

# Blood Sugar Friendly™

The operating system behind the brand at the intersection of the Zero Sugar revolution and the GLP-1 era.

*"Blood sugar is the new calorie."*

# Two forces. One intersection.

The two most powerful forces reshaping the global food and nutrition industry converge at a single brand.

## 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 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.

*Blood Sugar Friendly™ sits at the exact intersection. No other brand currently occupies this space at scale.*

THE PROMISE

# 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.***

# One master brand. A registered product language.

Eight USPTO-registered marks plus five pending. A platform architecture built to scale across categories without re-launching.

**BLOOD SUGAR FRIENDLY™**

Master Brand · Proprietary Nutrition Standard

**Supercrose®**

**Chocolate Reimagined®**

**Brownies Reimagined®**

**Fiber Reimagined®**

**Gummies Reimagined®**

**Cereal Reimagined®**

**Sweets Reimagined®**

**Collagen Reimagined™**

**Creatine Reimagined™**

**Toothpaste  
Reimagined™**

**Treats Reimagined™**

**Seltzer Reimagined™**

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

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

One unified BSFN voice. Two registers, blended continuously by context.

70% AUTHORITY

30% SHERPA

## AUTHORITY

Confident, fact-driven, comparison-led. Specific numbers and side-by-side data. Willing to name competitors in long-form. Short declarative sentences. Receipts, not adjectives.

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

## SHERPA

Warm, witty, premium-with-a-wink. Borrows Magic Spoon's charm and Apple's restraint. Guides the reader without condescension. Reins the Authority voice in just enough.

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

*The blend shifts by channel — 50/50 on TikTok, 85/15 on a YouTube documentary cut. The voice does not.*

# The brand is a working system, not a feeling.

Three artifacts make the voice production-grade. The same prompt runs in every LLM in the pipeline.

## SYSTEM PROMPT

### One ~600-word prompt

A single LLM system prompt encodes voice, customer, signature lines, voice patterns, and compliance bans. Paste verbatim into Claude, OpenAI, or any model in the pipeline. Voice consistency is guaranteed, not hoped for.

## LEXICON

### Preferred · banned · canon

60+ preferred-vs-banned word pairs. Six signature lines as canon ("Blood sugar is the new calorie," "Nature's GLP-1™"). The trademark architecture — 8 USPTO-registered marks — is built into the rules.

## CHANNEL PLAYBOOKS

### Eight channels, fully spec'd

Email, TikTok, Facebook, YouTube, X each get explicit format, length, hook patterns, voice-blend ratio, and sample outputs. Instagram, Pinterest, and LinkedIn get light-touch specs. The model knows what good looks like, by channel.

*Content scales with capital, not with new copywriters.*

# We write to one person.

Every piece of copy is anchored to the same default reader until told otherwise.

*"They still want sweets. They've started worrying about their metabolic health. They read labels. They've been deceived by 'sugar-free' products before. They've seen a CGM but probably don't wear one. They are most often a perimenopausal woman, a GLP-1 user, or a metabolic-health-curious adult between 30 and 65."*

The voice speaks as a peer who knows more than they do. Never as a clinician to a patient.

# Not aspirational. Operational.

Sample outputs the system produces at the prescribed voice blend.

## EMAIL SUBJECT

*"Same fiber. Half the calories."*

## TIKTOK HOOK

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

## FACEBOOK AD

*"Brownies. Reimagined. Zero added sugar. Zero glycemic impact. The treat you don't have to apologize for."*

## X / TWITTER

*"Blood sugar is the new calorie."*

*Every sample passes the lexicon test and the compliance test before publication.*

# Five deep channels, three light touch.

First six months. Each channel has explicit voice-blend ratio, format spec, hook patterns, and sample outputs.

