

Optimize your oral health

**How This Is Copy
Helped Bristle Health
Create a Message for
Their Core Audience**

This Is Copy

Case study

“

Working with Ben elevated our brand's messaging by 33%, thanks to his narrative crafting and understanding of our goals.

Danny, CEO and CO-Founder of
Bristle

“

The Challenge

Do B2C healthcare products have to be super technical?

This Is Copy

Case study

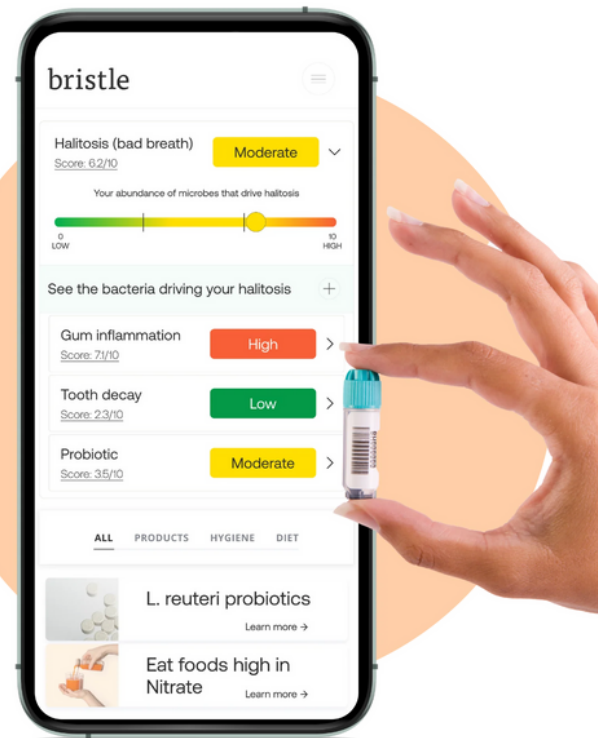
Get personalized solutions for the problems in your mouth

Find & fix the root cause of oral conditions like bad breath, chronic tooth decay & gum inflammation with the world's first oral health saliva test.

- ✓ Chronic bad breath
- ✓ Inflamed gums
- ✓ Oral thrush
- ✓ Burning mouth syndrome
- ✓ Gum recession
- ✓ Weird tastes

Start improving your oral health today

★★★★★ Join 10,000+ members



The Challenge

The challenge was taking Bristle's scientific and medical lingo and making it appeal emotionally to the dental needs of adults and kids.

Their audience needed to see the value of testing their microbiome with Bristle's at home kit. And how it reveals bad breath and poor oral health.

This Is Copy

Case study

The Solution



Custom conversion copy from This Is Copy that was built around customer surveys, review mining, interviews, and A/B testing.



Reworked landing pages, website home page, and social ads.



Creating additional copy for a kid's landing page and additional email copy.

This Is Copy

Case study

The Results

Ben worked with the CMO, Dawn Andreas and the Co-Founder Danny Grannick on diving deeper into brand voice, goals, and tone of voice. And resulted in a **33% uptick** in conversions.

“The collaboration was seamless and impactful.

We wholeheartedly recommend Ben & This is Copy to anyone looking to enhance their messaging; their work truly speaks for itself.”

DANNY, CEO AND CO-FOUNDER OF BRISTLE

This Is Copy

Case study