



# CASE STUDY DECK

2025-2026

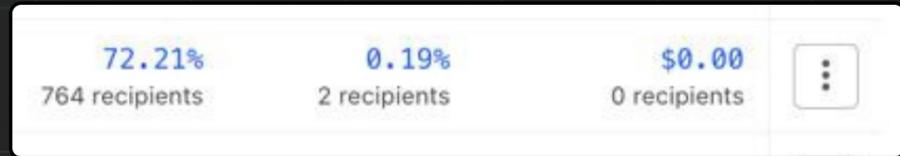
Scalehouse.



# HEAL QUICK

Heal Quick is a wellness and supplement brand that creates premium, natural, and science-backed products. Their core philosophy: “Fewer pills, more benefits” — focusing on potency, purity, and effectiveness.

Grew it from  
**\$13k MRR to \$45k MRR**



**Remove Built-Up Waste From Your Body**

A gentle, plant-based cleanse designed to help your body feel comfortable and balanced again.

START MY BODY CLEANSE

#1 Detox Bestsellers in Health Stores

**Here's Why You Feel Off After the Holidays**

Richer meals, extra sugar, and alcohol can slow digestion. When digestion slows, waste lingers inside. That's when bloating shows up, energy drops, and your body starts to feel heavy, foggy, and off balance. The solution is helping your body flush out that lingering buildup so digestion and energy can reset.

**A Simple Cleanse to Feel Balanced Again**

The Cleaner® Detox helps flush out built-up waste your body no longer needs so you can feel lighter, more comfortable, and back in balance.

★★★★★  
"Within just a few days, I felt lighter, less bloated, and more energized. I didn't experience any harsh side effects just a gentle cleanse that helped get my digestive system back on track!"  
Sherrisse Cross

START MY BODY CLEANSE

FDA INSPECTED | GMP CERTIFIED | NON GMO | GLUTEN FREE

**Why "Good" Supplements Never Give You Great Results?**

Because most formulas stop where Miracle 2000® GOLD begins.

SEE THE DIFFERENCE

Life With M2000® GOLD vs. Life With "Other" Supplements

<b>Miracle 2000® GOLD</b>	<b>Other Supplements</b>
<ul style="list-style-type: none"> <li>Deep cellular cleanse</li> <li>NAD+ DNA repair</li> <li>50+ nutrients in one scoop</li> <li>Targets all 12 aging pathways</li> </ul>	<ul style="list-style-type: none"> <li>No autophagy support</li> <li>No aging repair support</li> <li>5-10 separate products</li> <li>Targets 1... if any</li> </ul>

Life moves differently when you wake up feeling restored instead of drained. Miracle 2000® GOLD is what helps make that your new normal.

DISCOVER MIRACLE 2000® GOLD

**Trusted By Thousands Around The Globe**

"Every aspect of my health has gotten better. I just feel good, every day."  
Caitlyn Tyler, Verified Buyer

"Finally, a multivitamin that I can genuinely feel working. My mom swore by it, and she was right."  
Jazz R, Verified Buyer

"I still can't believe the energy and vitality I get from this alone. I used to be a die-hard Starbucks drinker, now I don't even need caffeine."  
Miracle 2000® GOLD

FDA INSPECTED | GMP CERTIFIED | NON GMO | GLUTEN FREE

**Final Hours to Strengthen Your Cells**

& Save 10%

Use Code: **HQWELCOME10** before midnight and give your body what it's been missing.

SHOP AND SAVE 10% NOW

**Our Most Trusted Formulas for Everyday Strength**

For 37 years, people have relied on these essentials to stay balanced, energized, and supported from the inside out.

