

# Blood Sugar Friendly™

A working brand system for the intersection of the Zero Sugar revolution and the GLP-1 era.

*"Blood sugar is the new calorie."*

First Edition · Internal & Partner Use

A WORKING BRAND SYSTEM

# Ten chapters. One voice. Every channel.

01	The Moment	04	06	Visual Identity	27
02	Brand Architecture	06	07	Compliance	31
03	Voice & Tone	10	08	Production	35
04	Lexicon	17	09	Sample Library	37
05	Channels	20	10	Roadmap	38

# 01

## Two forces. One intersection.

The two most powerful forces reshaping the global food and nutrition industry converge at a single brand. Blood Sugar Friendly™ sits at the exact intersection. No other brand currently occupies this space at scale.

# The category position is the brief.

When in doubt about how to position any individual product, return to this frame. Every BSFN piece should be readable as a moment within these two forces converging.

## 01 · FORCE ONE

---

### The Zero Sugar Revolution

Consumer demand has shifted decisively away from added sugar. Every major food category is being reformulated around this expectation — and the brands that own the standard will own the category. The shelf is being rewritten.

## 02 · FORCE TWO

---

### The GLP-1 Era

GLP-1 pharmaceuticals have reshaped how consumers think about metabolic health, appetite, and food. The food industry's response is a generational opportunity to align nutrition with natural GLP-1 physiology. The conversation has changed.

# Blood sugar is the new calorie.

The wellness world spent three decades optimizing for calories. The science moved on. Steady blood sugar is the actual metric that drives weight, energy, cravings, and the metabolic dysfunction that runs the rest of your life. We move the conversation.

# 02

## One master brand. A registered product language.

Blood Sugar Friendly™ is the master brand and the proprietary nutrition standard. Each product category is expressed through the registered [Category] Reimagined® series — communicating disciplined innovation without therapeutic framing.

# A platform, not a product line.

Eight USPTO-registered marks plus five pending. A naming convention that scales across categories without re-launching. Memorize this structure.

## BLOOD SUGAR FRIENDLY™

MASTER BRAND · PROPRIETARY NUTRITION STANDARD

SWEETENER · LAUNCH  
SKU

Supercrose®

EVERYDAY FOOD

Chocolate Reimagined®

EVERYDAY FOOD

Brownies Reimagined®

FUNCTIONAL

Fiber Reimagined®

FUNCTIONAL

Gummies Reimagined®

EVERYDAY FOOD

Cereal Reimagined®

CONFECTION

Sweets Reimagined®

PENDING · LAUNCH 2026

Collagen Reimagined™

PENDING · PERFORMANCE

Creatine Reimagined™

PENDING · PERSONAL  
CARE

Toothpaste  
Reimagined™

PENDING · CONFECTION

Treats Reimagined™

PENDING · BEVERAGE

Seltzer Reimagined™

# Trademark handling.

Use ™ on first prominent mention of Blood Sugar Friendly and Nature's GLP-1, ® on first mention of registered product names. Subsequent in-prose mentions may drop the symbol.

MARK	SYMBOL	STATUS	NOTES
<b>Blood Sugar Friendly</b>	™	Serial 99663287 · Filed	The master brand. Always with ™ on first mention.
<b>Nature's GLP-1</b>	™	Owned positioning	Mechanistic frame. <i>Never</i> a comparison to drugs.
<b>Supercroce</b>	®	Serial 98145267 · Registered	Proprietary glucose + allulose sweetener.
<b>Chocolate Reimagined</b>	®	Serial 98206902 · Registered	
<b>Brownies Reimagined</b>	®	Serial 98563212 · Registered	
<b>Gummies Reimagined</b>	®	Serial 98563319 · Registered	
<b>Fiber Reimagined</b>	®	Serial 98563846 · Registered	
<b>Cereal Reimagined</b>	®	Serial 98564951 · Registered	
<b>Sweets Reimagined</b>	®	Serial 97859323 · Registered	
<b>Collagen Reimagined</b>	™	Pending	Use ™ until registration confirmed.
<b>Creatine Reimagined</b>	™	Pending	Use ™ until registration confirmed.
<b>Toothpaste Reimagined</b>	™	Pending	Use ™ until registration confirmed.
<b>Treats Reimagined</b>	™	Pending	Use ™ until registration confirmed.
<b>Seltzer Reimagined</b>	™	Pending	Use ™ until registration confirmed.

# 03

**We didn't pick a voice. We engineered one.**

One unified voice with two registers, blended at a 70/30 ratio. Authority dominates; Sherpa keeps it human. The blend shifts by channel; the voice doesn't.

