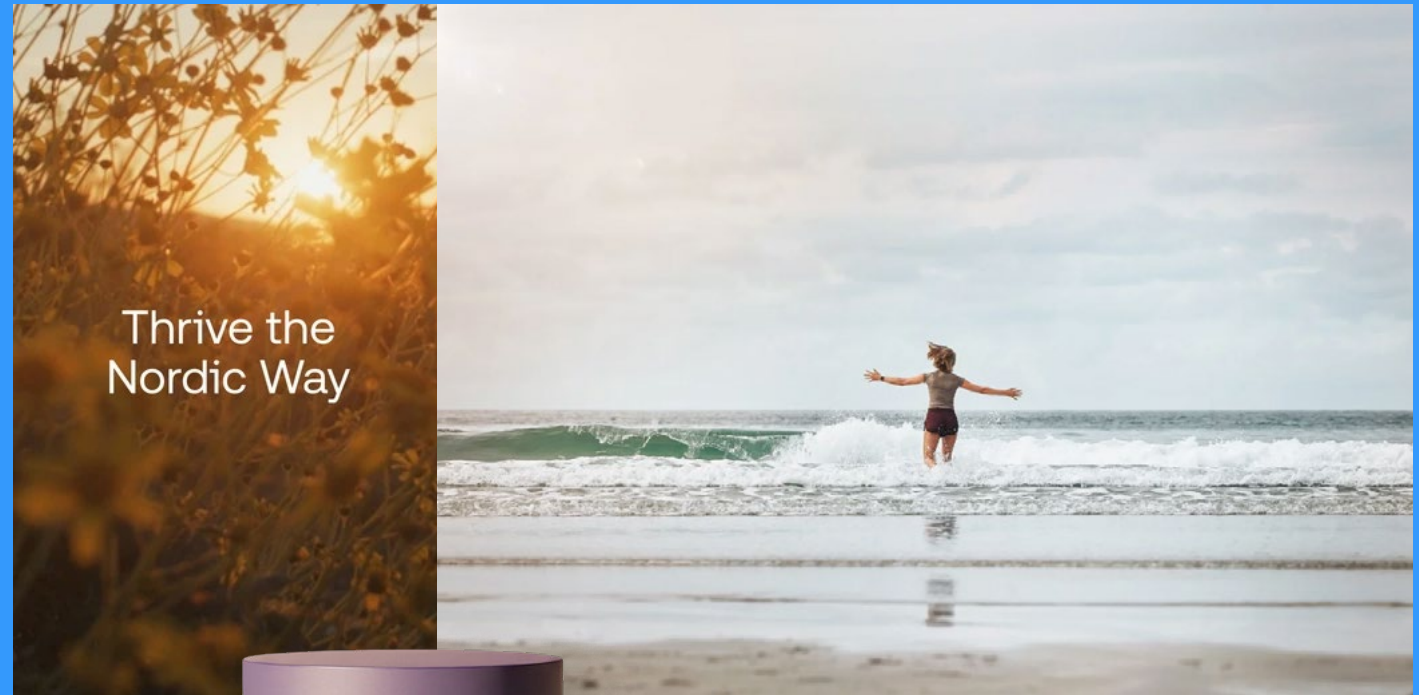


LIV Arctic Essentials Nordic supplements

New Nordic supplement brand, LIV Arctic Essentials, wanted to create a distinct tone of voice and multi-platform copy for their U.S. launch.

I was a brand and copy consultant at Merkle Copenhagen for 4 months working with internal stakeholders and the client. I built on the platform “Thrive the Nordic way” created by Dentsu Copenhagen.

