



# Lunara – FlowEase Brand Campaign

Brand Campaign Concept & Copy  
✨ Crafted by Guts & Grace Studio



# Lei Her Flow

A Concept Campaign by Guts & Grace Studio

✦ Brand Storytelling · Voice Strategy · Copywriting

## About This Project

This campaign was originally developed in response to an assignment for a women's wellness brand. The project was not formally commissioned and all brand and product names have been fictionalized for portfolio purposes.

- Brand Name: Lunara
- Product Name: FlowEase
- Concept Tagline: Let Her Flow

## Our Role

- Brand Voice Development
- Campaign Concepting
- Multi-platform Copywriting (IG, LinkedIn, Website)
- Emotional Positioning & Product Narrative



# What she's really going through

She wakes up tired.

Craves chocolates, then feels guilty.

Her moods shift without warning.

Her cycle feels like a stranger — irregular, heavy, sometimes gone for months.

And through it all, she tries to stay calm, stay focused, stay “normal”.

But something is off.

Her body isn't syncing the way it used to.

Her mind is wired, her energy is low and nobody seems to get it.

They think she is just PMSing.

But what she craves isn't a quick fix.

She wants a return — to rhythm, to self-trust, to hormonal harmony.

That's where FlowEase steps in.

Not as a pill.

Not as a fix. But as a cup of calm — a warm herbal tea crafted to soothe her system and support her return to rhythm.

As a partner in coming back to her natural calm — with Lunara.







# How we speak to her

Lunara isn't loud.

It doesn't push, pressure or "sell."

It speaks like a steady hand on the back — warm, grounded and wise.

FlowEase doesn't talk down to her.

It doesn't throw science at her or sugarcoat the truth.

It speaks gently. Like a friend who's been through it.

It says:

"You're not broken."

"You're not imagining it."

"You're allowed to slow down."

The tone isn't clinical. It's calm.

Not fake-cheerful — just honest.

It feels like a woman who understands her body,

who trusts rhythm over routine,

and who wants to feel in sync again — without pressure.

That's the voice she'll listen to.

That's the voice Lunara holds.

And when she sips FlowEase, that voice is steeped into every warm, herbal note.



# Let her flow

*Not a fix. A return.*

She's been told to stay calm.

To toughen up. To fix herself.

But what if she didn't need to fix anything?

What if all she needed...

was to let her body speak,

let her rhythm return,

Let Her Flow.

This campaign isn't a pitch.

It's a gentle permission —

for every woman to trust her cycle, her intuition, her timing.

Because healing isn't about control.

It's about release.

Let Her Flow is a return to hormonal harmony, naturally —

supported by FlowEase —

a soothing herbal tea that works in rhythm with her cycle.







# Instagram carousel & copy concept

Let Her Flow isn't just a campaign.

It's a call back to calm — visual, poetic and emotionally real.

This is how she sees it on her feed:

Not a product pitch — but a soft visual of her daily ritual: sipping a blend made to ease what her body holds quietly.

Post Concept Example:

She's not overreacting.

She's cycling.

Feeling.

Balancing.

Healing.

Let Her Flow — because balance isn't a fix. It's a return.

#LetHerFlow #FlowEase #HermonalHarmony



# Everyday moments — where flow meets life — LinkedIn post

She's finding her rhythm again —  
not just in the lab reports or supplement jars,  
but in the way her mornings slow down.

The way her body asks for rest.

The way she stops apologising for saying no.

Let Her Flow is more than a campaign.

It begins with one small act of self-trust — like choosing a herbal tea that  
listens to her body better than most people do.

It's a quiet movement —  
to honour the everyday moments where hormonal balance begins:

- Choosing herbal tea over caffeine
- Noticing her cravings, not judging them
- Saying no to another “fix-yourself” plan
- Listening to her mood instead of masking it
  - Sleeping early without guilt
  - Stretching instead of hustling
- Breathing into the bloat, not shrinking from it

This isn't a prescription.

It's an invitation — to let her feel, let her heal,

Let Her Flow





# How we invite her to try it

We don't chase her.

We don't fix her.

We don't promise overnight change.

We invite her to join not a trend — gently.

With rhythm instead of routine.

With ease instead of control.

With trust instead of urgency.

She's been sold perfection too many times.

This isn't that.

This is a soft return — to herself, to her body's wisdom, to the quiet knowing she almost forgot.

This is her space to feel, slow down and sync.

And in that space —

a warm herbal cup waits, not to fix her, but to flow with her.

We invite her to join not a trend —

but a rhythm she once belonged to.

And when she's ready,

Let Her Flow.







# Everyday calm with FlowEase

This isn't just a supplement.

It's a herbal tea — steeped in calming botanicals that support cramps, cycles and calm.

It's part of her rhythm.

A gentle daily companion in her journey back to balance.

She takes it not to fix herself —  
but to feel more in sync.

To trust her cycle.

To move through her days without second-guessing her body.

How FlowEase supports her:

- Eases cycle irregularities over time
- Supports hormonal balance, naturally
- Calms mood swings and emotional spirals
- Helps her feel more in flow — mentally, physically, hormonally

Her ritual is simple:

A soft moment in the morning.

A deep breath. A sip of FlowEase. A quiet “I’ve got me.”

That's where it begins.

Because calm isn't a capsule.

It's a way of being — supported gently by FlowEase by Lunara.



# Let her flow — it's time.

She doesn't need fixing.

She doesn't need permission.

She needs space — to feel, to rest, to move in her own time.

This isn't about control.

It's about remembering how her body speaks,  
and how her rhythm returns when she listens in.

FlowEase isn't a command.

It's a companion —

a quiet presence on the days she's soft, spiraling or simply seeking herself again.

Let Her Flow isn't a trend — it's a return.

To calm. To trust. To wholeness.

And when she's ready,  
she'll know where to begin.





Thank you for flowing with us.

This campaign was crafted with care, rhythm and a deep respect  
for every woman learning to trust her body again.

✧✧ Concept by Guts & Grace Studio  
In collaboration with the rhythm of real stories.