# Seventy. Thirty.

The dominant ratio of Authority to Sherpa across all BSFN copy. Authority sets the substance; Sherpa keeps it warm. Both modes share the same lexicon and the same compliance envelope.

70 · AUTHORITY

30 · SHERPA

## The Authority register

Confident, fact-driven, comparison-led. Specific numbers and side-by-side data take the place of adjectives. Willing to name competitors in long-form. Short declarative sentences. Treats the reader as smart. Closes arguments rather than soft-pedaling them. Receipts, not adjectives.

*"Same fiber. Half the calories. Allulose, not aspartame."*

*"Metamucil's bulking agent has a glycemic index higher than pure glucose."*

## The Sherpa register

Warm, witty, premium-with-a-wink. Borrows Magic Spoon's charm and Apple's restraint. Guides the reader through metabolic health without condescension. Reins the Authority voice in just enough to keep it from sounding like a textbook.

*"The treat you don't have to apologize for."*

## The blend

The two are not separate voices used in different contexts. They are one voice with two dials, mixed continuously. A TikTok hook might run 50/50; a YouTube documentary cut might run 85/15. The blend shifts; the voice doesn't.

## The combined effect

A knowledgeable insider who is fun to be around. Premium without snobbery. Smart without condescension. Playful without snark.

# Is. Is not.

A working list of attributes — what the brand voice IS, and what it explicitly is NOT. Use as a calibration check on any draft.

## THE VOICE IS

---

<b>Confident</b>	...never arrogant. The brand earns confidence with specifics, not posture.
<b>Receipts-driven</b>	Numbers and side-by-side comparisons replace adjectives. "Twice the caloric cost" beats "high-calorie."
<b>Warm and witty</b>	"The treat you don't have to apologize for." Warmth carries the Sherpa load.
<b>Premium-but-accessible</b>	Sentence rhythm feels curated, not exclusive. No price-tag swagger.
<b>Anchored in a worldview</b>	Every long-form piece returns to the "blood sugar is the new calorie" frame at least once.
<b>Calmly contrarian</b>	Disagrees with the wellness mainstream without picking fights with it.
<b>Compliance-savvy by reflex</b>	Approved structure/function language is the default, not an afterthought.












## THE VOICE IS NOT

---

<b>Snarky</b>	No Wendy's-style brand-on-brand brawling. The brand never punches sideways.
<b>Edgy or shock-forward</b>	No Liquid Death-style provocation. The brand wins on substance, not stunts.
<b>Clinical or sterile</b>	Science-informed but never a textbook. No white-coat-on-a-clipboard voice.
<b>Influencer-coded</b>	No "Hi besties," no "It's giving," no "Period." The brand sounds like an adult.
<b>Performatively humble</b>	No "Just a small team trying our best." The brand is confident in what it has built.
<b>Doom-framed</b>	Never "you're killing yourself with sugar." No fear-bait wellness tropes.
<b>Body-shaming</b>	Talks about glucose stability, not pounds lost. Bodies are never the punchline.

# The tonal dial.

The blend shifts by context. The visualization is the reference; the LLM and the human reviewer should aim within these ranges.

CONTEXT	AUTH	VISUAL	NOTE
Long-form education (YouTube, blog)	85/15		Lean hard on receipts. Sherpa shows up at the close.
Founder POV / manifesto	80/20		Worldview-led. Authority dominates.
Comparative content (vs. legacy fiber, vs. sugar)	85/15		Receipts mode. Specific numbers, side-by-side.
Email — flows, education series	70/30		The default blend.
Email — campaigns, launches	65/35		Slightly warmer. Excitement allowed; gimmick not.
Email — transactional, account	50/50		Warmth carries the message.
TikTok / Reels hook + caption	50/50		Hook is contrarian; caption can warm.
Facebook ads	60/40		Headline Authority; body warms up.
Pinterest	40/60		Visual-led; copy is light and benefit-forward.
X / Twitter	70/30		Aphoristic. Authority distilled.
Instagram caption	60/40		Default blend; photo earns scroll, caption earns save.

# Sentence patterns.

Five signature sentence shapes. The brand reaches for these reflexively. Examples are calibration material, not templates — vary the content, keep the rhythm.

