

Rootwell Men's Club Ad Campaign

Three Facebook ads and three Google search ads for a natural men's health membership

The product: A natural men's health membership, \$19.99 a month, with 10% off for the first 10 members.

The reader: Men interested in natural health, many skeptical of supplement hype.

The goal: Clicks through to the sales page, within Facebook's and Google's health-ad rules.

Spec piece. Names, numbers and testimonials are illustrative.

How the campaign is built

Meta rejects ads that suggest the reader has a health condition, so the Facebook ads talk about men in general, let a scene or a story carry the feeling, and stay out of the bedroom. Each one tests a different angle: a surprising fact for skeptics, the afternoon energy slump for a broad audience, and the founder for trust.

The Google ads mirror what men actually search, with the search phrase pinned as the first headline. Every ad answers the two fears found in real supplement reviews: being sold another bottle, and getting stuck paying every month.

Part 1 · Facebook ads

Ad 1 · The hidden-ingredients angle

Rootwell Men's Club · Sponsored

Between 2007 and 2016, FDA records listed 776 supplements with drug ingredients hidden inside. In 97% of them, those drugs weren't named on the label.

That comes from a 2018 study, and it's one reason so many men have stopped trusting anything sold as "natural."

Plenty of men have their own version of the story, too. A bottle promised big results in 30 days, and a month later they couldn't feel any difference.

Rootwell is a members' club built the other way around. Before we cover any herb, food or habit, we check what the studies show, how strong that evidence is and who should avoid it.

Members learn which remedies hold up before they spend a cent, and we don't sell pills of our own.

The first 10 members get 10% off, so it's \$17.99 a month instead of \$19.99, and you can cancel anytime.

IMAGE TEXT

776 supplements had hidden drug ingredients

Link: rootwell.club

Headline: Know what works before you buy

Button: Learn more

Ad 2 · The 3 p.m. angle

Rootwell Men's Club · Sponsored

Around 3 p.m., a lot of men hit the same wall. The coffee stops working, the afternoon drags, and by evening there isn't much left for the people at home.

It's easy to put it all down to getting older.

But age is only part of the story. Sleep, stress, food and how much a man moves all feed into his energy, and every one of those can change.

Rootwell is a club for men who'd rather work on that naturally, with straight answers instead of miracle claims. Each month brings a live lesson on one area of men's health and a masterclass from a guest practitioner.

Every week there's a Q&A where members ask whatever's on their mind, and the challenges turn new habits into ones that last.

The first 10 members get 10% off, which makes it \$17.99 a month, with no contract.

IMAGE TEXT

What's really behind the 3 p.m. wall?

Link: rootwell.club

Headline: More energy, the natural way

Button: Learn more

Ad 3 · The founder angle

Rootwell Men's Club · Sponsored

"Why is a woman running a men's health club?"

Leila, Rootwell's founder, hears that question a lot, and she answers it straight. She isn't a doctor or an herbalist, but she has spent more than 15 years studying plants, herbs and fruits and the research behind them.

She has also watched the men in her own family keep their health worries to themselves.

So she built a club where men can ask anything and get answers checked against the research, without anyone judging the question. Members join a live lesson every month, hear from guest practitioners, and get answers in a weekly Q&A.

They can also request topics and vote on what's covered next.

And because Rootwell doesn't sell supplements, nobody is waiting to push a bottle at the end.

For the first 10 members, it's 10% off: \$17.99 a month, and you can leave whenever you like.

IMAGE TEXT

"Why is a woman running a men's health club?"

Link: rootwell.club

Headline: Ask anything about men's health

Button: Learn more

Part 2 · Google search ads

Google mixes headlines and descriptions in any order, so each one stands on its own. Headline 1 is the search phrase, pinned to the first position.

Each ad shows one sample combination, then the full set.

Google ad 1 · Natural men's health

Keywords to start with: natural men's health, men's health club, natural remedies for men

Sponsored · rootwell.club/Natural/Mens-Health

Natural Men's Health Club | Remedies Checked by Research | Straight Answers, No Hype

Every remedy is checked first: what research says, how strong it is, who should avoid it. Monthly live lessons, masterclasses from guest practitioners and weekly Q&As. Join today.