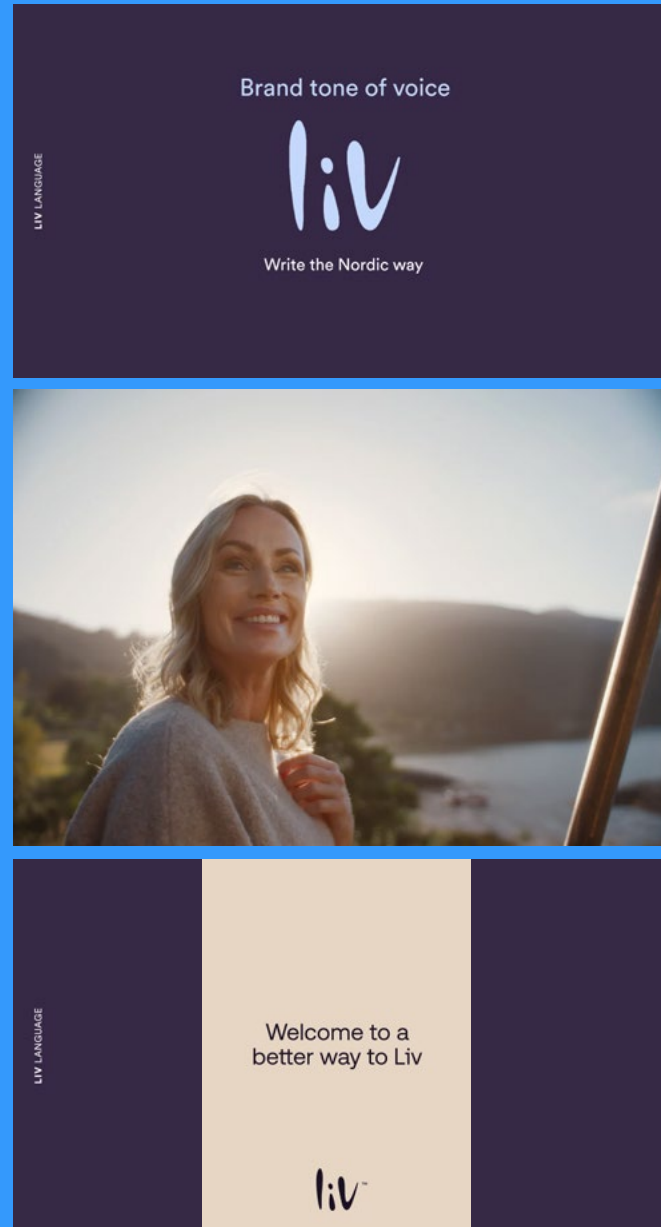


Copy case #1 / LIV Arctic Essentials

Challenge — Differentiate LIV's diverse range in the crowded supplement space.

Insight — The Nordic advantage. The Nordics and Scandinavia have always led healthy, balanced lives with generational wisdom and a closeness to nature.

Solution — Highlight LIV Arctic Essentials Nordic roots combined with modern science in an optimistic, clear and empathetic voice.