<b>Miracle 2000 Gold</b> All-in-one daily strength & energy SHOP WITH 10% OFF	<b>Heart Miracle</b> Deep nutrition for heart & flow SHOP WITH 10% OFF
<b>The Cleaner</b> Gentle detox for cellular health SHOP WITH 10% OFF	<b>Miracle Lotion</b> Nourish & soothe for radiant skin SHOP WITH 10% OFF
<b>Miracle Oil</b> Calming, penetrating relief for skin SHOP WITH 10% OFF	<b>Heal Quick® HSN</b> Stronger hair, clearer skin, healthier nails SHOP WITH 10% OFF

FDA INSPECTED | GMP CERTIFIED | NON GMO | GLUTEN FREE

**THE REAL ROOT CAUSE OF AGING**  
(And Why It's Often Misunderstood)

Aging doesn't begin with low energy or constant tiredness. It starts earlier inside the body which is why it's so often misunderstood.

**WHAT MOST PEOPLE GET WRONG ABOUT AGING**

<b>MYTH</b> Aging feel is genetic, there's nothing I can do.	<b>BUSTED</b> Genetics influence aging, but you can slow aging by supporting cellular energy and repair.
<b>MYTH</b> Feeling old early is normal now.	<b>BUSTED</b> Feeling constantly tired, foggy, or achy is common, but it isn't normal. It's a sign of declining cellular function.
<b>MYTH</b> Stress is the main reason I feel older.	<b>BUSTED</b> Stress affects the body, but early aging is driven by what's happening inside the body at the cellular level.

**SO WHAT CAN HELP YOU AGE BETTER?**

Aging speeds up when your cells lose the ability to produce energy and repair themselves efficiently. Supporting these core cellular processes can help you feel stronger, clearer, and more resilient at any age.

That's the focus behind Miracle 2000® GOLD

A one-cell formula built around ingredients studied for their role in cellular energy and long-term vitality.

One simple daily scoop to support cellular energy, repair, and healthier aging

SEE HOW IT WORKS

FDA INSPECTED | GMP CERTIFIED | NON GMO | GLUTEN FREE

**TRUSTED FOR EVERYDAY WELLNESS SINCE 1988**

**How Dion Went From Walking 2 Miles to 5 Miles After Hip Replacement**

Fourteen months after breaking his femur and having his hip replaced, Dion Moore was still walking daily, but two miles was usually his limit. There was stiffness, a limp, and most mornings, exercise felt like something he had to push himself through. After just two days, a small change led to something unexpected. He walked three extra miles with energy.

★★★★★  
"I recommend this product!"

"I've only been taking this for 2 days, but the results surprised me. I usually walk about 2 miles, but after taking this, I had the energy to walk 5 miles. I haven't done that since breaking my femur and hip and getting my hip replaced 14 months ago. My neighbor even told me my limp was gone, which shocked me. I mix it into a smoothie, it tastes great, and I'm already planning to order another."  
Dion Moore Verified User

SEE THE FORMULA DION USED

For Dion, it was walking farther. For you, it might be having steadier energy, easier movement, quicker recovery, or simply getting through the day without feeling exhausted.

TRY THE SAME DAILY ENERGY FORMULA

FDA INSPECTED | GMP CERTIFIED | NON GMO | GLUTEN FREE



# BIOTECH BEAUTY

Biotech Beauty is a performance-driven beauty brand rooted in science, formulation, and results. With steady sales and an existing customer base, the brand had demand — but email was operating below its true potential.

