

E WEBSITE CREATION
& BRAND IDENTITY

MY DAD'S BRAND

My dad had a product worth talking about and nowhere to talk about it. No website, no social media, no digital presence at all. I built the whole thing from scratch. Structure, copy, visuals, shopify store-front, instagram page, facebook page: everything. A clean professional home for a brand that genuinely deserved to be found.



What Is Enduritol?

A nutraceutical brand focused on longevity. Think NMN, Resveratrol, Fisetin, Curcumin, compounds that researchers are actually excited about. The Immortality Blend is their hero product, a precision formulation designed to activate cellular health and slow aging down. Third party tested, high potency, no fluff. My job was to make the science feel accessible without dumbing it down.

The Social Media Side

Set up their channels and gave them a consistent identity to grow into. The content had to walk a line between clinical credibility and real human curiosity. People are genuinely fascinated by longevity science right now and the brand had the ingredients to be part of that conversation. I just helped put it in the right language.