



Voice, on one page

THE PERSONA

The Empathetic Expert. A board-certified physician with impeccable taste. Knowledgeable, never condescending. Warm about your long-term health. Dry humour, used once.

ALWAYS

- Open with a story or human moment, before any data or definition.
- Connect every design element to a physiological benefit.
- Speak directly: you, your.
- Give every statistic its context.
- Close with empowerment plus one clear call to action.
- Let the doctor-designer perspective show at least once.

NEVER

- Em dashes. Zero. This is the clearest AI tell.
- Fear framing. No disease, danger, or doom.
- Cheap, budget, affordable, trendy, patient, wellness journey, game-changer.
- Delve into, dive into, in today's world, it is worth noting.
- More than one moment of humour.
- A naked number with no context.

THE REQUIRED FORMULA

[Design element] is not just [luxury benefit]. It is [physiological benefit].

Filtered air is not just a luxury. It is a nervous system reset.

THE REFRAIN

Your home is either working for your health or working against it.
There is no neutral.

THE SIGNATURE CLOSE

A home well designed gives you a life well lived.