

Fred

Product #00000000032 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a73c68c3d7f0a3c4c0f8049>

Prepared per Official LSL Shirt Listing SOP, Version 8.1 — The Unified Standard



Design: 00000000032.2 Fred.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Fred

URL Slug: fred

Meta Description: Fred Tee — Hurt People Hurt People, said twice, for anyone doing the work to break the cycle. Unisex, S-5XL.

Image Alt Text: White t-shirt reading Hurt People Hurt People twice in blue text, the second line bold and outlined for emphasis, plus a matching LeoScorpioLeo sleeve mark.

Thirteen Tags:

hurt people hurt people shirt · mental health awareness tee · healing journey shirt · therapy graphic tee · self growth t-shirt · breaking cycles shirt · inner child healing tee · emotional awareness shirt · trauma healing graphic tee · mental health gift shirt · self awareness tee · LeoScorpioLeo graphic tee · unisex healing tee S-5XL

Field 1 — Short Description (Next to the Photo)

You've felt it — the sting that gets handed down without anyone meaning to, passed from one bad day into somebody else's.

Fred says the quiet truth out loud, typed twice so it actually lands: Hurt People Hurt People.

For the one doing the work to stop the pattern instead of repeating it.

Name it. Break it.

Field 2 — Long Description (Description Tab)

Nobody hands you a manual for the bad habits you picked up from people who never meant to pass them on. Fred says the quiet truth most people won't — hurt people hurt people, stated twice because it takes saying it twice before it actually sinks in. That's not blame, that's the first step of the F.O.R.C.E. Fed rule: if there is no change, there is no change.

Said Once, Then Said Again

The same four words appear twice — once plain, once loud and outlined — because the truth about inherited pain doesn’t land the first time you hear it. It’s the shirt that reads as a confession and a warning in the same breath, worn by someone who’s already done the work of noticing the pattern.

Because naming the cycle is the only way to actually break it.

The Perfect Gift for the Friend Doing Their Own Work

The moment someone starts therapy, starts journaling, starts actually noticing their own reactions instead of just having them — that’s the moment Fred earns its spot in the closet. She’s for the friend mid-healing-era, and for the person who’s finally ready to say the quiet part about where their triggers came from. Birthdays, a “proud of your growth” gift, or just a Tuesday that calls for solidarity.

Why You’ll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — Four words, said twice, because the truth about inherited pain never lands the first time.
- Gift-Ready — Right for a “proud of your growth” moment, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork rooted in our mission: Look Good. Feel Good. Do Good.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0

(from center back), in								
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Size figures match the standardized chart in Section 2.6.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You've felt it — the sting that gets handed down... into somebody else's."

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the recognition of inherited pain, named plainly.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Fred says the quiet truth out loud, typed twice... Hurt People Hurt People."

Steak (the fact): repeated-text typography on cotton.

Sizzle (what we sell): the design saying the hard truth before she has to.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the one doing the work to stop the pattern instead of repeating it."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to people actively breaking a cycle.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Name it. Break it."

Steak (the fact): "Add to cart."

Sizzle (what we sell): the identity claim — awareness as the first act of change.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Nobody hands you a manual... there is no change."

Steak (the fact): a printed typographic shirt.

Sizzle (what we sell): the ache of inherited patterns, answered by naming them.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"The same four words appear twice... already done the work of noticing the pattern."

Steak (the fact): repeated four-word phrase, plain then bold/outlined.

Sizzle (what we sell): a design that mirrors how hard truths actually land — twice.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because naming the cycle is the only way to actually break it."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"The moment someone starts therapy... calls for solidarity."

Steak (the fact): a giftable, supportive shirt.

Sizzle (what we sell): recognizing someone's healing work — and standing with them in it.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles)... OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Build Notes

Source facts pulled live: master inventory (Product #32, hex 000020, category Live a Little More — thematic mirror pair with Gracie, NOT Japanese) and the real Printify product (standard dark/light ink split confirmed). Description replaced the raw Printify auto-placeholder with a full SOP listing.

WooCommerce category was live-fixed from "Uncategorized" to All + Live a Little More.

Deployed and visually verified live before this report was finalized.