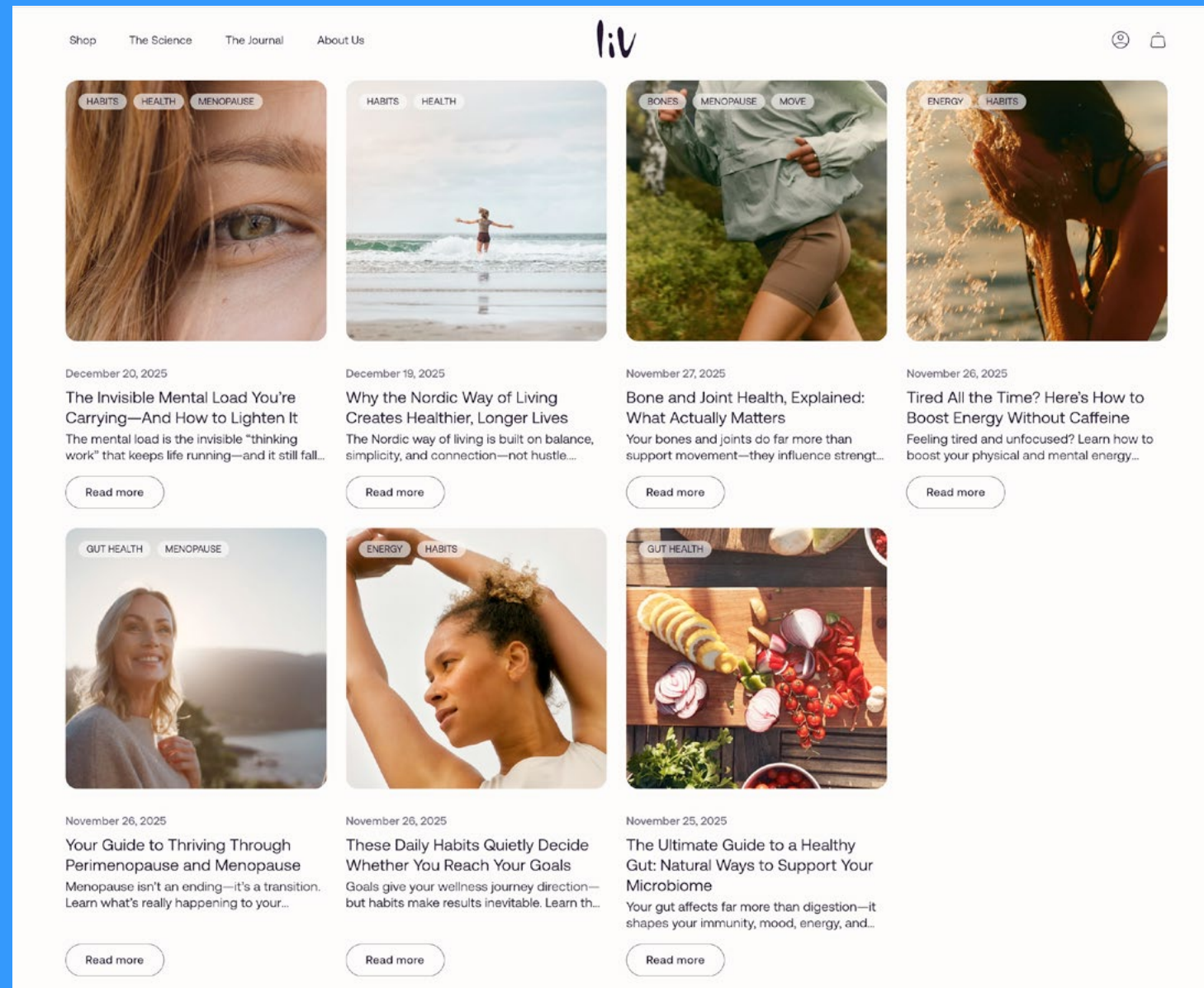


* Some pages from LIV's brand tone of voice guide.



Articles optimised for AEO

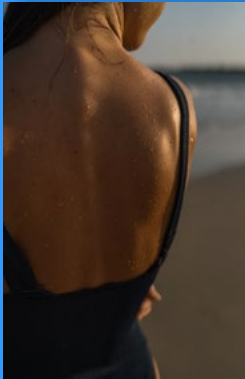
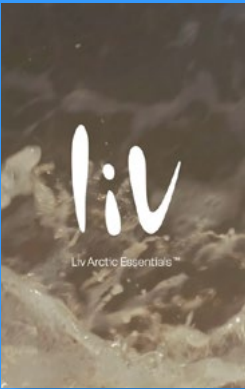
To build brand trust, I researched and wrote some in-depth, scientific articles with an empathetic, clear voice. LIV Arctic Essentials products and ingredients were seamlessly highlighted.



My copy tasks

- Brand TOV guide
- Website / UX copywriting
- Product descriptions
- Long-form journal articles

<https://livarcticesentials.com/blogs/articles>



liv

The Ultimate Guide to a Healthy Gut: Natural Ways to Support Your Microbiome

November 25, 2025 | By Ida Berth Thomassen



Key take aways

Your gut is your largest immune organ
70-80% of your immune cells live in your gut. When your microbiome falls out of balance, the effects show up everywhere — from bloating and fatigue to mood changes and poor sleep.

Your gut and brain are in constant conversation
Stress doesn't just affect your mind — it directly disrupts your gut. A calmer gut creates a calmer mind, and vice versa.