Grew email revenue from **\$12k to \$44k**

**\$46,413.01**  
Total revenue  
34% vs. previous period

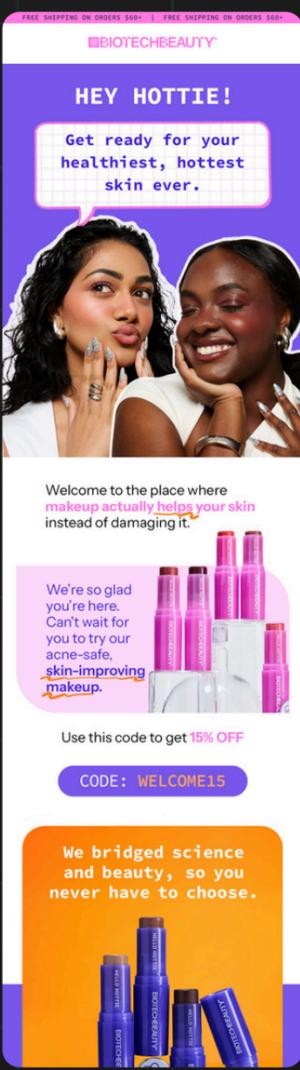
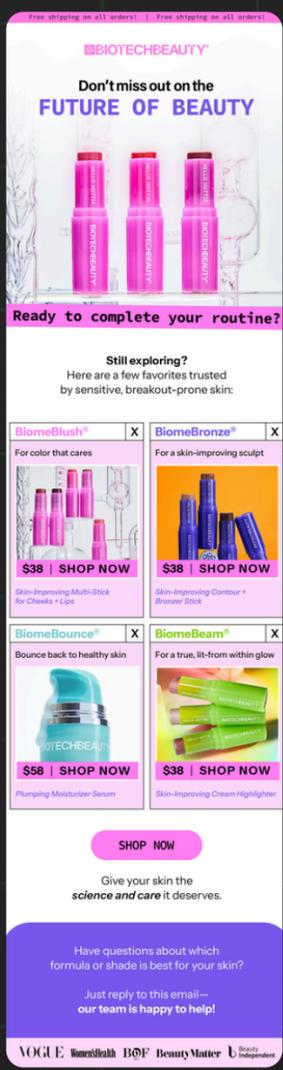
**\$12,170.65**  
Attributed revenue (26.22% of total)  
76% vs. previous period

BEFORE

**\$63,512.75**  
Total revenue  
53% vs. previous period

**\$44,583.75**  
Attributed revenue (70.2% of total)  
60% vs. previous period

AFTER





# LOVE, INDUS

Love, Indus is a premium skincare brand that blends rare regional ingredients from the Indian subcontinent with advanced New York-based formulation science to create high-performance skincare products.

Grew

Email Revenue by 100%

**\$12,195.49**  
Conversion Value  
↗ 86.2% vs previous period  
**3,741**  
Total Recipients

☑ Conversion Value    ☑ Total Recipients

\$6K 1.41K  
\$5K 1.17K  
\$4K 938

BEFORE

**\$49,698.19**  
Total revenue  
↗ 33% vs. previous period

**\$23,221.47**  
Attributed revenue (46.72% of total)  
↗ 84% vs. previous period

AFTER

LOVE, Indus

RADIANCE THAT OUTLASTS  
*Every Transformation*

A ritual for strength, softness, and silk-lit glow.  
DISCOVER YOUR GLOW

As the season turns and days stretch into softer evenings, beauty becomes quieter — get more certain.

This is when skin craves strength over sparkle, nourishment over novelty, and rituals that restore what the world takes away.

I invite you to experience the Amrutini® Discovery Set — our travel-sized introduction to silk-powered luminosity, crafted to refine, replenish, and renew from within.

A GLOW NOT PAINTED ON.  
A GLOW REVIVED — AND REMEMBERED  
by your skin

EXPLORE THE DISCOVERY SET

THE DISCOVERY OF RADIANCE

Experience the essence of Love, Indus in three deliberate acts:

COPPER-CRUSTED SILK COCOONS  
Pamper gently with ancient silk wisdom to reveal touch-soft clarity and prepare for deeper absorption.

LUMINOSITY DEWDROPS SERUM  
A hydrating elixir powered by precious botanicals — plumping skin with dew-fresh radiance and resilience.

PRECIOUS POTION VITAL CREAM  
A silver veil that strengthens the barrier, seals nourishment, and leaves skin supple, soothed, and luminous.

