

**YOUR STANDARDS.  
NOBODY ELSE'S.**

# 19 PRODUCTS. 126 LISTINGS.

| PRODUCT                                                                | FAMILY           | SIZE                                          | AVAILABLE | LABEL, OBSERVED                                                                               | UNCERTAINTIES                                                                                                                                                                   |
|------------------------------------------------------------------------|------------------|-----------------------------------------------|-----------|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ethiopian Black Seed Oil 1000MG Softgels                               | Everyday support | 60 softgels (product page text)               | Yes       |  #CDCDCD   | No chromatic label band: the identifying band is a neutral.                                                                                                                     |
| Supercharged Cocoa Flavanols + Flavonoids 1200MG (High Flavanol Cocoa) | Morning rituals  | 25 servings, net wt 8.7 oz (246 g) (label)    | Yes       |  #COAFA3   | The label band is a low-chroma warm greige, not bronze; the campaign bronze is a proposal. No chromatic label band: the identifying band is a neutral.                          |
| NMN 1000MG, enhanced with BioPerine                                    | Longevity (NAD+) | 60 capsules (label)                           | Yes       |  #0097CE   | The lead image carries a retailer UNISEX badge beside the bottle; it is an overlay, not packaging. Sampled image 5 (a side or back view with a clear band), not the lead image. |
| Turkesterone & Tongkat Ali 1000MG (Max Purity)                         | Men's vitality   | not verified                                  | Yes       |  #C70B0A   | The red band carries the words 2 MONTH SUPPLY on the pictured label; whether this is the standing label or a supply edition was not verified.                                   |
| Nattokinase 4-in-1 Cardio Complex 10,800 FU                            | Cardio           | not verified                                  | Yes       |  #EDDD80   |                                                                                                                                                                                 |
| Serious Creatine                                                       | Performance      | 30 servings (product page text)               | Yes       |  #F95853   | Mango is listed but sold out; its packaging color was not sampled.                                                                                                              |
| Spike Detox 7-in-1, 8X More Nattokinase, Extra Strength                | Cardio           | not verified                                  | Yes       |  #D4BA57   | Two listings share SKU SPIKE but differ in price, shipping weight and pictured label name (SPIKE SHIELD vs SPIKE DETOX).                                                        |
| Spike Detox 7-in-1, 8X More Nattokinase                                | Cardio           | not verified                                  | Yes       |  #D5BB59  | Two listings share SKU SPIKE but differ in price, shipping weight and pictured label name (SPIKE SHIELD vs SPIKE DETOX).                                                        |
| Sleepy Cocoa                                                           | Evening rituals  | 44 servings (product page text)               | Yes       |  #9B73B2 |                                                                                                                                                                                 |
| Longevity Coffee (10-In-1), Longevity Mix Mocha Coffee                 | Morning rituals  | 30 servings, net wt 14.6 oz (412.8 g) (label) | Yes       |  #B58D69 |                                                                                                                                                                                 |

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|----------------------------------------------------------------|------------------|--------------------------------------------|-----------|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Spermidine 1440MG, 12MG per capsule                            | Longevity (NAD+) | 4 month supply (title); count not verified | Yes       |  #03DCE5   | Sampled image 7 (a side or back view with a clear band), not the lead image.                                                                                           |
| GLP-1 5-IN-1 Support 3260 MG                                   | Metabolic        | not verified                               | Yes       |  #ED077C   |                                                                                                                                                                        |
| 5x Berberine (Dihydroberberine) with Ceylon Cinnamon           | Metabolic        | not verified                               | Yes       |  #CD0162   | Listing handle says 500mg; the pictured label reads 450MG.                                                                                                             |
| Magnesium Sleep Aid 1695 MG, melatonin-free                    | Evening rituals  | 90 capsules (label)                        | Yes       |  #7E07EC   |                                                                                                                                                                        |
| Brain Complex (4-IN-1 Natural Nootropic)                       | Cognitive        | 30 servings (product page text)            | Sold out  |  #CE430A   | The label band is orange; the amber glass around it (about #6D2910) is not a label color. Sampled image 8 (a side or back view with a clear band), not the lead image. |
| Cistanche Tubulosa 200mg & Tongkat Ali 400mg (Max Purity)      | Men's vitality   | 60 capsules (label)                        | Yes       |  #D2A501   |                                                                                                                                                                        |
| Turkesterone 500mg (95%)                                       | Men's vitality   | not verified                               | Yes       |  #E30000   | Same red 2 MONTH SUPPLY band as Turkesterone & Tongkat Ali; edition not verified.                                                                                      |
| NMNH 250MG, enhanced with BioPerine                            | Longevity (NAD+) | not verified                               | Sold out  |  #0695B9   | Sampled image 5 (a side or back view with a clear band), not the lead image.                                                                                           |
| Nicotinamide Riboside (NR) 1550MG with Quercetin & Resveratrol | Longevity (NAD+) | not verified                               | Sold out  |  #212A8C | Title says 1550MG; the pictured label reads 900MG with a 1550MG PER SERVING band.                                                                                      |

