

# CALI PEPPERS

calipeppers.com

## Website Design Brief

For Upwork Web Designer / Developer

*Premium Peptides · Quality. Results.*

This document contains the complete brand identity, site map, and page-by-page content guide for the calipeppers.com website build.

# SECTION 1 — Brand Identity & Aesthetic

## Brand Overview

**Name:** Cali Peppers | **Domain:** calipeppers.com | **Tagline:** Quality. Results. | **Sub-brand:** Premium Peptides

**Brand Personality:** Dark, premium, cinematic California. West Coast lifestyle meets research-grade science. Bold and confident — not sterile or corporate. The aesthetic should feel like the product photography: warm golden-hour California sunsets, palm trees, LA skyline, dark vials with gold label accents.

## Logo Description

The logo is a finalized circular badge design. It features the LA skyline and palm tree silhouette rendered in gold, "Cali" in a large white brush-script, "PEPPERS" in a gold bold slab font beneath, "PREMIUM PEPTIDES" in small caps, and a chili pepper vial icon at the bottom with "QUALITY. RESULTS." The logo is designed for dark backgrounds.

*Action for designer: Request SVG and transparent PNG versions from client. Confirm if a light-background version exists. Favicon should be the circular badge mark only.*

## Color Palette

The overall palette is black, gold, and white. Every page should feel like the product photography: dark, warm, and cinematic. The red chili accent is reserved for the logo icon only and should not be used as a primary UI color.

Swatch	Name	Hex Code	Usage
	Primary Background	#0A0A0A / #111111	Page backgrounds, cards, nav
	Gold Accent	#C9A047	Headings, CTAs, badges, dividers, icon accents
	White	#FFFFFF	Body text, script headlines on dark backgrounds
	Light Gray	#CCCCCC	Secondary body text, borders
	Red Accent	#C0392B	Chili pepper icon ONLY — not a primary UI color
	Silver / Chrome	#A8A9AD	Vial cap metallic accents — use sparingly

## Typography Direction

Role	Recommended Fonts	Color	Notes
Display / Hero Headlines	Bebas Neue, Anton, or similar bold condensed	White or Gold	Large, impactful — used for hero and section titles

Section Headings (H2–H3)	Inter Bold, DM Sans Bold	White or Gold	Consistent weight across all sections
Body Copy	Inter, DM Sans	White / Light Gray (#CCC)	Min 16px on mobile to prevent iOS zoom
Accent / Script	Match "Cali" script style	White	Decorative use only — not for body text
Labels / Badges	Inter Bold or Uppercase Sans	Gold or White	Category tags, trust badges, stats labels

## Platform & Technical Specs

**Recommended Platform:** Shopify (preferred for e-commerce) or WooCommerce on WordPress — confirm with client before starting. **Payment Methods:** Credit/Debit Cards, ACH Transfer, Zelle, Venmo, Cash App. **Security:** 256-bit SSL required at checkout. **Image Format:** Serve all images in WebP format, properly sized for mobile to keep load times under 3 seconds. **Mobile Breakpoint:** Design and test at 375px (iPhone SE) as the minimum mobile viewport.

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## SECTION 2 — Compliance Requirements (Non-Negotiable)

This is a research-grade peptide supply website. The following compliance elements are non-negotiable and must be implemented consistently across every page, every section, and every touchpoint — desktop and mobile. Do not modify legal disclaimer copy without client review.

Requirement	Where Applied	Implementation Detail
Registration Gate	Entire site	No guest browsing. Only the login/register page is visible to unauthenticated visitors. Must include a full compliance disclaimer and site description.
Researcher Confirmation	Registration form	User must confirm they are a qualified researcher and agree to Terms before account access is granted. Guest checkout disabled.
Global Disclaimer Banner	Every page	"For research purposes only. Not for human consumption." — visible on all pages, all screen sizes.
Product Page Notice	All product pages	Research-use-only notice must be visible near the Add to Cart button WITHOUT scrolling on mobile.
Checkout Acknowledgment	Checkout flow	Mandatory compliance checkbox confirming buyer understands products are for research use only. Must be large and easy to tap on mobile.
Footer Disclaimer	Every page footer	Full legal disclaimer text (see Section 9) on every single page — no exceptions.
Age Gate (Recommended)	First visit	Prompt confirming visitor is 18+ and a qualified researcher.

