

AI BRAND SOLUTIONS

CASE STUDY · 2026

AspargizeTM

Brand website design & build for Ennature Biopharma's
bio-enhanced Shatavari extract · aspargize.com



01 · THE CLIENT

Ennature Biopharma, a women's-health botanical leader

Ennature Biopharma — a division of **India Glycols Limited** — develops standardized botanical actives at pharmaceutical scale.

Aspargize™ is its bio-enhanced Shatavari (*Asparagus racemosus*) extract, formulated to support women's hormonal health across the entire continuum from menarche to menopause.

The audience is **B2B**: nutraceutical formulators and supplement brands across India and export markets.

ASPARGIZE · CASE STUDY



Make the science the centre of the brand.

01 Editorial science narrative

Position Aspargize as a clinically-validated active, not a commodity botanical. Long-form, evidence-led storytelling.

02 The full continuum

Tell the women's-health story across every life stage — childhood to postmenopause — not a single use-case.

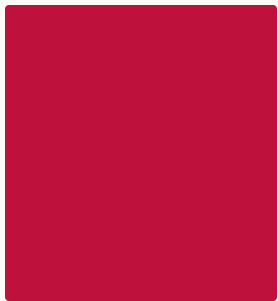
03 Proof over claims

Foreground the gold-standard clinical study, HPLC standardization and measurable 2-week results.

04 Formulator-grade utility

Sample requests, a shareable brand film and a collaterals portal — the site has to convert B2B leads.

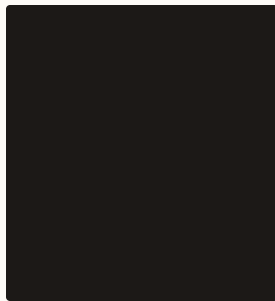
An editorial palette tuned to women's health.



#BE123C

Crimson

Primary, CTAs, brand
accent



#1C1917

Ink

Type, dark proof
sections



#B45309

Amber

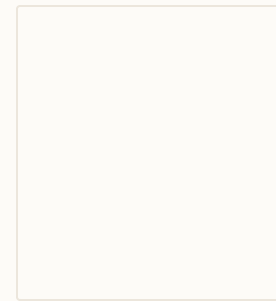
Heritage & botanical
cues



#FFF1F2

Soft

Section tints, warmth
cues



#FDFBF7

Cream

Canvas, breathing
room

Playfair Display

Serif headlines — editorial, premium
voice.

Manrope

Body, UI & the ASPARGIZE wordmark.

One homepage. Three supporting surfaces.

Homepage

Hero — "Fast Acting Shatavari"

Pinned Proof Stat-Band

Life-Stage Continuum

Botanical Heritage

The Ingredient · Standardization

Clinical Data

Resources · Film & News

Contact

Request a Sample

Trade enquiry form

Apps Script backend

Download

Trade-show film

MP4 share & download

Brand Portal

Password-gated collaterals

Logos · decks · assets

A serif hero, a pinned proof bar.

A full-bleed hero pairs a Playfair headline — *Fast Acting Shatavari*. — with diverse women across life stages, leading on emotion and credibility above the fold.

A dark stat-band overlaps the fold and pins three proof points — **2 weeks · 58% · >5%** — so numbers land before the scroll even begins.

GSAP ScrollTrigger reveals ladder the visitor from emotion into evidence.



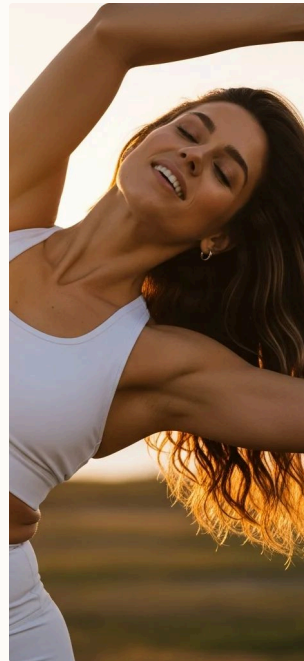
One ingredient, seven life stages.



Childhood



Puberty



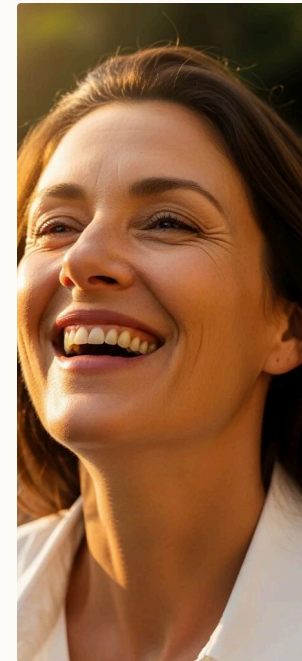
Reproductive



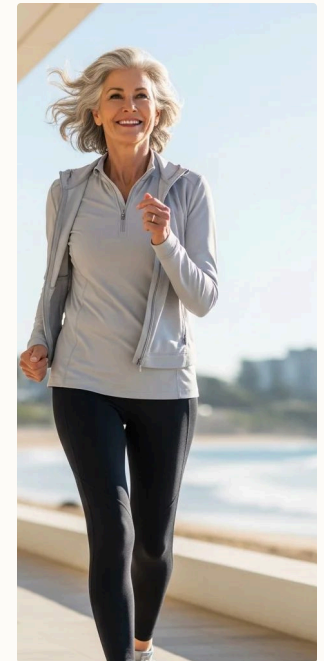
Pregnancy



Perimenopause



Menopause



Postmenopause

07 · THE INGREDIENT

ASPARGIZE™

Bio-Enhanced Shatavari Extract

>5%

Total Shatavarins
(HPLC standardized)

400mg

Daily clinical dose
(200 mg BID)

2wk

To first measurable
results

A truly standardized composition — quantified by HPLC, not guaranteed by weight — presented on a long-scroll page with proof, phytochemistry and a sample-request CTA always within reach.