The store reports 145 products in its all collection; 126 are published to the storefront and were audited. The other 19 could not be accessed and are not audited.

# ONE COLOR LEADS.

Painter’s RYB wheel, 12 hues, as drawn in the Unity and Variety handout (Color/Tone Continuum, p. 15). RYB angle to screen HSL hue, piecewise linear: red 0 = 0, orange 60 = 30, yellow 120 = 55, green 180 = 120, blue 240 = 215, violet 300 = 280. Saturation and lightness follow the anchor unless a role sets them. Coverage percentages are execution guidelines for these campaigns, not rules from the handout.

| PRODUCT                                                 | OBSERVED                                                                                     | ANCHOR                                                                                        | MONOCHROMATIC                                                                                                                                                                                                                                                                                                                                   | ANALOGOUS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | SPLIT COMPLEMENTARY                                                                                                                                                                                                                                               | TRIAD                                                                                                                                                                                                                                                                                                                                                   | TETRAD                                                                                                                                                                                                                                                                                                                                                  | COMPLEMENTARY                                                                                                                                                                                                                                                                                                                                                                                                                       | CLASH                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------------------------------------------------------|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| High Flavanol Cocoa                                     |  #C0AFA3   |  #C09B70   |                                                                                        |                                                                                                      |          |                                                                                                |             |                                                                                                                                                                                                                                                               |                                                                                         |
| Longevity Coffee                                        |  #B58D69   |  #D89950   |                                                                                        |                   |          |                                                                                                |             |                                                                                                                                                                                                                                                               |                                                                                         |
| NMN 1000MG                                              |  #0097CE   |  #12ACE0   |                                                                                        |                   |          |                                                                                                |                                                                                                |                                                                                                                                                                            |      |
| Magnesium Sleep Aid                                     |  #7E07EC   |  #B399E7   |     |                   |          |                                                                                                |             |      |                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Cistanche + Tongkat Ali                                 |  #D2A501   |  #E3B935   |                                                                                        |                   |          |                                                                                                |             |                                                                                                                                                                                                                                                               |                                                                                         |
| Ethiopian Black Seed Oil 1000MG Softgels                |  #CDCDCD   | neutral band                                                                                  | No token map                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Turkesterone & Tongkat Ali 1000MG (Max Purity)          |  #C70B0A   |  #F41C1B   |                                                                                        |                   |          |             |             |                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Nattokinase 4-in-1 Cardio Complex 10,800 FU             |  #EDDD80   |  #EDDD80   |                                                                                        |                   |          |                                                                                                |             |                                                                                                                                                                            |      |
| Serious Creatine                                        |  #F95853 |  #F95853 |                                                                                  |                                                                                            |    |     |     |                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Spike Detox 7-in-1, 8X More Nattokinase, Extra Strength |  #D4BA57 |  #D4BA57 |                                                                                  |       |    |                                                                                          |     |                                                                                                                                                                      |                                                                                                                                                                      |