## PATTERN 01

### The three-beat declaration.

*"Same fiber. Half the calories. Zero artificial dyes."*

*"Zero sugar. Zero glycemic impact. Zero compromise."*

*"Allulose, not aspartame. Real flavor, not chemistry."*

## PATTERN 03

### The worldview aphorism.

*"Blood sugar is the new calorie."*

*"The treat you don't have to apologize for."*

*"Food that does the work of medicine, without being medicine."*

## PATTERN 02

### The receipt.

*"Metamucil's bulking agent has a glycemic index higher than pure glucose."*

*"Twice the caloric cost for the same fiber dose."*

*"Five grams of creatine. Zero grams of sugar. Zero calories."*

## PATTERN 04

### The category re-frame.

*"The wellness world spent thirty years counting calories. We're done with that."*

*"Most 'sugar-free' products spike your blood sugar harder than sugar."*

*"The fiber aisle hasn't been reformulated since 1934."*

## Pattern 05: the Sherpa wink.

The warmest pattern in the playbook. Uses sparingly so it lands hard when it does. A wink at the reader that says: we know, you know, we're in this together.

**"Snack first. Apologize never."**

**"Pancakes are back."**

Seasonal launch line. Implies recovery and permission without being needy about either.

**"Your CGM is going to be confused."**

For the metabolic-health-curious reader who already lives partly in the data.

# 04

## Words we own. Words we refuse.

Six signature lines we treat as canon. Preferred words we use by default. Banned words we never deploy. The lexicon is binding — the LLM uses it as ground truth and a human reviewer flags any drift.

# The canon.

Six lines we own. Use them verbatim when relevant. Don't paraphrase the worldview line — the brand owns it as a phrase.

**Blood sugar is the new calorie.**

MASTER WORLDVIEW · OWNED DOMAIN

**Nature's GLP-1™**

OWNED POSITIONING · NEVER A DRUG  
COMPARISON

**"Not a claim. Not a certification. A proprietary standard."**

DEFINITIONAL CLARIFIER

**"[Category], reimaged."**

PRODUCT NAMING CONVENTION

**"The intersection of Zero Sugar and the GLP-1 era."**

CATEGORY POSITION · LONG-FORM

**"The treat you don't have to apologize for."**

CONSUMER BENEFIT LINE · SHERPA-LEANING

# Use this. Not that.

Preferred phrasing on the left. Banned phrasing on the right. Some are regulatory; some are aesthetic. None are negotiable.

## PREFERRED

<b>Supports steady blood sugar</b>	Structure/function compliant.
<b>Blood-sugar-friendly</b>	FDA-precedented language.
<b>Zero net carbs</b>	When total – allulose – fiber = 0.
<b>Zero added sugar</b>	Allulose exempt under FDA discretion.
<b>Zero glycemic impact</b>	When no postprandial response.
<b>Allulose, the rare sugar</b>	Plain-language descriptor.
<b>Nature's GLP-1™</b>	Brand positioning, never a drug claim.
<b>Metabolic health</b>	Category-defining term.
<b>Reimagined</b>	The product naming convention.
<b>Receipts</b>	More on-brand than "evidence."
<b>Real flavor</b>	Earned word, not a filler.
<b>Clean label</b>	Defensible. Specific.
<b>Curbs appetite</b>	Function-forward; avoids drug language.
<b>Satisfy cravings</b>	Benefit phrasing; consumer-friendly.

## BANNED

<del><b>Treats / cures / prevents</b></del>	Disease claim. FDA enforcement trigger.
<del><b>Diabetes / prediabetes (in claims)</b></del>	Disease names. Educational use only.
<del><b>Ozempic / Wegovy / Mounjaro</b></del>	Never name a GLP-1 drug.
<del><b>GLP-1 alternative</b></del>	Implied drug comparison.
<del><b>Lose weight / drop pounds</b></del>	Weight-loss claim language.
<del><b>Burns fat / fat-burning</b></del>	Regulatory exposure.
<del><b>Sugar-free</b></del>	Regulatory baggage. Use "zero added sugar."
<del><b>Clinically proven</b></del>	Triggers substantiation review.
<del><b>Doctor-recommended</b></del>	Implied endorsement.
<del><b>Miracle / game-changer</b></del>	Hyperbole. The brand earns intensity.
<del><b>Hi besties / it's giving</b></del>	Influencer voice. The brand is an adult.
<del><b>Snack hack / glucose hack</b></del>	Wellness-influencer coded.

# 05

## **Five channels deep. Three channels light.**

The first-six-months investment lives in Email, TikTok, Facebook, YouTube, and X. Instagram, Pinterest, and LinkedIn run light until the founder voice profile is activated.

# Channel priority.

First six months. The voice blend per channel is set; everything else (format, length, sample outputs) is in the channel pages that follow.

