Dash

Product #00000000056 — Full Listing Report

Category: Emotional Support

Printify Listing: https://printify.com/app/product-details/6ac181e938c89fb4950c3e14

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000056.1 Dash.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Dash

URL Slug: dash

Meta Description: Emotional Support Son tee — a funny red badge gift for the son who checks in on everyone, on Gildan 5000 cotton. S–5XL.

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

Thirteen Tags:

emotional support son shirt • funny son gift tee • son birthday shirt • gift for son from mom • gift for son from dad • son graduation gift shirt • grown son gift tee • son appreciation shirt • college son gift shirt • teen son gift tee • sarcastic son t-shirt • gildan 5000 son shirt • leoscorpioleo son shirt

Field 1 — Short Description (Next to the Photo)

He used to need you for everything; now he's the one checking in to see if you're okay.

Dash turns that turnaround into a title: a red Emotional Support Son badge for the boy who grew into your steady place.

For the son who calls just to talk, fixes your phone, and quietly keeps an eye on everyone.

You raised him. Now he's got you.

Field 2 — Long Description (Description Tab)

Nobody warns you about the day your kid starts taking care of you — the first time he asks how you're really doing, and actually means it.

It sneaks up quietly, and suddenly the boy you used to worry about is the man you lean on.

Raising someone who reinforces the people he loves is the kind of legacy worth wearing proudly.

A Badge for the Boy Who Grew Into Your Rock

A bold red medical-style badge circles two simple figures leaning against each other above a heartbeat line, with EMOTIONAL SUPPORT arched across the top and SON set firmly along the bottom.

It's the shirt that makes him laugh and roll his eyes at the same time, then wear it to every family dinner — usually right before a sibling asks for a matching one.

Because the love you pour in eventually comes back to hold you up.

The Perfect Gift for the Son Who Checks In

The moment he texts "made it home, love you" without being asked — that's the moment this shirt was made for.

It's right for the grown son who became your go-to for everything and the teenager who's quietly more thoughtful than he lets on — perfect for his birthday, a graduation, or the day he moves into his own place.

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 tells him, out loud, how much his support means.
- 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 son who looks out for his family 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 used to need you for everything; now he’s the one checking in to see if you’re okay.”

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

Sizzle (what we sell): the turnaround — the child who now checks on you.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Dash turns that turnaround into a title: a red Emotional Support Son badge for the boy who grew into your steady place.”

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

Sizzle (what we sell): a grown son recognized as your steady place.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the son who calls just to talk, fixes your phone, and quietly keeps an eye on everyone.”

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

Sizzle (what we sell): belonging to the sons who keep an eye on everyone.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“You raised him. Now he’s got you.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — the love came full circle.

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

Long — Part A The Hook

"Nobody warns you about the day your kid starts taking care of you — the first time he asks how you're really doing, and actually means it. It sneaks up quietly, and suddenly the boy you used to worry about is the man you lean on. Raising someone who reinforces the people he loves is the kind of legacy worth wearing proudly."

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

Sizzle (what we sell): the quiet pride of raising someone who takes care of others.

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

Long — Part B The Design

"A bold red medical-style badge circles two simple figures leaning against each other above a heartbeat line, with EMOTIONAL SUPPORT arched across the top and SON set firmly along the bottom. It's the shirt that makes him laugh and roll his eyes at the same time, then wear it to every family dinner — usually right before a sibling asks for a matching one."

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

Sizzle (what we sell): an eye-roll he secretly loves — and a sibling's matching order.

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

Long — Part C Echo

"Because the love you pour in eventually comes back to hold you up."

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

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

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

Long — Part D Gift

"The moment he texts "made it home, love you" without being asked — that's the moment this shirt was made for. It's right for the grown son who became your go-to for everything and the teenager who's quietly more thoughtful than he lets on — perfect for his birthday, a graduation, or the day he moves into his own place."

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

Sizzle (what we sell): recognizing the son who checks in unasked.

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