Not all probiotics are created equal
Most probiotics pass through your gut without taking hold, so consistency matters — and so does choosing the right strain. Science-backed, clinically tested probiotics offer far more targeted and reliable support.

A healthy gut is built through daily habits, not quick fixes
Fermented foods, high-fibre ingredients, and the right supplements all work together over time to build a stronger, more resilient microbiome. Small, consistent daily choices are what make the difference.

Featured products



Gut Essentials

From \$35.75

[Learn more](#)

[Shop product](#)

Your Gut Runs Your Health. Here's Why.

We have trillions of microorganisms living in our gut. Bacteria, viruses, fungi and more. Together, they make up our gut microbiome. And yours is totally unique. This incredible ecosystem protects you from harmful bacteria, supports digestion and strengthens your immune system.

Around 70% to 80% of our immune cells live in our gut, so your gut microbiome directly affects your immune system [1].

Our gut microbiome can, however, be thrown off balance by diet, lifestyle, daily stress, travel, medications, illness and hormonal changes. When this happens, you may experience bloating, constipation, heartburn, or even mood changes.

Make a healthy gut a daily habit

Supporting your gut isn't a one-time fix. When you stay consistent with healthy food, science-backed probiotics, natural supplements and mindful routines, you'll soon notice better digestion, improved mood and stronger immunity. So, become the boss of your gut and feel lighter, less bloated, and yes ... finally, regular again.



- 10 essential gut facts**
1. About 14% of people worldwide have constipation [14].
 2. Women are twice as likely to suffer from constipation as they have slightly longer intestines than men (an extra 7cm [15]), as well as hormone fluctuations and changes to the pelvic floor from pregnancy.
 3. Your gut is your largest immune system organ. Around 70% to 80% of our immune cells live in our gut.
 4. "Trusting your gut" is a good idea. Our gut and brain talk to each other via the gut-brain axis.
 5. Your gut weighs as much as your brain (around 2kg), and is even called your "second brain". [16]
 6. Gastrointestinal (GI) problems are a common symptom during perimenopause and menopause.
 7. Most probiotics interact with your gut as they're passing through, they don't stay in one place in your body. So regular use and consistency are key.
 8. Kiwis for constipation! A recent study [17] showed that eating 2 to 3 kiwis a day can help with constipation.
 9. Eating fermented foods, as they have done for centuries in the Nordics, is great for your gut health.
 10. Gut Essentials has been clinically proven to improve your gut microbiome, fight inflammation, reduce bloating and relieve constipation and heartburn.
- Disclaimer**
This blog post is purely informational and does not imply any evaluation by the Food and Drug Administration. This blog post is not intended to diagnose, treat, cure, or prevent diseases, nor should it substitute for advice from a healthcare professional.
- Check the product here:

Gut health is your foundation for everything. Fix your foundation.

- ✓ Feel lighter and more balanced with a clinically studied, science-backed formula.
- ✓ Supports a resilient, diverse microbiome.
- ✓ Reduces bloating and optimizes nutrient absorption.
- ✓ Nordic-inspired formula designed to strengthen you from the inside out.



Here's what I can write for you.

Conceptual copy

- Develop and execute advertising campaigns (digital, social and physical media), B2C/B2B

Brand copy

- Product naming
- Brand and campaign taglines
- Website / UX copywriting
- Brand platform copy
- E-mails / newsletters / press releases
- Brand ambassador / influencer guides
- White papers / annual reports
- Brochures / catalogues
- Presentation decks
- SEO optimisation
- AEO/LLM optimisation

Foundational copy *

- Brand positioning statements
- Product value propositions
- Commercial narratives
- Persona language guides
- Brand tone of voice guides
- Editorial content strategy

* I'll happily **engineer LLM prompts**

for foundational language guides if they help facilitate better brand writing.

Most copy is, however, still best made by lovely, feeling humans! 🥰

Clare McNally
+45 21 45 58 63
emailclarenow
@gmail.com



I look forward to collaborating with you and making words the hero! 🙌🙌