<p>70 / 30</p> <h2>Email</h2> <p>D2C revenue spine. Flows-led.</p>	<p>50 / 50</p> <h2>TikTok</h2> <p>Primary discovery channel.</p>	<p>60 / 40</p> <h2>Facebook</h2> <p>Paid acquisition workhorse.</p>	<p>85 / 15</p> <h2>YouTube</h2> <p>Long-form authority.</p>	<p>70 / 30</p> <h2>X</h2> <p>Aphorism channel.</p>
--	--	---	---	--

## LIGHT TOUCH

<p>60 / 40</p> <h2>Instagram</h2> <p>Hero product + lifestyle. Caption-led.</p>	<p>40 / 60</p> <h2>Pinterest</h2> <p>Use-occasion boards. Visual-led.</p>	<p>80 / 20</p> <h2>LinkedIn</h2> <p>Founder POV. Activate when ready.</p>
---	---	---

# Email inbox preview.

The highest-leverage channel: flows produce roughly 41% of email revenue from 5.3% of sends. Subject + preview text must do the work in 60 characters together.

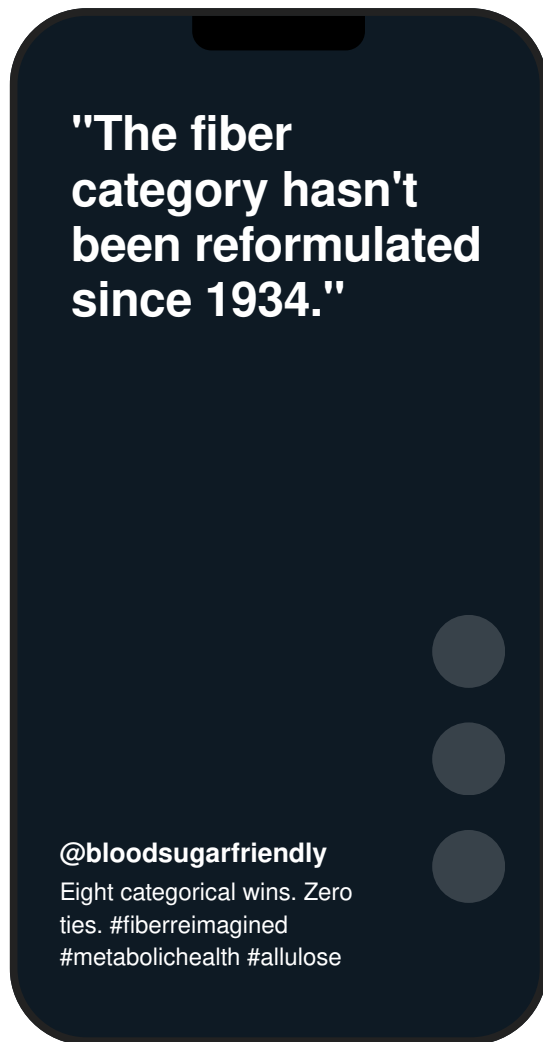
<b>B</b>	<b>Blood Sugar Friendly</b> <b>Same fiber. Half the calories.</b> We did the math. Then we did the chemistry.	8:14 AM
<b>B</b>	<b>Blood Sugar Friendly</b> <b>Allulose: the only sugar your blood sugar ignores.</b> A two-minute read on the rare sugar inside every Supercrose® product.	Yesterday
<b>B</b>	<b>Blood Sugar Friendly</b> <b>Why we don't sweeten with Sucralose.</b> A short answer to the most common question we get.	Mon
<b>B</b>	<b>Blood Sugar Friendly</b> <b>Pancakes are back.</b> A new way to start Saturday. Zero glycemic impact.	Fri
<b>B</b>	<b>Blood Sugar Friendly</b> <b>The fiber aisle hasn't been reformulated since 1934.</b> Eight reasons to switch. Same fiber dose. Half the calories.	Wed

## FORMAT SPECS

<b>SUBJECT</b>	30–50 chars; never above 65
<b>PREVIEW</b>	40–90 chars; completes the subject's thought
<b>BODY</b>	Campaigns < 200 words; flows can run longer
<b>BLEND</b>	70 / 30 default; 65 / 35 campaign; 50 / 50 transactional
<b>CTAS</b>	One primary, one secondary; 2–4 word buttons
<b>NAME USE</b>	First name in subject: < 1 in 5 sends
<b>EMOJI</b>	Used sparingly, never as bullets
<b>SIGN-OFF</b>	Brand voice. Founder sig only for explicit POV pieces.

# Hook in three seconds.

90% of underperforming videos fail in the first three seconds. The first sentence does more work than the next thirty seconds combined.



## HOOK LIBRARY

### CONTRARIAN

"The fiber category hasn't been reformulated since 1934."

---

### CUSTOMER POV

"I'm 42, I eat brownies every night, and my CGM is bored."

