

Leo

Product #00000000064 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac5478834c643b4e50b2c26>

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



Design: 00000000064.1 Leo.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Leo

URL Slug: leo

Meta Description: Emotional Support Uncle tee — a funny red badge gift for the uncle with the best advice and worst jokes, on Gildan 5000 cotton. S–5XL.

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

Thirteen Tags:

emotional support uncle shirt · funny uncle gift tee · best uncle ever shirt · cool uncle t-shirt · gift for uncle from niece · gift for uncle from nephew · new uncle announcement shirt · uncle birthday gift · favorite uncle graphic tee · uncle humor t-shirt · fun uncle shirt for family reunion · gildan 5000 uncle shirt · leoscorpioleo uncle shirt

Field 1 — Short Description (Next to the Photo)

He's the uncle who taught you to fish, to drive, and how to fix it yourself — and he still answers the phone at midnight.

Leo makes it official: a red Emotional Support Uncle badge for the man with the steady advice and the terrible jokes.

For the uncle who shows up to every game, every move, and every hard conversation without being asked.

Bad jokes. Good heart.

Field 2 — Long Description (Description Tab)

Every family has an uncle who seems to have a story, a tool, or a piece of advice for every situation life throws at you.

People call him the fun uncle, but the kids who grew up with him know he was the steady one all along.

Being that kind of man for the next generation is a legacy worth wearing, not just a title at the barbecue.

A Badge for the Uncle With All the Answers

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 UNCLE stamped along the bottom.

It's the shirt that gets an eye-roll and a laugh at the family reunion — and a matching NIECE or NEPHEW tee by the next holiday.

Because owning who you are for the next generation is the best lesson you can teach them.

The Perfect Gift for the Uncle Who Shows Up

The moment your uncle turns a flat tire on the highway into a lesson and a laugh — that's the moment this shirt was made for.

It's right for the uncle who's been a second dad since day one and the brand-new uncle bragging to everyone at work — perfect for a birthday, Father's Day from the nieces and nephews, or a baby announcement.

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 his 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 uncle who steadies the next generation deserves his 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, 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 3.4.

Short — S1 The Scene

“He’s the uncle who taught you to fish, to drive, and how to fix it yourself — and he still answers the phone at midnight.”

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

Sizzle (what we sell): the uncle who taught you everything and still answers at midnight.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Leo makes it official: a red Emotional Support Uncle badge for the man with the steady advice and the terrible jokes.”

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

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

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the uncle who shows up to every game, every move, and every hard conversation without being asked.”

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

Sizzle (what we sell): belonging to the uncles who show up without being asked.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Bad jokes. Good heart.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — the bad jokes and the good heart, both worn proudly.

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

Long — Part A The Hook

“Every family has an uncle who seems to have a story, a tool, or a piece of advice for every situation life throws at you. People call him the fun uncle, but the kids who grew up with him know he was the steady one all along. Being that kind of man for the next generation is a legacy worth wearing, not just a title at the barbecue.”

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

Sizzle (what we sell): a legacy, not just a title.

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 UNCLE stamped along the bottom. It’s the shirt that gets an eye-roll and a laugh at the family reunion — and a matching NIECE or NEPHEW tee by the next holiday.”

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

Sizzle (what we sell): a reunion 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 owning who you are for the next generation is the best lesson you can teach them.”

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 uncle turns a flat tire on the highway into a lesson and a laugh — that’s the moment this shirt was made for. It’s right for the uncle who’s been a second dad since day one and the brand-new uncle bragging to everyone at work — perfect for a birthday, Father’s Day from the nieces and nephews, or a baby announcement.”

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

Sizzle (what we sell): recognizing the uncle who turns trouble into a lesson.

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