

Hey creators

The example scripts and ideas below are simply loose guidelines to spark ideas — not strict rules.

Social platforms change quickly, so we always encourage you to do your own research around platform policies and non-permitted “buzzwords” before posting.

Please make sure you:

- Follow AFIL's **non-medical claims guidelines** outlined in the Creator Deck on step 3.
- **Pin the required wellness disclaimer comment or add a 4 second video overlay** on your post which states: “***Self-exploration & education only. Intended for holistic wellness. Non-diagnostic & not intended for allergies.***”
- **Upload all content for approval before posting** via the creator portal.

If you need support, feedback, or inspiration, you're always welcome to reach out inside the **AFIL community Discord**.

AFIL has 3 main personas:

1. “The Health Investigator”
2. “The Concerned Parent”
3. “The Biohacker/The Optimizer”

PERSONA 1: HEALTH INVESTIGATOR FRAMING EXAMPLES...

Script 1: “You’ve Done Everything Right”

Hook:

“You’ve done everything right.”

Body:

You ran the bloodwork.

You cleaned up your diet.

Maybe you even cut out gluten for months...

And yet — something still feels off.

That was me too.

What I realized is that sometimes it’s not about *another* medical test — it’s about understanding your body at a **different level**.

AFIL’s wellness scan uses a small hair sample to explore **bioenergetic response patterns** — how your body may be interacting with foods, nutrients, and everyday environmental factors.

It doesn’t diagnose or treat anything, and it’s certainly not intended for allergies - go see your doctor for that..

This is different. It just gives you **insight you can actually use**.

CTA:

Here’s what shifted for me when I tried it...

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Script 2: “It’s Not All in Your Head”

Hook:

“If you keep being told ‘everything looks normal’ — but you know it’s not... you’re not crazy.”

Body:

I hit that wall too.

AFIL’s wellness scan gave me a new layer of understanding — not medical, not diagnostic — but **pattern-based wellness data and insights** using a simple hair sample.

It helped me see how my body may be responding to foods, nutrients, and environmental inputs — beyond what standard labs show.

This isn’t about proving something’s *wrong*.

It’s about finally seeing what your body’s may have been trying to tell you.

CTA:

Here’s what happened when I took it...

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Script 3: “The Missing Data Point”

Hook:

“You track your sleep. Your steps. Your calories...

But have you ever tracked your bioenergetic wellness response patterns?”

Body:

AFIL’s wellness scan looks at **bioenergetic patterns** using a small hair sample — subtle responses related to food and environmental inputs.

It’s not clinical.

It’s not diagnostic.

It’s just **another data layer** you can explore yourself.

Because sometimes the answers aren't in your labs...
they're in your energy.

CTA:

Here's what I noticed when I tried it...

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Script 4: “What Your Body’s Been Trying to Tell You”

Hook:

“What if your body’s been trying to tell you something — and you just haven’t had the right wellness tool to listen?”

Body:

AFIL’s wellness scan helps you explore bioenergetic patterns related to food, nutrients, and environment.

No diagnosis.

No labels.

Just insight.

Think of it as a window into your body’s inner conversation.

CTA:

Here's what my body was telling me...

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Script 5: “From Confusion to Clarity”

Hook:

"I spent years guessing."

Body:

Elimination diets.

Supplements.

Lab tests that said 'everything's fine.'

Then I tried a wellness scan that helped me see patterns I hadn't considered — how my body may be responding to foods, vitamins, and environmental inputs.

It's not a diagnosis.

It's not clinical.

But it gave me clarity.

CTA:

And here's what changed after that...

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PERSONA 2: THE CONCERNED PARENT

(Empathetic, protective, clarity-seeking)

Script 1: "When You've Tried Everything"

Hook:

"You've changed their diet. Switched detergents. Cut out dairy... And your child still doesn't feel right."

Body:

That was me too.

AFIL's wellness scan uses a small hair sample to explore **bioenergetic patterns** — how the body may be responding to foods, nutrients, and everyday exposures.

It's not a diagnosis.

It's insight I could actually use as a parent.

CTA:

Here's what happened when I did this for my child...

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Script 2: “The Guessing Game”

Hook:

“If you’ve ever felt like you’re guessing what’s bothering your child — same.”

Body:

This wellness scan helps parents explore possible bioenergetic responses related to food, nutrients, and environment.

No needles.

No diagnosis.

