

LMNT — 36s UGC Script

Hook Formula: Authority Was Wrong

Avatar: The Keto Flu Sufferer (Avatar 1)

Angle: "Your Doctor Said Eat Less Salt — That's Why You Feel Like Garbage" (Angle 2)

[CLIP 1 — HOOK + PAIN | 0–10s]

My doctor said cut back on salt. That's exactly why I felt like death for three weeks on keto — headaches every morning, leg cramps at 3am, couldn't think straight.

[CLIP 2 — MECHANISM | 10–20s]

When you go low-carb, your kidneys flush out sodium. Those symptoms aren't keto failing — it's a sodium deficit. And "eat less salt" is advice built for people eating fast food. Not whole foods.

[CLIP 3 — PRODUCT + CTA | 20–36s]

LMNT fixed it. One stick, 1,000mg sodium, zero sugar. Headache was gone before my first meeting. If you're doing keto and feel terrible — it's not the diet. Link below, zero-risk refund.