---

### CONTRARIAN

"Most 'sugar-free' products spike your blood sugar harder than sugar."

---

### EDUCATION

"Allulose is the only sugar your body doesn't turn into blood sugar."

---

### WORLDVIEW

"Blood sugar is the new calorie. Stay with me."

---

# The paid workhorse.

Primary paid channel for the 35+ demographic. Headlines do Authority work; body warms slightly.

**B** **Blood Sugar Friendly**  
Sponsored

Zero added sugar. Zero glycemic impact. Real flavor, not chemistry. The treat you don't have to apologize for.

**Brownies.  
Reimagined.**

BLOODSUGARFRIENDLY.COM  
**Brownies. Reimagined.** **SHOP NOW**

Like Comment Share

## FORMAT SPECS

<b>HEADLINE</b>	≤ 40 chars. Authority-led.
<b>PRIMARY TEXT</b>	≤ 125 chars before truncation.
<b>DESCRIPTION</b>	≤ 30 chars; benefit-forward.
<b>BLEND</b>	60 / 40
<b>AUDIENCE</b>	35+ primary. Layered creative for sub-segments.
<b>ITERATION</b>	Three creative variants minimum per audience.

## OTHER SAMPLE HEADLINES

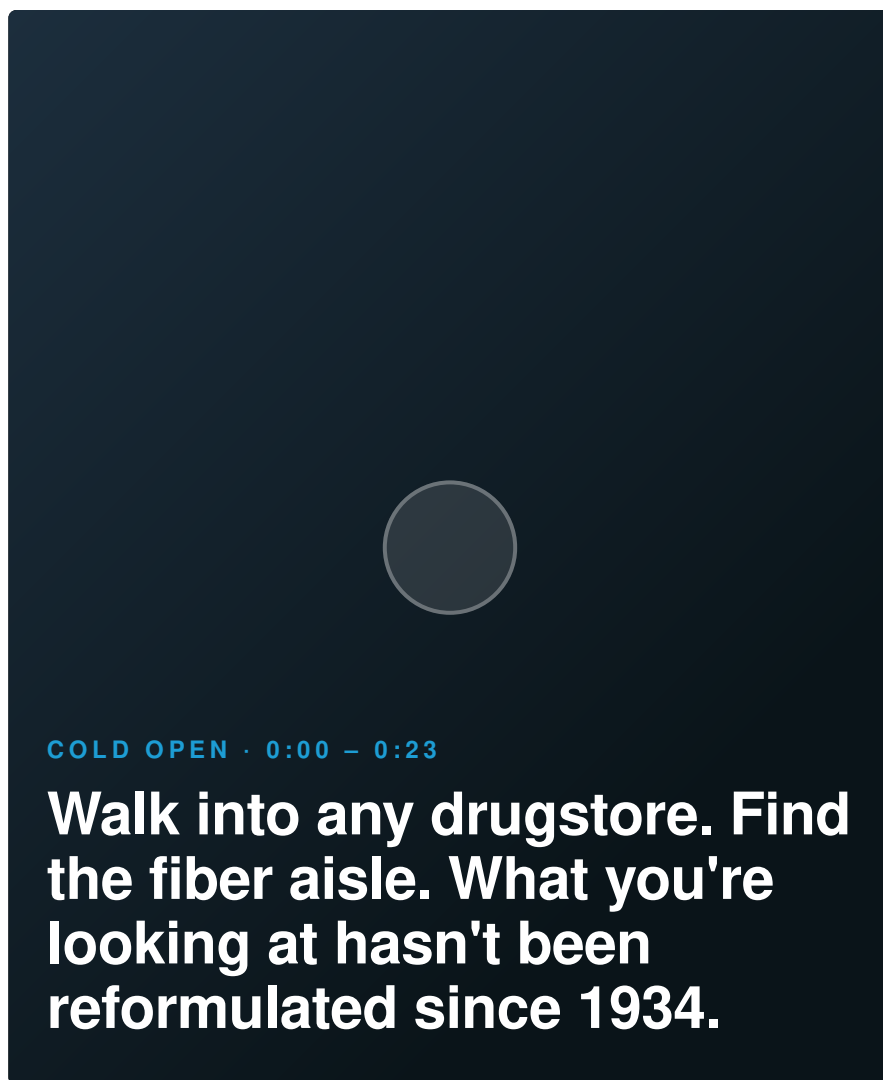
Same fiber. Half the calories.

5g creatine. Zero sugar.

Built for the GLP-1 era.

# Long-form authority.

Script as if writing a documentary segment, not a thirty-second spot. Authority runs at its highest concentration here.



