

One system, one line item, and a compliance review you never have to explain after the fact.

You don't need to sell your own team on supplement compliance. You need three minutes and a page that makes the number obvious.

12

YEARS IN THE CATEGORY

250+

PIECES PERSONALLY RUN THROUGH THIS SYSTEM

11

BRANDS BUILT

0

FDA WARNING LETTERS ON CONTENT PRODUCED UNDER MY OVERSIGHT

WHAT GETTING IT WRONG COSTS

Every supplement or wellness brand runs this risk whether or not anyone has written it down: a claim your content team wrote goes out, and it draws attention it shouldn't.

OUTCOME 01

A warning letter

A structure/function claim crosses into disease territory, making the product an unapproved new drug under FDA rules; separately, FTC governs whether the claim was substantiated. Either way you have fifteen days to respond in writing, and the letter is published on FDA's site and stays there. Close-out letters are posted far less reliably, so the letter routinely outlives the fix.

OUTCOME 02

A pulled listing

Amazon monitors FDA's enforcement database and deactivates ASINs for brands that receive warning letters, and it also acts independently: one seller documented losing an ASIN they had sold for more than ten years over the phrase "helps reduce occasional stress and anxiety," a claim their own FDA/FTC counsel had confirmed as permissible.

Legal sign-off does not bind the platform. The copy layer is where it gets decided.

OUTCOME 03

A response engagement

Outside counsel to answer a warning letter, billed hourly, roughly \$300 to \$500 an hour for boutique FDA/FTC regulatory work. That is the bill for a problem that is already public.

Hourly rate, not a total. It runs as long as the letter takes to answer.

THE INVESTMENT

TIER 01

The Book

\$247

Full written system: the manifesto and the framework, the nine claim categories with compliant and noncompliant examples, and the redline method worked end to end.

TIER 02 • MOST CHOSEN

The Working System

\$597

Everything in Tier 1, plus the Customer Journey Map, Compliance Risk Audit and Marketing Materials Audit workbooks, the Compliance Quick-Reference Pack, the Notion + Claude Project Template (eight pillars), the Marketing AI Prompts Library, the 90-day implementation roadmap and the 30-day implementation drip.

TIER 03

The Operator's Edition

\$1,997

Everything in Tier 2, plus the 15-Week Guided Implementation, the Annotated Worked Examples Library, the AI Partnership Setup and Quarterly System Health Audit workbooks, and quarterly Compliance Update PDFs for three years.

Seven-day refund on all tiers.

TIER 2, ONE TIME

\$597

THE MATH AN APPROVER WILL ASK FOR

It does not replace a compliance review and is not built to. What it changes is what arrives at review: claims already sorted by category, language already screened against structure/function limits, and a documented rationale attached to each piece. The review still happens. It has less to fix, and fewer rounds to fix it in.

The cost is one time. The use is ongoing.