

Izia

Product #00000000009 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a073de814136fc0de0dd569>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard

SELF- CARE
is not
SELFISH

Design: 00000000009.2 Izia.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Izia

URL Slug: izia-leoscorpioleo

Meta Description: Izia Tee — Self-Care is not Selfish, hand-lettered tee. Unisex, S–5XL.

Image Alt Text: White t-shirt with hand-drawn blue marker lettering reading 'Self-Care is not Selfish.'

Thirteen Tags:

self care shirt · self care is not selfish tee · mental health graphic tee · hand lettered quote shirt · wellness gift shirt · self love t-shirt · boundaries quote tee · therapy graphic shirt · mindfulness gift tee · blue hand drawn font shirt · self worth t-shirt · motivational self care shirt · LeoScorpioLeo Live a Little More

Field 1 — Short Description (Next to the Photo)

You still feel a flicker of guilt every time you say no to something, just to protect your own peace.

Izia puts the permission slip in writing — hand-lettered, unmistakable — so you stop needing anyone else's approval to rest.

For the person who gives everyone else the benefit of the doubt and rarely gives it to themselves.

Not selfish. Self-care.

Field 2 — Long Description (Description Tab)

Somewhere along the way, taking care of yourself got mistaken for taking something from someone else. Izia corrects the record in five words, hand-drawn like a note you'd leave for yourself on the mirror. That's Eat Something — the F.O.R.C.E. Fed reminder that your own maintenance isn't optional.

A Note Worth Reading Twice

The design keeps it simple and personal — warm, hand-drawn marker lettering spelling out "Self-Care is not Selfish" in blue, no clutter, nothing competing with the line itself, because the words are doing all the work.

Eating something — tending yourself first — is never selfish; it's the maintenance that makes everything else possible.

The Perfect Gift for the Person Who Always Puts Themselves Last

There's a specific kind of person who needs to hear this in someone else's voice before they'll believe it for themselves — Izia is for her. She's for the caregiver running on empty, the friend who over-apologizes for resting, and anyone relearning that "no" is a complete sentence. Birthdays, recovery milestones, or the quiet nudge someone needs to finally rest.

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** — The design speaks before you do: a warm, hand-drawn permission slip you can wear.
- **Gift-Ready** — Right for birthdays, recovery milestones, or the quiet nudge someone needs to finally rest.
- **Inclusive Sizing** — Everybody can wear the reminder — available S through 5XL.
- **LeoScorpioLeo Design** — Original hand-lettered artwork, part of the LeoScorpioLeo Live a Little More collection.

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)

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, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
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 2.

Short — S1 The Scene

"You still feel a flicker of guilt every time you say no to something, just to protect your own peace."

Steak (the fact): a hand-lettered graphic tee.

Sizzle (what we sell): the guilt of protecting your own peace.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Izia puts the permission slip in writing — hand-lettered, unmistakable — so you stop needing anyone else's approval to rest."

Steak (the fact): the phrase hand-drawn on cotton.

Sizzle (what we sell): a written permission slip to rest.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person who gives everyone else the benefit of the doubt and rarely gives it to themselves."

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

Sizzle (what we sell): belonging to people who rarely give themselves grace.

Voice: Seth Godin + Christina Umerez/Starla Moore + Joanna Wiebe

Short — S4 The Close

"Not selfish. Self-care."

Steak (the fact): the purchase.

Sizzle (what we sell): believing self-care isn't selfish.

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

Long — Part A The Hook

"Somewhere along the way, taking care of yourself got mistaken for taking something from someone else. Izia corrects the record in five words, hand-drawn like a note you'd leave for yourself on the mirror. That's Eat Something — the F.O.R.C.E. Fed reminder that your own maintenance isn't optional."

Steak (the fact): a printed hand-lettered shirt.

Sizzle (what we sell): correcting the mix-up between self-care and selfishness.

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

Long — Part B The Design

"The design keeps it simple and personal — warm, hand-drawn marker lettering spelling out "Self-Care is not Selfish" in blue, no clutter, nothing competing with the line itself, because the words are doing all the work."

Steak (the fact): warm, hand-drawn marker lettering.

Sizzle (what we sell): a note that reads like it was left for you personally.

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

Long — Part C Echo

"Eating something — tending yourself first — is never selfish; it's the maintenance that makes everything else possible."

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

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

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

Long — Part D Gift

"There's a specific kind of person who needs to hear this in someone else's voice before they'll believe it for themselves — Izia is for her. She's for the caregiver running on empty, the friend who over-apologizes for resting, and anyone relearning that "no" is a complete sentence. Birthdays, recovery milestones, or the quiet nudge someone needs to finally rest."

Steak (the fact): a giftable hand-lettered tee.

Sizzle (what we sell): giving someone permission to finally rest.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Christina Umerez/Starla 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) — 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, and a nudge to carry it forward.

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