COLD OPEN · 0:00 - 0:23

**Walk into any drugstore. Find the fiber aisle. What you're looking at hasn't been reformulated since 1934.**

## FORMAT SPECS

SHORTS	≤ 60s; 60 / 40 blend; hook spec matches TikTok
LONG-FORM	3–15 min; 80 / 20 or 85 / 15 blend
STRUCTURE	Cold open → premise → receipts → re-frame → worldview close
CLOSER	Default close on the master worldview line
CITATIONS	Reference scientific roster, FDA precedent in long-form

## ALT COLD OPENS

*"The wellness industry spent thirty years telling you to count calories. The science has moved on."*

*"This is a CGM reading from someone eating a Brownie Reimagined®. This is the same person eating a standard brownie. We're going to talk about why the lines look different."*

# The aphorism channel.

Authority distilled to a single sentence. The brand never engages in pile-ons, quote-tweet dunks, or political content.

 **Blood Sugar Friendly**  
@bloodsugarfriendly · 3h

**Blood sugar is the new calorie.**

 **Blood Sugar Friendly**  
@bloodsugarfriendly · Yesterday

Allulose is the only sugar your blood sugar ignores. The label math is on the package.

 **Blood Sugar Friendly**  
@bloodsugarfriendly · 2d

The fiber category has been running on a 1934 formula for ninety years. We're fixing it.

 **Blood Sugar Friendly**  
@bloodsugarfriendly · 4d

Most "sugar-free" products contain a bulking agent with a glycemic index higher than glucose. Read the labels.

# 06

## **Product-colored. Type-led. Whitespace as a choice.**

Each product carries its own primary color. The neutral system runs across them. The strongest visual asset is a confident sentence.

# The color system.

Nine product primaries from the April 2026 guidelines. Five neutrals proposed as the working master system.

<p>Supercroce® <b>Glucose Blue</b></p> <p>#1D9DD4</p>	<p>Creatine Reimagined® <b>Performance</b></p> <p>#4582C3</p>	<p>Gummies Reimagined® <b>Slate Blue</b></p> <p>#4F7D9C</p>	<p>Collagen Reimagined® <b>Rose</b></p> <p>#C94C6A</p>	<p>Fiber Reimagined® <b>Fiber Orange</b></p> <p>#E47E26</p>
<p>Creatine Whey <b>Gold</b></p> <p>#E69B24</p>	<p>Cereal Reimagined® <b>Terracotta</b></p> <p>#9C5B3F</p>	<p>Brownies Reimagined® <b>Dark Cacao</b></p> <p>#5F2D1F</p>	<p>Chocolate Reimagined® <b>Warm Cacao</b></p> <p>#8D523E</p>	<p>Primary text, logotype <b>BSF Ink</b></p> <p>#0E1A24</p>
<p>Secondary text, labels <b>BSF Slate</b></p> <p>#4F5A66</p>	<p>Warm background <b>BSF Cream</b></p> <p>#F8F4ED</p>	<p>Dividers, UI fills <b>BSF Stone</b></p> <p>#E8E2D4</p>	<p>Primary background <b>BSF White</b></p> <p>#FFFFFF</p>	<p>Accent rule <b>BSF Rule</b></p> <p>#8D523E</p>

# Helvetica Neue.

DEFAULT BRAND TYPEFACE · GOTHAM AS ALTERNATIVE

---

DISPLAY

**Blood sugar is the new calorie.**

HEADLINE

**Same fiber. Half the calories.**

BODY

Allulose is a rare sugar that the body does not metabolize as glucose. Under FDA enforcement discretion, it is exempt from Total Sugars and Added Sugars declarations.

LABEL

**BLOOD SUGAR FRIENDLY · BRAND BOOK**

# Real food. Real kitchens. Real people.

No final library yet. Direction below is binding. Premium but not exclusive. The frame should feel curated, not aspirational-thin.

## DO

---

**Real food in real environments** — kitchens, breakfast tables, dessert plates, gym bags.

---

**Natural light, warm but neutral.** No green-tinted wellness grade. No high-contrast tech-startup look.

---

**Real bodies, real ages.** Default model is 30–65, dressed normally, doing something specific.

---

**Product visible but not always center-frame.** Hero gets studio. Lifestyle gets the kitchen.

---

**CGM imagery in long-form** with real readings or generic schematic data, never staged numbers.

---

## DON'T

---

**Before-and-after weight-loss imagery.** Banned in all forms.

---

**Doctors in white coats.** Implies a clinical endorsement the brand does not claim.

---

**Stock wellness women holding salads.** The brand is not a 2014 magazine ad.

---

**Scale, meter, speedometer, or gauge graphics.** Per counsel guardrails.

---

**Invented certification "seals."** Real third-party marks only.

---

**Aspirational-thin influencer-in-Erewhon shots.** The brand sells food, not lifestyle.

---

# 07

**What others learn the hard way,  
we put in the brief.**

Metabolic health is one of the most actively policed categories by the FDA and FTC. Outside counsel has reviewed the brand. The guardrails below are binding.

