mirrors the ad creative’s right-column language word-for-word. It is the first thing the reader sees, and it pays off the click within one second.

Execution 2. Build a “How to Spot the Real Bottle” module above the buy-box.

A four-line scannable checklist that maps to the ad’s “Them Fake / Us Real” framing:

- ✓ Shipped directly from **trybloomandbond.com**. Never Amazon, never resellers.
- ✓ **Cold-pressed** pumpkin seed oil. Not heat-processed.
- ✓ **Clinical-grade saw palmetto**, dosage printed on every label.
- ✓ Co-formulated by **Dr. Patricia Sullivan**. The same doctor who wrote you the letter.

[[View our latest Certificate of Analysis →](#)]

This is the **single highest-leverage addition**. It re-anchors the entire ad-to-advertorial narrative in the place the buying decision is actually made.

Execution 3. Replace Dr. Emily Tan with Dr. Patricia Sullivan. Same doctor across every surface.

Same headshot, same name, same credentials as the advertorial and ad. Specific replacement copy for the doctor card on the PDP:

“I spent twenty years writing prescriptions that didn’t work for women over forty. This is the formula I built to fix that, and the one Lenoria has been trying to copy.”

Dr. Patricia Sullivan, Co-Formulator, Bloom & Bond

The Lenoria callback in the doctor’s own quote closes the credibility loop without needing a separate “as seen in our scammers alert” module.

Execution 4. Suppress the spinner popup, the Mother’s Day countdown, and “Final Supersavings” for scammers-alert UTM traffic.

The mechanics are standard ecommerce and fine in isolation. They are not fine on this funnel. Conditional on UTM source = *scammers-alert*, replace them with:

Verified Original. 90-Day Money-Back Guarantee.

No promo wheels, no countdowns. The price you see is the price.

Make the **absence of the gimmickry** the credibility signal. That single move turns a contradiction into a flex.

Execution 5. Add a Lenoria-aware customer quote under the buy-box.

“I’d already bought what I thought was Bloom & Bond from a third-party site. Two months of nothing. It was Lenoria. The real bottle showed up in three days.” [verified customer]

04 · PRIORITY FIX LIST

Ranked tests

Four tests, ranked by estimated lift. Each one is a hypothesis, not a verdict. Run them in this order.

TEST 1

Suppress the spinner popup, Mother's Day countdown, and "Final Supersavings" urgency on the PDP for scammers-alert UTM traffic.

The tonal break here is the largest single drop-off mechanism in the funnel. The page resembles the exact category of brand the advertorial just told the reader to avoid. Variant: scammers-alert traffic lands on a clean PDP with the conditional "Verified Original" badge instead.

Estimated lift: 20-30%

TEST 2

Ship the Provenance module above the buy-box (Authentication Lockup + "How to Spot the Real Bottle" checklist + COA link).

This is the missing concept that pays off the ad's promise at the buying decision. Without it the funnel is sending pre-sold buyers to a generic supplement page.

Estimated lift: 12-20%

TEST 3

Unify the doctor across ad, advertorial, PDP, and cart. Dr. Patricia Sullivan only. Remove Dr. Emily Tan.

The two-doctor problem is breaking the credibility chain at the moment trust needs to compound. This is a copy swap, not a rebuild, but the impact is structural.

Estimated lift: 6-12%

TEST 4

Restructure the advertorial: open with the scam reveal, add one customer quote at the midpoint, sharpen the close, change the CTA to "VERIFY YOU'RE BUYING THE REAL ONE."

The advertorial is already the strongest asset. These four micro-changes compound the existing strength without rewriting from scratch.

Estimated lift: 5-10%

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