### Legal Disclaimer Copy

#### Footer Disclaimer (Every Page):

All products offered by Cali Peppers are intended strictly for laboratory research and development use only. These materials are not for human or veterinary consumption, therapeutic application, or diagnostic use. Statements on this website have not been evaluated by the U.S. Food and Drug Administration (FDA). Products are not intended to diagnose, treat, cure, or prevent any disease. Cali Peppers operates solely as a research chemical supplier and is not a pharmacy, compounding, or clinical manufacturing facility. Keep out of reach of children.

#### Product Page (below Add to Cart):

For laboratory research and in-vitro use only. This product has not been approved by the FDA and is not intended for human or animal consumption. Not a drug, supplement, or food product.

#### Checkout Confirmation:

By completing this purchase, you confirm you are a qualified researcher or laboratory professional purchasing these compounds solely for laboratory research use. You agree to our Terms of Service and confirm these products will not be used for human or animal consumption.

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## SECTION 3 — Site Map

The site is organized into four priority tiers. P1 pages must be built and functional before launch. P2 pages should be completed within the first sprint after launch. P3 pages are supporting/legal pages that can be templated quickly.

Page	URL Slug	Priority	Notes
Home	/	P1 — Build First	Primary conversion page
Shop (All Products)	/shop	P1	Full product catalog with filters
Product Detail Pages	/products/[name]	P1	One page per product, dynamic template
COA Library	/coa	P1	Critical trust page — must be functional at launch
Bundles / Stacks	/bundles	P1	Pre-configured product stacks with savings
Account / Login / Register	/account	P1	Required — no guest browsing
About Us	/about	P2	Brand story and trust pillars
FAQ	/faq	P2	Full accordion FAQ — see Section 7 for all copy
Contact	/contact	P3	Contact form + email + response time note
Affiliate / Partner Program	/affiliates	P3	Commission program details + apply CTA
Legal & Policies	/legal	P3	Single page housing Shipping & Returns, Privacy Policy, and Terms of Service — tab or anchor navigation

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## SECTION 4 — Homepage Content (Section by Section)

Build each section in the exact order listed below. The homepage is the primary conversion page and must establish trust immediately. Mobile layout is described where it differs from desktop.

### 4.1 — Announcement Bar

Slim rotating bar at the very top of every page. On mobile, the ticker must scroll smoothly and text must remain legible.

Element	Content
Message 1	COA Certified · Every Batch Third-Party Tested
Message 2	Same-Day Shipping on Orders by 2PM PST
Message 3	Free Shipping on Orders Over \$300

### 4.2 — Navigation (Sticky Header)

Sticky header that remains visible on scroll. Compact mobile hamburger menu that opens a clean full-screen overlay with large tappable links. Logo centered. Cart icon top right with live item count — large enough to tap easily.

Element	Content
Nav Links	Home, Shop, Bundles, COA, Partner Program, Why Us, FAQ, Contact
Utility Icons	Search, Account (Login/Register), Cart with live count
Mobile	Hamburger menu → full-screen overlay with large tappable links

### 4.3 — Hero Section

Full-width hero using the California sunset product photography as background. Dark overlay at ~50% opacity so text is readable. On mobile, CTA buttons stack vertically.

Element	Content
H1 Headline	California's Premium Peptides. COA-Verified. Same-Day Shipped.
Subheadline	Research-grade compounds sourced, tested, and shipped from the USA. Every batch independently verified — purity you can actually check.
CTA Primary (Gold)	Shop Peptides → /shop
CTA Secondary (Outlined White)	View COAs → /coa

Trust Badges (below CTAs)	COA Certified   3rd Party Tested   Same-Day Ship   Free Shipping \$300+
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#### 4.4 — Stats Bar "By the Numbers"

Four bold animated stat cards. On desktop displayed in a row, on mobile in a 2x2 grid. Numbers large and authoritative even at mobile sizes.