Headlines (max 30)	Characters
Natural Men's Health Club (pinned to position 1)	25
Remedies Checked by Research	28
Straight Answers, No Hype	25
Know What Works Before You Buy	30
See What the Studies Show	25
Live Lessons and Weekly Q&As	28
Guest Health Practitioners	26
Ask Anything, Judgment-Free	27
We Don't Sell Supplements	25
\$19.99 a Month, No Contract	27
Cancel Anytime	14

Join the Rootwell Club	22
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Descriptions (max 90)	Characters
Every remedy is checked first: what research says, how strong it is, who should avoid it.	89
Monthly live lessons, masterclasses from guest practitioners and weekly Q&As. Join today.	89
Natural approaches explained in plain words, to use alongside your doctor's advice.	83
We don't sell pills, so nobody pushes a bottle. Join Rootwell for \$19.99 a month.	81

Google ad 2 · Natural energy

Keywords to start with: natural energy for men, how to boost energy naturally, afternoon slump

Sponsored · rootwell.club/Natural/Energy

Natural Energy for Men | Beat the 3 p.m. Slump | Sleep, Stress and Energy

Monthly lessons on energy, sleep and stress, plus masterclasses from guest practitioners. Natural habits and remedies, checked against the research before we teach them.

Headlines (max 30)	Characters
Natural Energy for Men (pinned to position 1)	22
Beat the 3 p.m. Slump	21
Sleep, Stress and Energy	24
Habits That Actually Stick	26
Men's Health in Plain Words	27
Live Monthly Lessons	20
Weekly Live Q&As	16
15+ Years of Plant Research	27
Research-Checked Remedies	25
Join for \$19.99 a Month	23
No Contract, Cancel Anytime	27

Descriptions (max 90)	Characters
Monthly lessons on energy, sleep and stress, plus masterclasses from guest practitioners.	89
Natural habits and remedies, checked against the research before we teach them.	79
Challenges turn new habits into routines that last. Join Rootwell for \$19.99 a month.	85
Use it alongside your doctor's advice. There are no pills to buy, ever.	71

Google ad 3 · Supplement skeptics

Keywords to start with: do men's supplements work, are supplements worth it, supplements hidden ingredients

Sponsored · rootwell.club/Research/Supplements

Do Men's Supplements Work? | See What the Research Says | Skip the Supplement Hype

A 2018 study of FDA records found 776 supplements with hidden drug ingredients. Each remedy rated: what the research says, how strong it is and who should avoid it.

Headlines (max 30)	Characters
Do Men's Supplements Work? (pinned to position 1)	26
See What the Research Says	26
Skip the Supplement Hype	24
Before You Buy Another Bottle	29
Some Remedies Don't Hold Up	27
Plain Answers on Men's Health	29
Evidence Rated for Each Remedy	30
We Don't Sell Pills	19
Members-Only Health Lessons	27
Join for \$19.99 a Month	23
Cancel Anytime	14

Descriptions (max 90)	Characters
A 2018 study of FDA records found 776 supplements with hidden drug ingredients.	79
Each remedy rated: what the research says, how strong it is and who should avoid it.	84
Nobody here pushes a bottle at you, just weekly Q&As and monthly live lessons.	78
Find out which natural remedies hold up before you spend a cent. \$19.99 a month.	80

Notes for the client

- **\$17.99 vs \$19.99:** the sales page shows \$19.99. Before the Facebook ads run, they need a landing link with the 10% already applied, plus a real counter for the 10 spots. Please confirm whether the 10% applies to the first month or for as long as the member stays.
- **Google keeps the full \$19.99,** because search ads keep running long after 10 spots fill.
- **Age targeting:** run every ad to people 18 and over. The ads stay clear of sexual health, but they lead to the sales page, which discusses erection problems, and Meta reviews landing pages

too.

- **"We don't sell pills"** appears in five ads. Please confirm the club sells no supplements of its own.
- **Platform rules:** no Facebook ad tells the reader he has a health problem, and no ad or keyword touches sexual health. Keep sexual-health keywords out of the Google campaign too.
- **Tracking:** since 2025, Meta limits how health brands can optimize for purchases. If that applies to Rootwell, optimize these for landing-page views.
- **Keywords** are starting points. Check their volume in Google's Keyword Planner. If Google flags "3 p.m." in a headline, use "3pm".
- **The 776 figure** is from a 2018 study. The FDA's live list of tainted supplements is newer and worth checking before launch.
- **Illustrative:** the founder name "Leila" and rootwell.club.
- **Sources** (checked 12 Oct 2026):
 - [KSL/AP on the 2018 JAMA Network Open study](#) (776 supplements, 97% unlabeled)
 - [Accelerated Digital Media, August 2026](#) (Meta health-ad rules)
 - [Google Ads Help: responsive search ads](#) (headline and description limits)
 - [Trustpilot reviews of a men's supplement brand, Jul–Aug 2026](#) ("Did not feel any difference"; "they keep billing me every month")