DISCOVER THE RITUAL

LOVE, Indus

CONSISTENCY IS YOUR SKIN'S QUIET STRENGTH

KEEP YOUR ESSENTIALS STOCKED

Your Essentials, Ready When You Are

Running low on your [Product]?

Keep your ritual uninterrupted, your skin thrives on rhythm and repetition.

Reorder now to stay ahead of your skin's needs.

REORDER YOUR ESSENTIALS

What Happens When You Don't Wait?

"I tried Love Indus products and I'm mad at myself for not trying it sooner.

They leave my skin feeling like butter. I've been using these products for about a year, and I've never received so many compliments on my skin.

Thank you so much Love, Indus!!"

—Michelle

Your Skin Remembers Every Ritual

Your skin thrives on rhythm — the rare botanicals, potent minerals, and active ingredients you've chosen work best when they're part of your daily story.

Contrast what you began — and let your glow deepen, day after day.

Leaping Bunny Certified    Featured in Vogue    Free US Shipping    30-Day Return

LOVE, Indus

A New Year Deserves a New Ritual

A daily practice designed to support skin health through winter — and beyond.

Discover the Rituals

Five Rituals for Your Skin's Next Chapter

1. Exfoliate Gently

Begin by allowing the skin to reset.

Copper-Crusted Silk Cocoons gently refine the surface, lifting dullness while preserving balance.

Discover Silk Cocoon

2. Detox Weekly

A pause. Eight minutes. A visible reset.

Velvet OS Broadway Bright Detox Mask clears daily buildup, leaving skin refreshed, calm, and luminous.

Discover Bright Detox Mask

3. Transform Deeply

Go beneath the surface.

Amrutini® Transforming Serum supports firmness, lift, and renewed suppleness through its potent actives.

Discover Transforming Serum

4. Hydrate Intensely

Hydration that lingers.

Amrutini® Luminosity Dewdrops Serum bathes the skin in lasting moisture, encouraging a natural, healthy radiance.

Discover Dewdrops Serum

"Life-changing! This product truly delivers a magical experience. Applying this serum is truly an experience and one of my favorite self-care moments."

—Rebecca

LOVE, Indus

HOW WINTER WEAKENS YOUR SKIN BARRIER

Tightness. Sudden dullness. Lack of bounce.

Cold air carries less moisture — indoor heat pulls hydration from your skin — your barrier becomes vulnerable.

You need a winter ritual built to restore what the season takes away.

Amrutini® Precious Potion Vital Cream

★★★★★

"My skin adores this product. It is so so transformative, and I receive compliments every day when I use Amrutini Precious Potion in my life."

—Michelle

★★★★★

"When I used Amrutini cream overnight, the next day my skin felt super soft, nourished and elastic, especially around the eyes, where I have deep lines."

—Felicia

SHOP NOW

Why Winter Skin Needs More

Winter reduces your skin's ability to hold onto moisture and lipids — the very things that make it resilient.

The Amrutini® Precious Potion is designed to replenish both with the ingredients that transform winter skin.

Golden Muga Silk Extract  
The Ancient Beauty

Copper Peptides  
The Ancient Beauty

Ashwagandha Extract  
The Ancient Beauty

Hyaluronic Acid  
Deep Hydration. True Resilience.

SHOP NOW

Where Ritual Meets Results

- Immediate replenishment. Restores lost moisture and lipids.
- Stronger, healthier barrier.

LOVE, Indus

YOUR SKIN REMEMBERS EVERY RITUAL

Rituals work their quiet magic through devotion — each application strengthening, illuminating, transforming.

Your skin thrives on rhythm. The rare botanicals and precious minerals of India's heritage rituals, combined with our cutting-edge formulations, deliver results that grow with every day of consistent use.

Even a short pause can soften the momentum you've built.

KEEP YOUR ESSENTIALS STOCKED

Your Essentials, Ready When You Are

Running low on your [Product]?

