

D2C · WELLNESS · FDA REGULATED LAUNCH

The Realief.

How Chimera Marketing took a wellness brand from a product idea to a fully compliant, omnichannel commerce operation — navigating FDA documentation, Amazon's gated supplement category, and a two-channel paid acquisition engine that delivered an 11× return on ad spend in ninety days.

01 — THE CHALLENGE

A wellness product *in a tightly regulated category.*

The Realief was a product concept before it was a company. A pre and post-drinking wellness line — gummies and patches formulated with dihydromyricetin, milk thistle, B-vitamins, and supporting botanicals — designed for the moments around social drinking. The science was sound. The product was real. What did not yet exist was every single thing that turns a product into a business: the legal entity, the regulatory documentation, the brand, the photography, the storefront, the Amazon listings, the ad creative, the acquisition strategy. Chimera was engaged to build all of it.

The complication was the category. Selling a dietary supplement in the United States — particularly one with use-cases adjacent to alcohol — sits at the intersection of three separate gatekeepers, each with its own requirements, each capable of stopping the launch at any moment.

The FDA regulates dietary supplements under DSHEA — no pre-market approval, but strict labeling, claim, cGMP, and registration requirements. **Amazon** treats supplements as a restricted category — sellers must clear Brand Registry, provide Certificates of Analysis, demonstrate facility GMP compliance, and pass listing review before going live. **Meta** applies elevated scrutiny to wellness advertising and specifically restricts any language implying recovery from alcohol. Every word on every asset had to satisfy all three frameworks simultaneously.

"In this category, the hard part is not making the product. The hard part is being allowed to sell it. Most brands fail before they ever reach a customer because they get rejected at the gate they did not know existed."

THE CORE PROBLEMS

- **Regulatory complexity from day one.** FDA compliance documentation, cGMP facility verification, label review, and structure/function claim language — all required before a single bottle could ship.
- **Amazon's gated supplement category & Meta's ad restrictions.** Brand Registry, COAs, and Restricted Products approval on Amazon; health-claim review on Meta. Any explicit "hangover recovery" language risked instant rejection.
- **No brand, no storefront, no creative assets.** A regulatory-cleared product still cannot sell itself. Brand identity, packaging, photography, Shopify, Amazon Brand Store — all of it had to be built from zero.

THE COMPLIANCE GAUNTLET — THREE INDEPENDENT GATEKEEPERS



02 — THE STRATEGY

Two products, two moments, *two channels.*

The strategic insight at the heart of The Realief was the realisation that the brand was not selling one product to one customer. It was selling **two products to the same customer at two different moments** — a pre-drinking ritual and a post-drinking recovery. The gummies were positioned for the moment *before* a social occasion: a discreet, daily-supplement format that the customer would take as part of getting ready. The patches were positioned for the moment *after*: a passive, overnight-wearable format that worked while the user rested. Two products, two distinct routines, but a single customer journey that the brand could own across the entire arc of an evening.

The channel strategy mirrored the product strategy. Chimera built two parallel commerce surfaces — a Shopify storefront and an Amazon Brand Store — because each platform serves a different stage of customer awareness. **Shopify** was engineered as the brand-storytelling surface: full lifestyle imagery, educational content about the formulation, subscription flows, and post-purchase nurture. **Amazon** was engineered as the discovery surface: keyword-optimised listings, A+ Content, comparison-friendly product detail pages, and Amazon Brand Store assets that converted high-intent searchers who came looking for "post-party gummies" or "DHM supplement" already knowing what they wanted.

"Shopify wins customers who are buying the brand. Amazon wins customers who are buying the category. We built for both — because the same person can be either, depending on which platform they happen to be on that day."