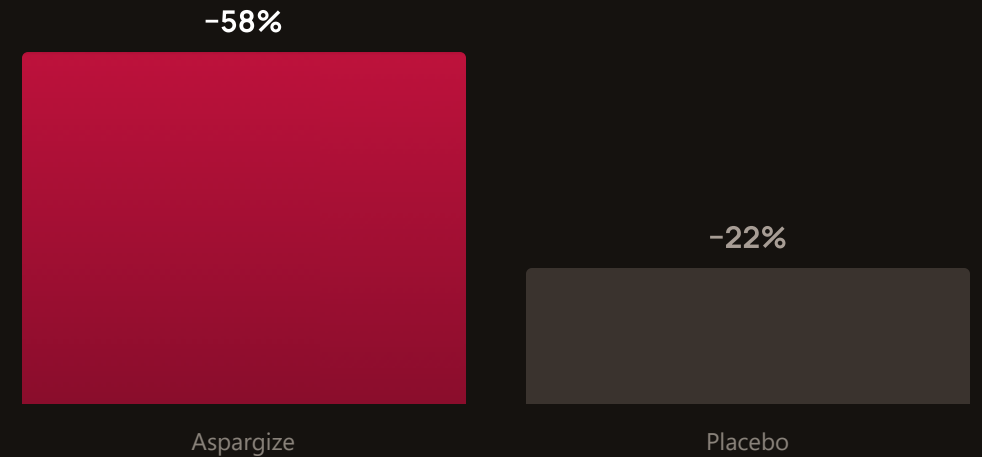
08 · CLINICAL DATA

Clinical proof, visualized.

The gold-standard study is rendered with live **Chart.js** graphs — Menopause Rating Scale scores and hot-flash reduction animate into view as the visitor scrolls.

On-brand, interactive charts turn a clinical dossier into a story a formulator can scan in seconds.

HOT-FLASH REDUCTION



MRS SYMPTOM SCORE



09 · APPLICATION FORMATS

Built for every
finished format.



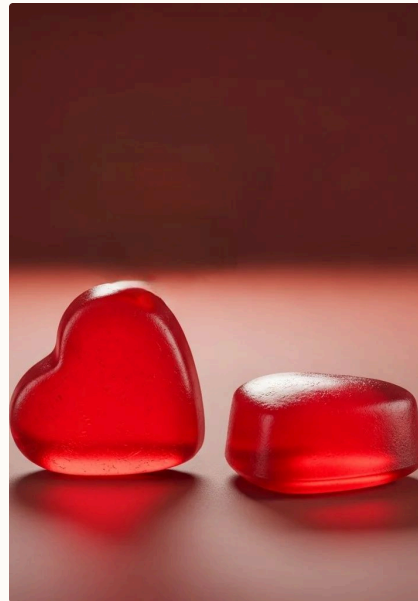
Capsules

Core 400 mg dose



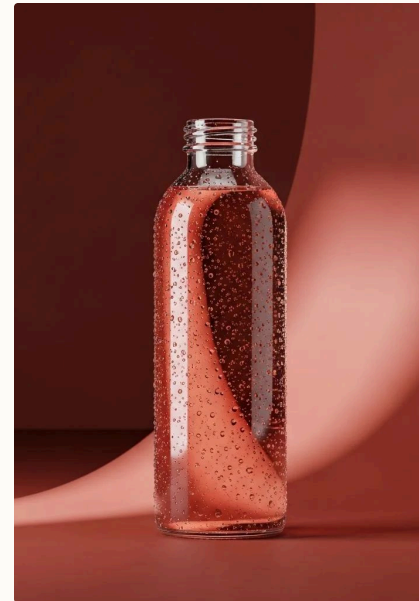
Powder

Blends & sachets



Gummies

Modern delivery



RTD Beverages

Functional drinks



Nutrition Bars

On-the-go format

A rendered film, not a stock loop.

A trade-show film was produced in **Remotion** — video composed in React — with an AI voice-over and a music bed, then rendered to a shareable MP4.

A dedicated download page lets the sales team hand the film to prospects on the floor, with an absolute-path link that just works.



Built lean, animated, indexed properly.

Build

- HTML5 + Tailwind CSS
- GSAP + ScrollTrigger motion
- Chart.js data viz
- Playfair + Manrope (Google Fonts)

Motion & Film

- Scroll-reveal choreography
- Remotion-rendered MP4
- AI voice-over + music bed
- Animated clinical charts

Data & Forms

- Google Apps Script backend
- Email + Sheets capture
- Sample-request workflow
- Spam-guarded submissions

SEO & Social

- JSON-LD structured data
- OpenGraph + Twitter cards
- Canonical + semantic markup
- Google Analytics 4

aspargize.com

4

live surfaces

7

life stages

1

clinical study, visualized

2_{wk}

headline proof point

Running on

- Vercel — apex, HTTPS, via GitHub CI/CD
- Custom domain & auto deploys
- Google Analytics 4
- Remotion video pipeline

Fast-acting science, beautifully told.

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Brand systems built for the internet.

aibrandsolutions.in

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