# THE BLUNT ALLY WHO RESPECTS AN ADULT’S JUDGMENT.

| PRINCIPLE                                                                                        | DO                                                      | DON'T                                                      | BY CHANNEL                                                                                                                                    | BEFORE AND AFTER                                                                                                                      |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------|------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| <b>SAY IT STRAIGHT.</b><br>Concrete nouns. Active verbs. Short beats.<br>No corporate fog.       | Name the thing: the jar, the dose, the hour.            | Stack adjectives or promise a transformation.              | Social: four words if four will do. Email: one idea per paragraph. Web: facts in the order you’d check them.                                  | Before: Unlock your ultimate morning potential with our premium formula.<br><b>After: One scoop. 0 sugar. 27 calories. Your call.</b> |
| <b>EARN THE CONFRONTATION.</b><br>Name a recognizable irritation and land a clear point.         | Pick a fight with noise, hype and manipulative selling. | Pick a fight with the customer, or with anyone’s politics. | Social: the irritation is the hook. Email: once, early. Web: in the hero only.                                                                | Before: Don’t let THEM tell you what to take.<br><b>After: The feed has opinions. You have coffee.</b>                                |
| <b>KEEP THE DRY HUMOR.</b><br>One strong joke beats a page of chest-thumping.                    | Undercut the category’s theatrics.                      | Explain the joke, or stack three of them.                  | Social: the joke is the headline. Email: the subject line at most. Film: let the pause land it.                                               | Before: The ultimate alpha stack for real men!<br><b>After: Keep the car. Spare us the sales pitch.</b>                               |
| <b>LEAVE THE DECISION WITH THE CUSTOMER.</b><br>Read the label. Make your call.                  | Point to the label and the product page.                | Count down timers or manufacture scarcity.                 | Every CTA says what happens next: read the label, check the details, see the product page.                                                    | Before: Only 3 left! Order now before it’s gone.<br><b>After: Read it. Decide.</b>                                                    |
| <b>PROVE THE PRODUCT FACTS.</b><br>Separate verified composition from unsupported outcomes.      | Quote the label: dose, count, ingredients.              | Promise sleep, youth, hormones or performance.             | Social: one number. Email: the fact block. Web: the label, pictured, with its source and date.                                                | Before: Turn back the clock on aging.<br><b>After: 1000MG. PRINTED ON THE FRONT.</b>                                                  |
| <b>USE PROFANITY AS PUNCTUATION, NOT PERSONALITY.</b><br>Earmuffs keeps the same backbone.       | One word, where it lands hardest.                       | Swear to sound tough. The night product never swears.      | Social: at most one ad per product. Email: at most one subject line. Web: the hero line only. Film: separate clean and uncensored recordings. | Before: Crush it, bro. This stuff is insane.<br><b>After: Another year. Same d*mn standards.</b>                                      |
| <b>BUILD A CADENCE.</b><br>Tension. Turn. Product. Decision. Close. Silence can carry the punch. | Short line, full stop, room to breathe.                 | Fill the silence with benefits.                            | Film: hold the pause before the product. Social: headline, then the fact. Email: friction, reframe, fact, next step.                          | Before: Energy! Focus! Strength! Stamina! Try it today!<br><b>After: Clock out. Mean it.</b>                                          |

# WHAT I’D MEASURE.

| HYPOTHESIS                                                                                      | VARIABLE                                                                            | AUDIENCE OR CONTEXT                                           | METRIC                                                                              | EVALUATION RULE                                                                                |
|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| A plain dose headline earns more product-page visits than a hype headline.                      | Headline only: 1000MG. PRINTED ON THE FRONT. against a category-style benefit line. | Cold paid-social audience, same picture, placement and offer. | Click-through to the official product page; landing-page bounce.                    | Call it only at the pre-set sample size and significance; otherwise, no winner.                |
| A complementary field stops more thumbs than a monochromatic one without costing comprehension. | Scheme only (the controlled comparison): complementary against monochromatic.       | Cold audience, one product at a time.                         | Thumb-stop rate (3-second views over impressions) and a one-question recall survey. | Adopt only if stop rate rises and recall doesn’t fall.                                         |
| Pointing to the label builds more trust than urgency.                                           | CTA only: Read the label against a limited-time style CTA.                          | Email subscribers, split at random.                           | Click-to-open, unsubscribes, complaints.                                            | Keep the label CTA unless it loses on clicks by a pre-set margin with no gain in unsubscribes. |
| A patient cut holds viewers to the product better than a fast cut.                              | Edit pacing only, same narration.                                                   | Paid video audience.                                          | Completion rate and the share reaching the product frame.                           | No change without a pre-set lift; narration pace is never sped up to fit.                      |

None of this has run. The Earmuffs setting is a visitor’s preference, not a randomized test. It is never used to compare performance.