# 43

## FDA warning letters in 2026

Targeting GLP-1, peptide, and metabolic-claim marketing. Up from 14 in all of 2024.

Enforcement cadence has shifted from quarterly to biweekly.

The brand's structure/function envelope, outside-counsel review, and explicit GLP-1 drug-name bans are not paperwork. They are operational protection that compounds with every piece of content the BSF Social app produces.

*"Competitors copy products in ninety days. They cannot copy a regulatory posture."*

# Absolute bans.

Three categories of language the brand never uses. Not in copy, not in subject lines, not in scripts, not in testimonials, not in influencer briefs. Period.

## 01 · DISEASE

**No treats, prevents, cures, mitigates, manages, or diagnoses.**

Never name a disease in connection with product benefits.

Diabetes, prediabetes, T2, metabolic syndrome — banned in claims.

"Patient" is never used to describe a BSFN customer.

BSFN is never a substitute for medical advice.

## 02 · GLP-1 DRUGS

**No drug names. No comparisons. Ever.**

Banned roster: Ozempic, Wegovy, Mounjaro, Zepbound, Rybelsus, Saxenda, Trulicity, Victoza.

Active ingredients banned: semaglutide, tirzepatide, liraglutide, dulaglutide.

"Like Ozempic," "GLP-1 alternative," "without the side effects" — banned.

Nature's GLP-1™ is owned positioning, never a drug comparison.

## 03 · WEIGHT LOSS

**No outcome claims. No before-and-after imagery.**

No "lose X pounds," no "drop X dress sizes," no "burn fat."

Before/after weight-loss imagery — banned in all forms.

Weight loss is never a primary product benefit. Use metabolic-health, glucose stability, energy, satiety.

Customer testimonials mentioning weight loss are reframed or omitted.

# The allulose framework.

FDA Guidance for Industry: Declaration of Allulose (October 2020) places allulose in a unique enforcement-discretion position. The brand operates inside that envelope confidently.

## FDA GUIDANCE

# 0.4

Calories per gram, declared. Allulose is exempt from **Total Sugars** and **Added Sugars** on the Nutrition Facts Panel under FDA enforcement discretion (Oct 2020). The zero-sugar claim language rests on this framework.

