



The Situation

A business selling health supplements wanted to improve the return on investment they were seeing from their organic and paid marketing strategy. They were using Shopify and LeadPages and wanted to increase their average order value and lifetime value of each customer.

We were also hired to rewrite their sales page copy and implement a new design along with adding in upsells and downsells into the backend of their store.

WE SHIP WORLDWIDE

Discover Ancient Asian Healing Remedies That Boost Immunity, Digestion, and Skin Health

Pegaga by PurelyB is a scientifically proven superfood blend of nature's most potent healing herbs that have been used for centuries by traditional healers across Thailand and Malaysia.

Stop feeling drained by frustrating health issues!

It can be discouraging to deal with health concerns that keep coming back. Does any of the following sound familiar to you?

- Constant constipation, bloating, and poor gut health.
- Painful skin conditions like rashes, acne and eczema.
- Annoying allergies that just won't go away.
- Feeling heavy, lethargic, and tired all the time.
- Stress, anxiety, and an exhausting inability to focus.

You deserve not just to look good but also to feel good from the inside out - without having to take harmful pharmaceuticals or countless concoctions.

With Pegaga (gotu kola) as the central ingredient, Pegaga by PurelyB is a superfood blend of traditional remedies like turmeric and papaya leaf that help you eliminate chronic conditions, optimise overall health, and unlock a healthier, happier you.

NSRF KEM MESTI

RM99 - 26 servings, 180g

BE TRANSFORMED BY PEGAGA

Why use Pegaga by PurelyB for health and longevity?

Also referred to as the 'miracle elixir of life' in China, organic antioxidant-rich Pegaga provides incredible health benefits. Combined with the unique formulation of healing herbs in Pegaga by PurelyB, it can have life-changing effects on health:

- Improved digestion and detoxification**
 - Special digestive enzymes help the digestion of foods and results in a healthier gut.
 - Fibre and antioxidant-rich green apples and papaya leaves act as a natural digestive aid and detoxifier to prevent constipation, reduce the risk of colon cancer, and lower cholesterol levels.
 - Low-GI dates provide your body with sustained energy throughout the day and keep you feeling fuller for longer.
- Optimised immunity and brain functioning**
 - The blend of easily-absorbed fruits and herbs are rich in vitamins, minerals, antioxidants, and phytonutrients, helping to fight off infections and boost your immune system.
 - Pegaga activates the release of brain-derived neurotrophic factor (BDNF) - a protein that enriches your brain, encourages the formation of new brain cells and improves memory and mental cognition.
- Enhanced skin quality and anti-ageing properties**
 - Rich antioxidants promote skin repair, reduce inflammation, and alleviate skin irritations.
 - Essential amino and fatty acids improve the circulation, cell growth, and anti-ageing mechanisms required for optimal skin elasticity and firmness.
 - The culmination of these effects results in healthier, smoother, more radiant and youthful-looking skin.

RM99 - 28 servings, 180g

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Pegaga by PurelyB: A natural way to heal and restore the balance between your mind and body

Pegaga by PurelyB is a healing all-in-one superfood blend of nature's most powerful tropical herbs: Pegaga (Gotu Kola), turmeric leaf, papaya leaf, habbatus sauda, green apples and dates.

These healing herbs have been used by traditional healers in Asia for centuries. Known for their extraordinary effects on healing, beauty, and longevity, these remedies have been passed down through the generations.

The ingredients in Pegaga by PurelyB are organically harvested in the rural villages where they first gained their reputation as life-changing tonics. The formulation has been scientifically proven to have more robust efficacy and healing properties for immunity, skin and gut health than turmeric alone.

How to consume Pegaga

Prefer the classic mix-and-drink method or like over-the-top smoothies? Adding nature's most powerful superfood to your daily diet is simple and straightforward:

- MIX IT
- BLEND IT
- SPRINKLE IT



Sales Funnel Build



MIX IT
Mix one scoop of Pegaga into 200ml of warm water, juice, or any other drink. Add ice for extra refreshment!

BLEND IT
Add Pegaga into all your favourite smoothie, bowl, or breakfast recipes to kick them up a notch.

SPRINKLE IT
Dust over salads, soups, or healthy desserts for the ultimate garnish that adds nourishment and flavour.

Want the most value from your Pegaga? Keep these tips in mind:

- Consume Pegaga by PurelyB consistently and do not skip days.
- Do not expose the powder to direct heat.
- Do not mix with lime or boiling water.
- Maintain freshness by refrigerating your Pegaga after opening.

How Pegaga by PurelyB is transforming lives

Hear what other customers say about how Pegaga by PurelyB has helped them break free from health issues and unlock optimal health.

"It is refreshing and can be added to any drink you want. My digestion and gut health has been consistently improving and my weight has been maintained."

- Lisa Sarimah, Malaysian Actress & Celebrity

"I didn't have to take anything else, no other supplements and I felt energized. And I actually lost like my old skin, glowing. I also lost quite a bit of weight."