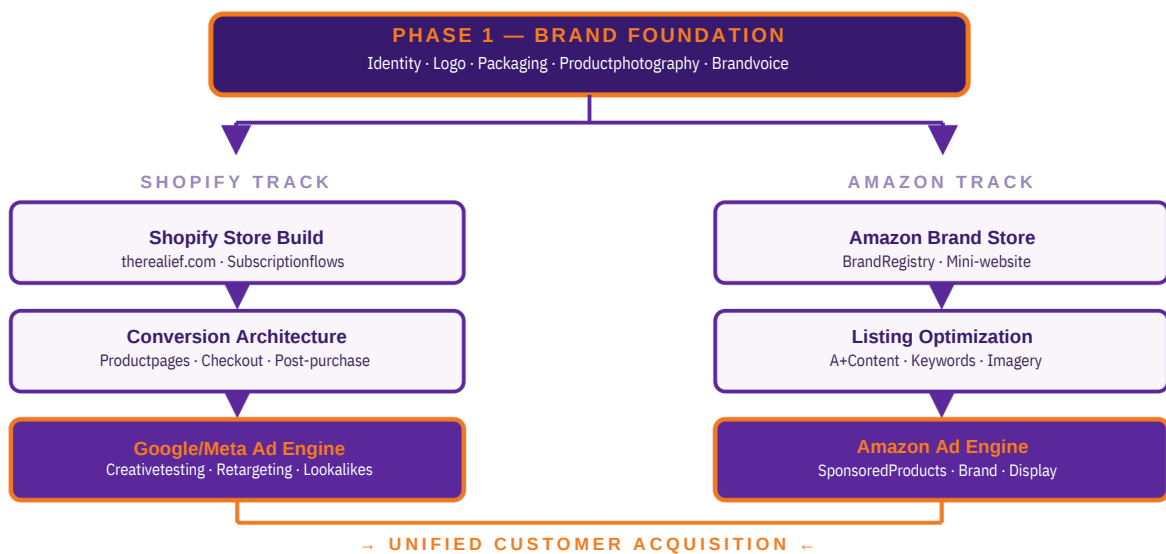
The third strategic decision was creative. In a regulated category where the most natural marketing language ("cure your hangover") is also the most policy-violating language, Chimera built a creative system that **coded the use-case visually rather than stating it verbally**. The product photography placed the gummy bottle next to a fan of playing cards and a bowl of popcorn — a poker-night context that every adult viewer reads immediately. The patch photography staged the product being slipped into a leather handbag beside a bottle of champagne — the universal visual shorthand for "I am preparing for a night out." No words about alcohol. No claims about recovery. The image did the work that the copy was forbidden to do.

03 — THE BUILD

A two-channel launch system, *built in parallel.*

With strategy locked, execution moved in two parallel tracks. The brand and creative foundations — logo, identity system, packaging design, product photography — fed both channels simultaneously. From there, the Shopify track and the Amazon track each ran on their own dedicated path, with their own compliance reviews, their own conversion architecture, and their own paid-media activation. Both tracks converged at the same finish line: a customer who could discover the brand on either platform and convert without friction.

THE TWO-CHANNEL LAUNCH SYSTEM — PARALLEL TRACKS, UNIFIED BRAND



PRE-DRINKING · GUMMIES
Revitalizer Party Recovery Gummies
 Amazon ASIN: B0DRWBLJFB · 60 ct



POST-DRINKING · PATCHES
Revitalizer Recovery Patches
 Amazon ASIN: B0DRH8PPCF · 30 pack

04 — THE RESULTS

Ninety days.

\$165,000 in supplement revenue.

\$165K
GENERATED

11×
ROAS

4,200
SHIPPED

\$6.25
ORDER

In ninety days, The Realief moved from regulatory pre-launch to a fully operating omnichannel commerce business. **\$15,000 in paid acquisition spend** across Meta and Amazon generated **\$165,000 in revenue** at a blended return of 11×, with approximately 2,400 ad-attributed orders averaging 1.75 units per order — a basket size driven by the bundle structure built into the storefront. **3,600+ units sold through Shopify, 600+ through Amazon**, validating both channels as distinct, healthy contributors to total revenue.

The cost per order — **\$6.25** — sits roughly an order of magnitude below the supplement-category benchmark of \$45–\$89. The click-to-order conversion rate held at **11.5%**, more than double the supplement-category average. Neither of those numbers is the product of luck. They are the result of every upstream decision — the regulatory clearance that allowed full creative latitude, the photography that coded the use-case without verbal claims, the dual-channel architecture that captured both brand-seekers and category-shoppers — compounding into measurably better unit economics.

- **All three regulatory gates cleared** — FDA documentation, Amazon Restricted Products approval, Meta ad policy compliance — before launch, with zero rejections in flight.
- **Two live Amazon listings** — Revitalizer Gummies (B0DRWBLJFB) and Revitalizer Patches (B0DRH8PPCF) — each with full A+ Content, optimised keyword targeting, and Brand Store integration.
- **Fully operational Shopify storefront** at therealief.com — subscription flows, post-purchase nurture, and integrated retargeting pixels feeding the Meta engine.
- **~4,200 units shipped in 90 days** at a \$69 average order value — proof that the dual-product, dual-channel model worked exactly as designed.

"An 11× return on ad spend in a regulated supplement category, launched from zero, is not a category-typical result. It is what happens when the regulatory work, the brand work, the creative work, and the channel work all support the same outcome — every decision, in every department, pointing at the same customer."