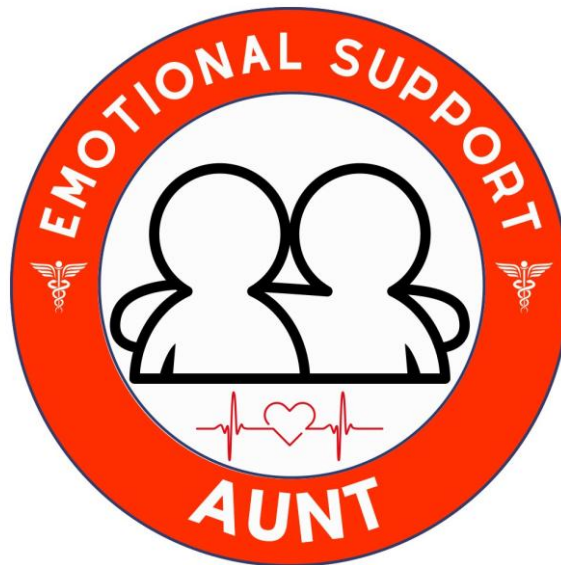


Product #00000000061 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac41a1e16e51e585904a8c1>

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000061.1 Izel.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Izel

URL Slug: izel

Meta Description: Emotional Support Aunt tee — a funny red badge gift for the aunt everyone calls first, on Gildan 5000 cotton. Pairs with the Niece and Nephew tees. S–5XL.

Image Alt Text: Red-and-white Emotional Support Aunt badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support aunt shirt · funny aunt gift tee · cool aunt t-shirt · best auntie ever shirt · gift for aunt from niece · new aunt announcement shirt · auntie birthday gift · aunt life graphic tee · favorite aunt shirt · gift for aunt from nephew · auntie humor t-shirt · gildan 5000 aunt shirt · leoscorpioleo aunt shirt

Field 1 — Short Description (Next to the Photo)

She's the one the kids call when they can't call their parents yet — and somehow she always knows what to say.

Izel makes it official: a red Emotional Support Aunt badge for the woman who is part safe place, part partner in crime.

For the aunt who keeps the secrets, the snacks, and the whole next generation steady.

Not their mom. Still their person.

Field 2 — Long Description (Description Tab)

Every kid deserves one grown-up who listens without lecturing, and for a lot of families, that grown-up is the aunt.

Being the cool aunt is the easy part — being the steady one everyone runs to is the job nobody sees.

Owning that role with a full heart and a sense of humor is a gift to the whole family, and it deserves a badge.

A Badge for the Aunt Everyone Runs To

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and AUNT stamped along the bottom.

It’s the shirt that gets the biggest laugh at the family cookout — and looks even better next to the matching NIECE or NEPHEW tee.

Because being someone’s safe place is one of the strongest things a person can own.

The Perfect Gift for the Aunt Who Shows Up

The moment your aunt quietly slips you advice, a hug, and twenty bucks on the way out the door — that’s the moment this shirt was made for.

It’s right for the aunt who’s been a second mom since day one and the brand-new aunt who can’t stop showing off baby pictures — perfect for a birthday, a pregnancy announcement, or a family reunion.

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 — A badge-style graphic that makes her role in the family official, and pairs perfectly with the matching NIECE and NEPHEW tees.
- Gift-Ready — Right for birthdays, milestones, graduations, 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 built on one truth: the aunt who holds the next generation steady deserves her own badge.

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 — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

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

Size	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,	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0

in								
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
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.

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 3.4.

Short — S1 The Scene

“She’s the one the kids call when they can’t call their parents yet — and somehow she always knows what to say.”

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

Sizzle (what we sell): the aunt the kids call first.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Izel makes it official: a red Emotional Support Aunt badge for the woman who is part safe place, part partner in crime.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an official title for the family’s safe place.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the aunt who keeps the secrets, the snacks, and the whole next generation steady.”

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

Sizzle (what we sell): belonging to the aunts who keep the secrets and the snacks.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Not their mom. Still their person.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — “their person,” worn out loud.

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

Long — Part A The Hook

“Every kid deserves one grown-up who listens without lecturing, and for a lot of families, that grown-up is the aunt. Being the cool aunt is the easy part — being the steady one everyone runs to is the job nobody sees. Owning that role with a full heart and a sense of humor is a gift to the whole family, and it deserves a badge.”

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

Sizzle (what we sell): credit for the steady, invisible work of being the aunt.

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

Long — Part B The Design

“A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and AUNT stamped along the bottom. It’s the shirt that gets the biggest laugh at the family cookout — and looks even better next to the matching NIECE or NEPHEW tee.”

Steak (the fact): badge graphic + AUNT lettering, printed front.

Sizzle (what we sell): a cookout laugh — and the matching NIECE/NEPHEW sale.

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

Long — Part C Echo

“Because being someone’s safe place is one of the strongest things a person can own.”

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 your aunt quietly slips you advice, a hug, and twenty bucks on the way out the door — that’s the moment this shirt was made for. It’s right for the aunt who’s been a second mom since day one and the brand-new aunt who can’t stop showing off baby pictures — perfect for a birthday, a pregnancy announcement, or a family reunion.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the aunt who always slips in the advice and the hug.

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, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, 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) — 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.”

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.

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