- Anis Nabillah, Malaysian Celebrity Chef

"Pegaga will cleanse, reboot, replenish and upgrade your system from the inside out - especially when it comes to digestion and skin."

- Nor Fazura, Malaysian Actress, Singer & Entrepreneur

"I saw results almost immediately! It made me feel energized even with lack of sleep running my body. I had great my immune system is great, I actually got sick... my skin is glowing... even better than before. I would recommend this to everyone!"

- Ezra Nil Dama, Mother & Entrepreneur

"Superb... Delicious!"

- YBM Dato Sri Tengku Zafrul Azli, Minister of Finance Malaysia

The science behind Pegaga by PurelyB

The revolutionary formulation behind Pegaga by PurelyB is proudly created and endorsed by medical experts. [Follow this link](#) to learn about the individual ingredients that are scientifically proven.

"If you want to put the three most powerful leaves of the tropics together that you can consume and benefit from, absolutely top of the list would be Pegaga (Ginseng, Ashwagandha, and Turmeric leaf)".

- Dr. Gerard Bodeker, Distinguished science professor and editor-in-chief of the WHO Global Atlas on Traditional and Complementary Medicine

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Preserving ancient Asian wellness traditions for the modern generation

TRADITIONAL ASIAN HERBS

PLANT BASED

NON-GMO

TRADITIONAL ASIAN HERBS

GLUTEN FREE

LAB TESTED

MADE WITH HALAL INGREDIENTS

MADE IN MALAYSIA

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Raja Jesrina Arshad
CEO and Founder

After her own life-changing journey, Jesrina made it her mission to team up with the best health experts to help and empower more people to take control of their health, improve their quality of life, with numerous awards and accolades, she is passionate about inspiring change and driving women empowerment and entrepreneurship in Asia.

Hamedah Hamid
Traditional healer and herbalist

Renowned local Traditional Healer, Herbalist and Bagan Village Healer with 20+ years in practicing Traditional Malay and Ayurvedic remedies and herbs passed down through generations, for healing and preventive care for clients across South East Asia.

Dr. Gerard Bodeker
Medical Scientist

With a background in Doctoral Studies at Harvard University, and a Professor of Medical Science at Oxford University as well as Epidemiology at Columbia University, Dr. Bodeker currently serves as senior advisor to a United Nations University project on Asian Traditions of Medicine. He has served as chair of the Commonwealth Nursing Group on Traditional and Complementary Medicine, worked with a number of UN agencies, and is at the forefront of research on traditional and integrative medicine.

"With Pegaga by PurelyB, we've preserved and revived the ancient formulation and preparation of these tropical Asian herbs and re-created it in the most optimal Traditional Asian way, so you too can benefit from all their incredible healing properties - just one generation before us here on earth. Home grown in Asia, these remedies have changed my life, and so many of our customers - I hope they change yours too!"

- Jesrina Arshad

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Madhya's Gift Fund Charity
80% from every sale is donated to Madhya's Gift Fund by Yayasan Chow Kit to provide care for critically-ill children from marginalized communities below the age of 5.

Order Pegaga by PurelyB now and get these 3 bonus eBooks for free!
Gain the knowledge and guidelines you need to create a customized, healthy lifestyle and transform your quality of life with our eBooks on wellness, mindful eating, and detoxing.

PEGAGA RECIPES

Want to improve your skin, digestive health, and immunity in just seven days?

Our **Pegaga Recipes** eBook contains a curated collection of easy recipes and actionable steps to give your body a much-needed wellness boost. Suitable for vegetarians and omnivores alike, this eBook makes it easy to incorporate the ancient Asian superfood Pegaga into your diet. Discover easy and delicious recipes that will save you time, nourish your body, and enhance your overall health.

In this eBook you will find:

- 8 Breakfast and smoothie recipes based on whole, fresh ingredients that use healthy Pegaga nourished bowls as key ingredients.
- Pro tips for consuming Pegaga supported in a variety of ways to get optimal health benefits and nutrients.
- Access to a community of like-minded women where you can share tips, recipes, support, and advice.

ORDER PEGAGA NOW AND GET THE EBOOKS FREE

MINDFUL EATING, MINDFUL LIVING

Learn to manage food cravings, master emotional eating, and practice mindful eating patterns.

The **Mindful Eating, Mindful Living** eBook was designed to help you discover a healthy and enjoyable relationship with food and overcome food struggles for good.

Whether you're new to the concept or you need more guidance to put it into practice, this eBook shares practical information on mindful eating. Gain a better understanding of mindful eating and learn how tuning into your eating habits can help you tune into your body.

Mindful eating can form the foundation for mindful living, and this eBook is the perfect way to get started. It outlines everything you need to know to be mindful during meals in your emotional moods, thought patterns, and varying hunger levels and cravings.