## WHAT THE LLM CAN SAY

---

*"Zero added sugar."*

---

*"Zero net carbs."*

---

*"Zero glycemic impact."*

---

*"Allulose, the rare sugar that your body doesn't metabolize like sugar."*

---

*"Sweetened with allulose — a sugar your blood sugar ignores."*

---

*"FDA-recognized rare sugar exempt from Total and Added Sugars declarations."*

---

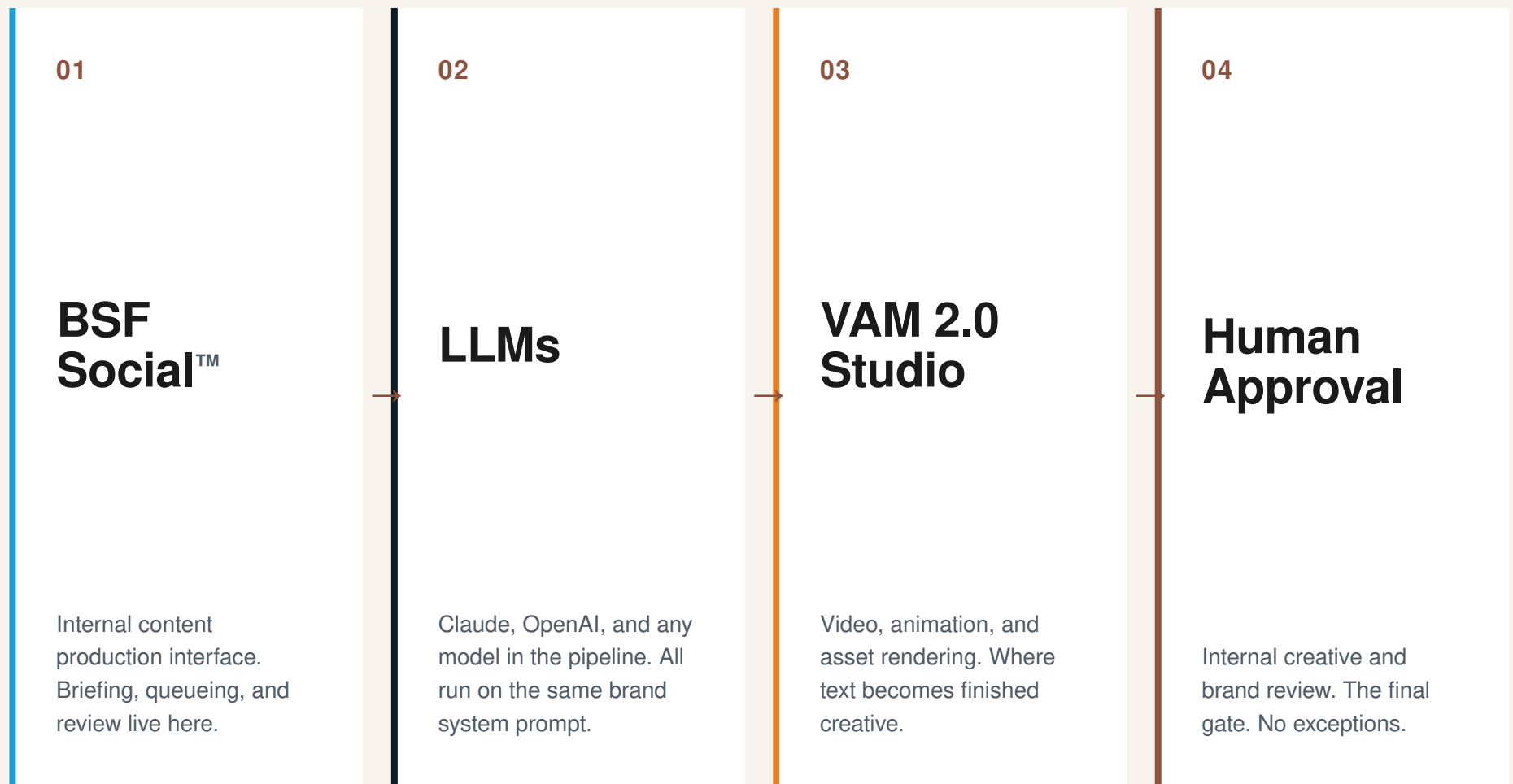
# 08

**The pipeline is built.**

Content scales with capital, not with headcount. Every output reviewed by a human before publication. No exceptions.

# Four stages. One brand.

The production stack from interface to publication. The same brand voice runs through every stage; the human approval step is the final gate.



*"Every piece of content reviewed by a human before publication. No exceptions."*

09

# The few-shot reference.

Calibration material. New BSFN output should be statistically indistinguishable from these patterns in tone, structure, and lexicon.

# Nine in the voice.

Sample outputs across channels at the prescribed blend. Each passes the lexicon test and the compliance test.

EMAIL SUBJECT

**Same fiber. Half the calories.**

EMAIL SUBJECT

**Allulose: the only sugar your blood sugar ignores.**

EMAIL SUBJECT · SHERPA

**Pancakes are back.**

TIKTOK HOOK

**"The fiber category hasn't been reformulated since 1934."**

TIKTOK HOOK · POV

**"I'm 42, I eat brownies every night, and my CGM is bored."**

TIKTOK HOOK · WORLDVIEW

**"Blood sugar is the new calorie. Stay with me."**

FACEBOOK AD

**Brownies. Reimagined. Zero added sugar. Zero glycemic impact.**

X / TWITTER

**Blood sugar is the new calorie.**

INSTAGRAM CAPTION

**Zero added sugar. Zero glycemic impact. Five grams of creatine. One chew. Done.**

# What's live. What's next.

The brand system is live as of May 2026. The roadmap below captures the next layer.

## MAY 2026 · LIVE

---

Brand system v1.8 codified

---

LLM system prompt deployed

---

Voice and lexicon binding

---

Compliance guardrails in production

---

Five-channel playbooks operational

---

Two launch SKUs: Supercrose® + Creatine Chews

---

Saddle Creek 3PL + Shopify D2C integrated

## V1.9 · ROADMAP

---

Founder voice profile for LinkedIn and press

---

Photography asset library (illustrated direction)

---

SMS and push-notification specs

---

Influencer / creator brief template

---

Final outside-counsel pass on every line

---

Master brand color formalization

---

Practitioner-channel brand layer

# Blood Sugar is the New Calorie™

For a century, we counted the wrong thing. Blood Sugar Friendly™ products are engineered differently — everything you love, none of the metabolic tradeoffs.

**The new measure of better.**

# Blood sugar is the new calorie.