Reorder now to stay ahead of your skin's needs and keep your ritual uninterrupted.

Harness the full potential of our India-inspired rituals, infused with rare botanicals and advanced skin science, for results that last.

Product Name

\$0000

REORDER YOUR ESSENTIALS

What Happens When You Don't Wait?

"I tried Love Indus products and I'm mad at myself for not trying it sooner.

They leave my skin feeling like butter. I've been using these products for about a year, and I've never received so many compliments on my skin.

Thank you so much Love, Indus!!"

—Michelle

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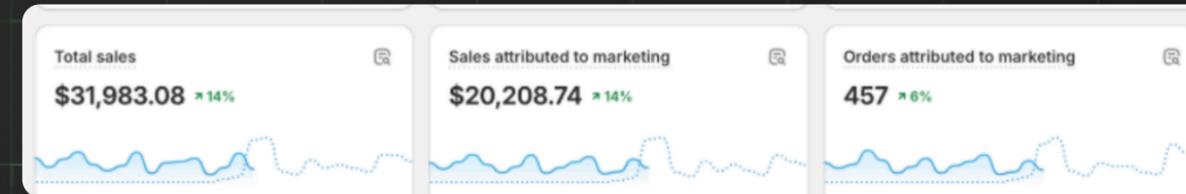
# VELADYA ORGANICA

Veladya Organica is a wellness brand rooted in natural health. They make plant-based supplements and lifestyle products that blend modern wellness with traditional wisdom.

Grew email revenue from **\$9k MRR to \$20k MRR**



## SCALEHOUSE'S IMPACT ON METRICS



BEGIN YOUR **NATURAL HEALING JOURNEY!**

Don't miss out on your **10% OFF**  
Here's your unique **DISCOUNT CODE: VO10**

**SHOP NOW**

**BALANCE BAC**  
Proven to eliminate infections caused by yeast overgrowth and bacterial imbalances in the body.

**SHOP NOW**

**HORMONE HELPER**  
Designed to balance your hormones by regulating estrogen and progesterone levels.

**SHOP NOW**

**HEART HEALER**  
Crafted to alleviate

**THE BEST SLEEP**  
YOU'LL EVER HAVE. PERIOD.

That's what happened to Adrienne.

★★★★★  
I consume it before bedtime and I sleep like an infant. Thank you!  
- Adrienne Franklin

Heart Healer almost instantly calms down your racing mind, and alleviates your stress/fatigue to help you sleep like a baby.

**SHOP HEART HEALER NOW** before it runs out of stock!

If you struggle with sleeping and have severe stress responses like anxiety and panic attacks...

Heart Healer is for you.

It's designed to open up your blocked heart chakra and bring a state of profound calmness.

**SHOP NOW**

**HOW TO USE:**

- Shake well before using
- Take one dropper full 20-30 mins. 2x daily or when needed. Up to 2x a day.
- Tastes best when taken in shot of water or juice.

IT'S FALL, Y'ALL.

**15% OFF SALE IS LIVE**

For an exciting fall season ahead, you need health essentials that have always got your back.

Grab our Autumn Wellness Bundle for **15% OFF.**

**VALID ONLY TILL 18TH SEPTEMBER**

**SHOP THE SALE NOW!**

Fall is in the air. Cooler temperatures, cozy vibes, exciting holidays, and chilly nights are around the corner. Exciting times, right?

To make sure you and your loved ones have the most incredible fall ahead, we've come up with our unique Autumn Wellness Bundle made of Balance Bac, Respiratory Rescue, and Herbal Reset Tea.

**BALANCE BAC**  
Balance Bac is our bestselling herbal tincture that helps keep infections at bay such as candida, yeast infections, bacterial

**NATURAL HEALING**  
BEGINS HERE

**SHOP OUR BEST-SELLERS!**

**BALANCE BAC**  
Proven to eliminate infections caused by yeast overgrowth and bacterial imbalances in the body.

**SHOP NOW**

**HORMONE HELPER**  
Designed to balance your hormones by regulating estrogen and progesterone levels.

**SHOP NOW**

**HEART HEALER**  
Crafted to alleviate tension in the heart chakra. It also calms your heart palpitations and mild hypertension.