Just another way to understand your child’s wellness patterns.

CTA:

Because understanding beats guessing — every time.

Here's what we learned...

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Script 3: “Mom Gut vs. Lab Tests”

Hook:

"You know that feeling when your mom-gut says something's off... but every test comes back normal?"

Body:

That's when I tried a bioenergetic wellness scan.

It uses a small hair sample to explore patterns related to how the body may respond to food and environment.

Not clinical.

Just clarity.

CTA:

Here's what finally clicked for us...

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Script 4: "Not Another Test"**Hook:**

"I didn't want another medical test — I just wanted answers I could understand."

Body:

AFIL's wellness scan explores bioenergetic response patterns related to foods, nutrients, and environment.

It's about awareness — not diagnosis.

CTA:

And that changed how we support wellness at home...

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⚡ PERSONA 3: BIOHACKER / HEALTH OPTIMIZER

(Data-driven, performance-oriented, curious)

Script 1: “Your Next Data Point”

Hook:

“You track sleep, macros, recovery... but what about energetic data?”

Body:

AFIL’s wellness scan explores bioenergetic response patterns using a small hair sample — how your system may be interacting with foods, nutrients, and environmental inputs.

It’s not diagnostic.

It’s awareness.

CTA:

Here’s how it changed how I optimize...

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Script 2: “The Data You Can’t See”

Hook:

“You can measure heart rate. Sleep cycles. Recovery.

But what about the data you can’t see?”

Body:

This wellness scan explores subtle bioenergetic patterns related to nutrition, environment, and lifestyle inputs.

Not diagnosis — just insight.

CTA:

Here's what I noticed after using it...

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Script 3: “It’s Not About Perfection”

Hook:

“Biohacking isn’t about perfection — it’s about precision.”

Body:

AFIL’s wellness scan adds another data layer by exploring bioenergetic patterns related to food, nutrients, and environment.

No blood.

No needles.

Just insight.

CTA:

Here's how it refined my approach...

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Script 4: “Energy Speaks First”

Hook:

“Before your body changes — your energy does.”

Body:

AFIL’s wellness scan explores bioenergetic response patterns using a small hair sample.

Not medical.

Just awareness.

Because optimization starts with listening.

CTA:

Here's what I picked up when I tuned in...

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Script 5: “The Missing Layer of Insight”

Hook:

“You’ve got data on sleep, recovery, and macros — but what about energetic response?”

Body:

AFIL’s wellness scan explores bioenergetic patterns related to food, nutrients, and environment.

It’s not about diagnosis.

It’s about understanding your system’s unique signature.

CTA:

And that changed how I optimize everything else.

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FOR THE SKEPTICS:

Idea 1:

“Let me save you time—this is NOT for everyone.”

“This is NOT for you if you want:

- an allergy confirmation
- medical evaluation
- a doc’s report

This is for you if you like:

- wellness data
- bioenergetic signals
- spotting patterns over time

It's a starting point, not a verdict. I chose this wellness tool because it looks at over 1000+ items including foods, drinks, vitamins, metals, aspects of gut wellness....

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Idea 2:

Hair tests aren't scientific. 🤔

Yep! That criticism only applies if someone thinks this is a medical evaluation

It's not.

This is wellness bioenergetic insight tool, not a typical lab test

Different purpose. Different lane.

If you don't want wellness data and trends, that's fair.

I did—and it helped me decide what to experiment with.

This wellness test looks at foods, drinks, vitamins, environmental items and aspects of gut wellness...

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Idea 3:

I asked the brand point blank what this does...

I asked them directly: ‘Is this an allergy test?’ They said no—and they’re very clear it’s not designed for that.

When I uncovered more they told me it’s a type of technology they use to scan a hair sample producing patterns, data and trends.

I was fascinated by this and this is why I tried it...

It looks at foods, vitamins, environmental items, and aspects of gut wellness — all through a hair sample. Yes!

And before you say it’s quackery — please then tell me why in the heck do drug tests use hair?

When I googled it states that a hair sample can retain a history of exposure...this is what it did for me...

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Idea 4:

Trying to compare this to an allergy test is like trying to compare an Apple Watch to a cardiology exam.....

its not going to work!!

If you want an allergy diagnosis, medical evaluations or anything related... go to your doctor people!

This wellness test is built for something else...

this looks at the subtle patterns you can't see... I did this wellness test because...

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