## DEEP

### EMAIL

70/30 · flows-led

### TIKTOK

50/50 ·  
discovery

### FACEBOOK

60/40 · paid

### YOUTUBE

85/15 · long-  
form authority

### X

70/30 · aphorism

## LIGHT TOUCH

### INSTAGRAM

60/40

### PINTEREST

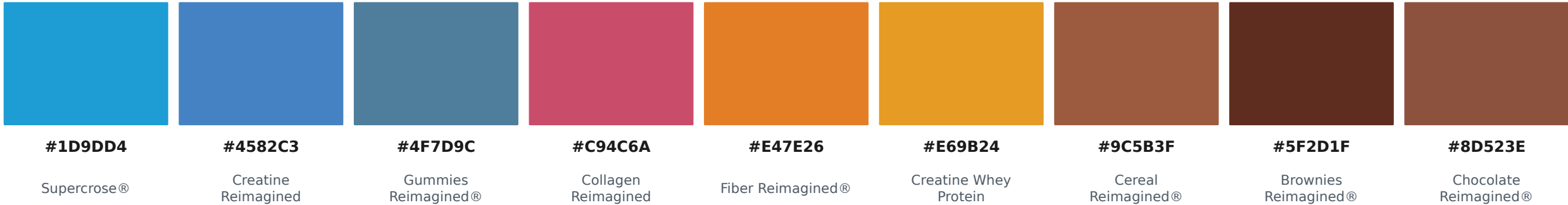
40/60

### LINKEDIN

80/20 · founder POV (activate when ready)

# Product-colored. Type-led.

Per-product primary palette. Helvetica Neue + Gotham. Whitespace as a design choice.



## TYPOGRAPHY

### Helvetica Neue

Default brand typeface. Body and headlines.

### Gotham

Display and hero headlines.

*Maximum of two type weights per layout. Sophistication through restraint.*

# 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.

# 43

FDA warning letters in 2026 targeting GLP-1 and metabolic claims

*Up from 14 in all of 2024. Enforcement cadence shifted from quarterly to biweekly.*

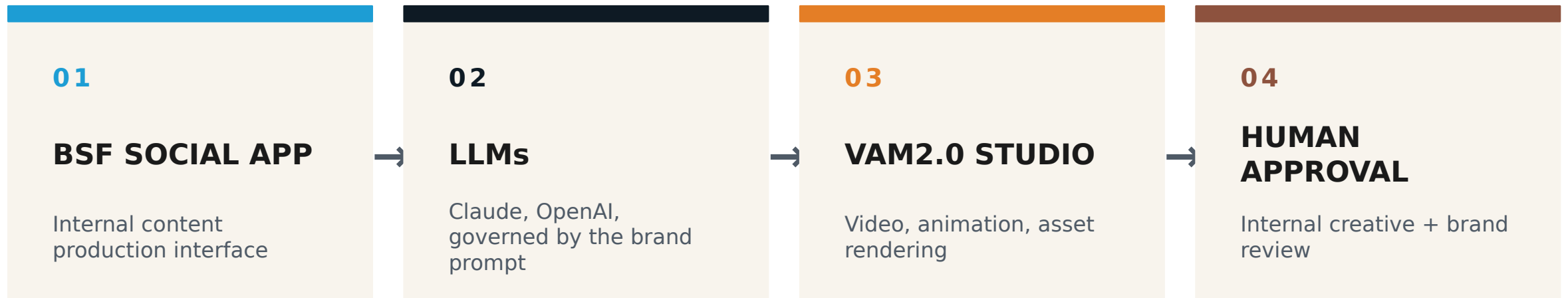
## BSFN POSTURE

- ✓ Outside regulatory counsel review complete
- ✓ FDA precedent on "blood sugar friendly" language documented
- ✓ NAD precedent (RxSugar) reviewed
- ✓ Structure/function envelope codified in copy guide
- ✓ GLP-1 drug-name bans baked into the LLM prompt

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

# The pipeline is built.

Content scales with capital, not with headcount.



*Every output reviewed by a human before publication. No exceptions.*

# The defensible perimeter.

Owned trademarks, reserved domains, scientific authority, and credentialing partnerships — all in place.

**8**

USPTO-registered trademarks

**25+**

Reserved domains in the metabolic naming universe

**11**

World-class scientists on the advisory board

**7**

Owned social platforms (Facebook, IG, X, TikTok, Pinterest)

**100K+**

Practitioners reachable via existing channels

**10K+**

Retail outlets within distribution reach

*Plus the US Olympic Weightlifting Team partnership — a federation-level credibility marker no competitor can replicate.*

# In CPG, formulations get copied in 90 days. The brand is the moat.

A codified brand system — voice, lexicon, channel playbooks, compliance guardrails — is not a deliverable. It is operational infrastructure. It compounds with every piece of content the BSF Social app produces. It cannot be reverse-engineered from a package.

*"Blood sugar is the new calorie."*

# Launch-ready.

The system is live. The launch is funded by execution, not invention.

## 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 integrated for D2C and wholesale
- ✓ Shopify D2C storefront ready

## v1.1 · 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
- Expansion product line activations
- Practitioner-channel brand layer

B L O O D   S U G A R   F R I E N D L Y <sup>TM</sup>

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the new calorie.**