

# Landing Page Sample, Calmrise

## Stress & Cortisol Support Supplement | Women 35–50

---

### Project Overview

This speculative landing page sample was created for **Calmrise**, a daily stress and cortisol-support supplement for women 35–50 dealing with fatigue, brain fog, poor recovery, and the familiar tired-but-wired pattern.

The goal was to extend the messaging system from the Meta Ad Concept Pack into a conversion-focused landing page that feels emotionally intelligent, commercially viable, and strategically consistent.

This page is designed to show:

- direct-response page structure
  - strategic continuity across funnel assets
  - symptom-aware messaging
  - objection handling and product positioning
  - premium ecommerce conversion thinking
- 

### Hero Section

## You're Doing Everything Right. So Why Do You Still Feel Like This?

You sleep. You exercise. You try to eat well. You keep telling yourself to manage stress better.

And yet you still wake up exhausted, crash in the afternoon, and lie awake at night with a brain that won't turn off.

**Calmrise** is a daily stress-support supplement designed to help regulate your cortisol response, so you can feel steadier, clearer, and more like yourself again.

**CTA:** Try Calmrise

## Key Benefits

- Wake up feeling more rested
  - Stay steadier through the afternoon
  - Quiet the mental noise at night
  - Feel more like yourself again
- 

## Problem Recognition

### Does This Sound Familiar?

You wake up tired.

Not just I stayed up too late tired.

The kind of tired that makes the whole day feel harder before it even starts.

You push through the morning, maybe with coffee, maybe with momentum, maybe with pure obligation.

Then by mid-afternoon, the fog rolls in.

Your energy dips. Your patience gets thinner. Your brain feels slower than it should.

You tell yourself you'll go to bed early.

But then nighttime comes and suddenly your body is exhausted while your brain is wide awake.

You replay conversations. Think about tomorrow. Scroll too long. Stare at the ceiling.

And underneath all of it is the same quiet question:

**Why do I feel this bad when I'm trying this hard?**

---

## Core Strategic Reframe

### **You're Not Lazy. You're Depleted.**

That distinction matters.

A lot of women in this stage blame themselves for what they're experiencing.

They assume they need more discipline, better routines, or more effort.

But in many cases, the real issue is not a motivation problem.

It's a stress-response problem.

When your body has been carrying chronic stress for too long, your cortisol rhythm can become dysregulated.

That can show up as:

- low energy during the day
- racing thoughts at night
- poor recovery
- irritability
- brain fog
- the feeling that something is off, even when your habits are decent

This page is built around one core truth:

**She doesn't just feel tired. She feels unlike herself.**

---

## Product Introduction

### Meet Calmrise

Calmrise is a daily stress and cortisol-support supplement formulated to help women feel more steady, clear, and resilient.

It is not positioned as a stimulant.

It is not about forcing more output.

It is not another push-through-it product.

Instead, Calmrise is designed to support the body's stress response at the root level, so healthy habits can work the way they're supposed to.

### Positioning Highlights

- non-stimulating

- designed for daily use
- supports calm focus and steadier energy
- built for women who already feel maxed out

**CTA:** Support Your Stress Response Daily

---

## Benefits Section

### What Calmrise Helps Support

#### Steadier Energy

Support for women who feel drained by the afternoon, even after a full night of sleep.

#### Quieter Nights

Helps address the exhausted-but-can't-switch-off pattern that keeps so many women stuck.

#### Clearer Thinking

Supports a more stable internal state, which can help reduce brain fog and improve focus.

#### Less Emotional Volatility

Designed for women who feel overstimulated, short-fused, or emotionally worn thin.

#### A Return to Self

The deeper promise is not just more energy. It's feeling calmer, steadier, and more like yourself again.

---

## Ingredient Credibility Section

### Formulated With Purposeful, Clinically Relevant Ingredients

Calmrise uses a focused blend of ingredients commonly associated with stress-response and cortisol support, including:

- ashwagandha
- phosphatidylserine
- magnesium glycinate
- L-theanine
- rhodiola rosea

These ingredients were selected to support:

- cortisol balance
- calm alertness
- nervous system support
- recovery from chronic stress load

The formulation is intended to feel credible and supportive, not trendy or overstated.

---

## Objection Handling

### But What If She's Already Tried Everything?

That is exactly the point.

This page is speaking to the woman who has already tried to improve her sleep, clean up her routine, reduce caffeine, take better care of herself, and still feels off.

The message is not:

**Try harder.**

The message is:

**You may be missing the kind of support that helps your body respond better in the first place.**

Calmrise should feel like a credible next step for someone who is skeptical, self-aware, and tired of generic wellness advice.

---

## Social Proof Section

## Suggested Proof Direction

This page should include testimonial content that reinforces:

- I felt tired but wired all the time.
- I was doing everything right and still felt off.
- I finally felt more steady and clear.
- I felt more like myself again.

## Example Testimonial Placeholder

*“I kept thinking I needed more discipline, more sleep, or a better routine. What I actually needed was support for how stressed and depleted my body had become. A few weeks into taking Calmrise, I felt noticeably steadier, less foggy, less reactive, and more like myself.”*

---

## Offer Section

### A Simple, Low-Friction Daily Support Product

Calmrise should be presented as an easy addition to an existing routine.

Suggested framing:

- one simple daily supplement
- non-stimulating
- supportive rather than intense
- backed by a low-risk guarantee

## Suggested CTA Block

### Try Calmrise

Daily support for women who are tired of feeling tired, wired, and unlike themselves.

**Supportive offer points:**

- free shipping
  - 60-day money-back guarantee
  - no subscription required
-

## FAQ Section

### Who is Calmrise for?

Women dealing with chronic stress symptoms like low energy, brain fog, poor recovery, irritability, and trouble winding down at night.

### Is it stimulating?

No. Calmrise should be framed as non-stimulating stress-response support, not as an energy product.

### What does it help with?

It is positioned to support steadier energy, calmer nights, clearer thinking, and a more regulated stress response.

### How long until someone notices a difference?

The page can suggest that early shifts may happen within a few weeks, while fuller benefits may build with consistent use.

### What if someone has tried supplements before and felt nothing?

This is a key objection. The answer should reinforce formulation quality, ingredient selection, and the difference between random supplementation and targeted stress-response support.

---

## Closing CTA

### You've Been Running on Empty Long Enough

You are not failing.

You are not weak.

And you do not need another product that asks your body to do more.

You need support that meets you where you are.

**Calmrise** is designed to help women feel steadier, clearer, and more like themselves again by supporting the stress response at the root.

**CTA:** Try Calmrise

---

## Why This Sample Works as a Portfolio Piece

This sample is designed to demonstrate:

- message continuity from ad to landing page
- strategic product positioning
- audience-aware ecommerce copywriting
- direct-response structure without overreliance on hype
- an ability to translate emotional insight into conversion logic

It is intentionally presented as a polished portfolio sample rather than a fully production-loaded ecommerce page.

---

*Speculative sample created to demonstrate creative strategy, conversion thinking, and landing page development for a wellness supplement brand.*