Developed by:
Practicing nutrition consultant Iman Salam. With a Diploma and her Executive Master in Preventive Health and Nutrition, Iman is a certified health coach and personal trainer. She is also a regular host on DOPS TV and believes the key to success is being mindful of one's well-being.

IN THIS eBook you will find:

- A brief introduction to mindful eating
- The core values to keep in mind when practicing mindful eating
- 5 Easy steps to put mindful eating into practice
- 6 Factors that contribute to the mindful eating wheel and how to balance them
- The weekly lifestyle calendar to keep track of your progress

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10-DAY GENTLE DETOX PLAN

With the **10-Day Gentle Detox Plan**, you will discover a step-by-step action plan to detox in a healthy way that is in harmony with your body.

This detox guide offers gentle guidelines for self-guided detoxification. It includes suggested recipes, recipes, and advice for an effective detox that enhances your body's ability to heal. With all-natural plant-based recipes, it is suitable for most people and will help you feel better inside and out.

In this eBook you will find:

- Savory Turmeric Detox Drink Recipe
- Pleasant Detox Green Smoothie Recipe
- Pleasant Detox Green Salad
- Dinner Meal Plan
- Daily schedule with timing, exercise, and supplement recommendations
- List of foods to consume
- List of foods to avoid

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Real love from real customers

Want to earn money from your love for PurelyB?

Become an empowerment agent, bring good health to the lives of people around you, and earn 20% from every sale you make through family and friends. It's completely free, we provide training, everything is online, and you get the opportunity to earn an additional income. [Click here](#) to sign up.

So, you loved the way Pegaga transformed your health?

Imagine the life-changing effect it can have for all your friends, followers, and random friend requests who are still stuck popping pills that don't work. Spread the word and share your Pegaga love - you never know who needs this ancient superfood!

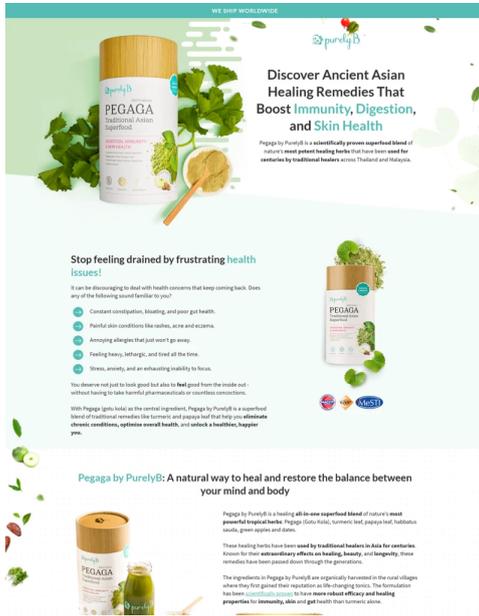
Tag us @PurelyB or use the hashtag #PegagaByPurelyB.

Frequently Asked Questions

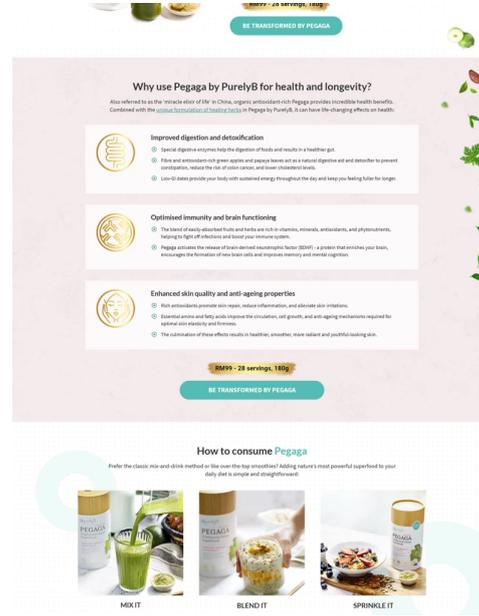
Who can use Pegaga?
Our product is for men and women above the age of 5. Pegaga by PurelyB is not recommended during pregnancy, but highly beneficial for pre- and post-pregnancy.

Where are your ingredients sourced?

How long does Pegaga by PurelyB last?



Before Our Redesign



After Our Redesign

The Outcome

We analyzed their existing funnel flow and found several gaps for improvement.

We wrote new copy and thoroughly redesigned their sale page then setup an A/B split test of it and their existing sales page.

Tools Used

“It is essential to have good tools, but it is also essential that the tools should be used in the right way.” – Wallace D. Wattles



ClickFunnels

A funnel building platform that allows you to build beautiful yet highly converting funnels.



Shopify

A web publishing software you can use to easily create a beautiful eCommerce website.



Google Analytics

A web analytics service offered by Google that tracks and reports website traffic.



Google Optimize

A free website optimization tool that allows you to test variants of web pages and see how they perform against an objective.