**SHOP NOW**

**REPRODUCTIVE REMEDY**  
Helps reduce stress & stimulate circulation to the reproductive organs, making it a highly effective aphrodisiac.

**SHOP NOW**

**FIGHT BACK AGAINST INFECTIONS.**  
TAKE CONTROL OF YOUR HEALTH

**SHOP BALANCE BAC NOW!**

Recurring infections can drain your energy, leave you frustrated, and disrupt your well-being.

With **BALANCE BAC**, there's a natural way to combat yeast and bacterial infections. No more endless discomfort. **Just fast, reliable relief.**

**TAKE CONTROL NOW**

**BENEFITS**

- Kills Infections at the Source:** Fights off yeast overgrowth, UTIs, and other bacterial imbalances
- Soothes Skin and Body:** Effective on acne, eczema, and inflammation
- Total Balance:** Supports your body's natural bacteria for ongoing health

Tap into the healing power of **Pau D Arco Root**, a potent natural ingredient with antiviral, antibacterial, and antifungal properties.

**BALANCE BAC** is a powerful



# OUR SERVICES

Scalehouse.



## EMAIL DELIVERABILITY

- \* Getting you out of the promo tab
- \* **Secret Anti Promo Code** to increase the open rate
- \* Setup Email Authentication (**SPF, DKIM, DMARC**)
- \* **Testing the email** before sending them to ensure that they land in the primary
- \* **Tracking leads** through the funnel
- \* Keeping your **list clean** and your **data accurate**
- \* Consistently **Increase email open rate in the first month** and CTR
- \* **Setup the necessary automations** to increase conversions

## LIST BUILDING INFRASTRUCTURE

- \* Set up your first lead magnet (freebie, mini-guide, challenge, etc.)
- \* Design and launch a **custom opt-in landing page**
- \* **Integrate** with your Instagram bio, Story links, and highlights
- \* **Connect Instagram DMs to email collection** (manual or automated)
- \* Create an **embedded form or pop-up** for your blog/Linktree/Beacons
- \* **Integrate with email platform** (Klaviyo, Flodesk, MailerLite, etc.)
- \* **5 posts and 5 stories per month** that promote your lead magnet on IG to increase subscribers.

## EMAIL AUTOMATIONS

- \* **Automated Email Flows** - Welcome series, Abandoned Cart, Abandoned Browse, Abandoned Checkout, Post-Purchase, WinBack, Replenish, and Re-engagement sequences
- \* **Behavior-Based Triggers** - Emails sent based on customer actions like purchases, clicks, or page visits
- \* **Time-Saving Setup** - Set once, run forever - consistent engagement without manual effort
- \* **Smart Segmentation** - Targeted emails based on user behavior, interests, and purchase history
- \* **Performance Tracking** - Monitor open rates, click-throughs, and conversions to optimize results
- \* **Continuous Optimization** - Monthly review and improvements to boost ROI and engagement



## EMAIL COPY WITH DESIGN

- \* Research your audience
- \* Consuming your content and product
- \* Capturing your voice and personality
- \* 20 emails including design



## LEADS GENERATION

- \* Generating 15-20 qualified appointments per month with target ICP through automated AI systems that send personalized bulk emails at scale
- \* AI-powered flows + campaigns + reports ( 2-3 per month)
- \* Audit + flows rebuild
- \* Strategy + design only
- \* AI powered Lead Magnets (e-book, Quiz, etc.)
- \* AI Social Campaign with Minichat ( 5 posts / Month )
- \* Ongoing optimization based on reply data, bounce rate, and ICP fit