Element	Content
01	25+ Research Peptides — All in stock, ready to ship
02	99%+ Average Purity — HPLC-MS verified, every batch
03	0 Failed Batches — Zero quality failures since launch
04	USA Sourced & Shipped — 100% domestic supply chain

#### 4.5 — Featured Products "Researcher Favorites"

Horizontal scroll on mobile, 4-column grid on desktop. Show 8 products pulled from live catalog. Dark card background (#111), gold or white text.

Element	Content
Section Title	Researcher Favorites
Subtitle	The peptides our customers reorder every month — backed by COAs, shipped fast.
Card Elements	Product photo, Product name, Category badge, Price, Add to Cart button
Badges	BESTSELLER, POPULAR, NEW — as applicable
CTA below grid	View All Peptides → /shop

#### 4.6 — Why Cali Peppers (6 Value Cards)

Six numbered cards in a 2x3 grid. Dark cards with gold icon accents. On mobile, cards stack vertically.

Element	Content
01	Independent 3rd-Party Testing — Every batch verified by accredited labs. COAs published before you buy.
02	Same-Day Shipping — Orders before 2PM PST ship same day. 2–3 business days domestic.
03	Damage & Error Coverage — Report within 72 hours, we'll replace it free.
04	Made in the USA — GMP-compliant US facilities. Fully domestic supply chain.

05	Discreet Packaging — Plain box, generic return address, non-descriptive billing descriptor.
06	Expert Support — Real support, under 6-hour avg response on weekdays.

#### 4.7 — Shop by Research Area

Six category cards. On mobile in a single column or 2x1 grid. Each card shows category name, one-line description, product count, and link.

Element	Content
01	Growth Hormone Research — Compounds studied for endocrine and somatotropic pathways.
02	Metabolic Research — Peptides investigated in glucose regulation and metabolic function.
03	Tissue Repair Research — Sequences researched in cellular regeneration and recovery.
04	Longevity Research — Compounds explored for cellular aging and senescence.
05	Neurological Research — Peptides studied in cognitive and neural pathways.
06	Cosmetic / Topical Research — Topically studied compounds in dermal applications.

#### 4.8 — COA / Lab Testing Feature

Three key stats displayed side by side. CTA linking to the full COA library page.

Element	Content
Stat 1	99%+ Average Purity — Based on last 500 batches
Stat 2	100% COA Coverage — Every product, every batch
Stat 3	0 Failed Batches — No recalls since launch
Intro Copy	Every peptide batch undergoes independent testing at accredited laboratories. Full Certificates of Analysis available before you buy — not promised after.
CTA	View All COAs → /coa

#### 4.9 — Email Opt-In

Dark section, full width. Exit-intent popup version also required. Popup must be mobile-friendly — easy to dismiss, no full-screen blocking.

Element	Content
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Headline	Get 10% Off Your First Order
Subtext	Plus early access to new peptides, lab reports, and researcher-only offers. No spam. Unsubscribe any time.
CTA Button (Gold)	Unlock 10% Off
Fine Print	By signing up you agree to our privacy policy. Discount code sent instantly via email.

#### 4.10 — FAQ Teaser

Show 3 accordion FAQ items on the homepage. Link to full FAQ page below.

Element	Content
Q1	Are your peptides research grade?
Q2	How fast do you ship?
Q3	What payment methods do you accept?
CTA	View All FAQs → /faq

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## SECTION 5 — Shop & Product Pages

### 5.1 — Shop / Collections Page (/shop)

The shop page displays all available products in a grid layout. Dark background throughout matching brand aesthetic. Collection header shows the collection name and a short description.

Element	Specification
Filter Bar	Category, Price Range, In Stock toggle
Sort Options	Best Selling, Price Low–High, Price High–Low, Newest
Product Card	Photo, Name, Category badge (gold), Price, Add to Cart button
Quick Add	On hover (desktop) or tap (mobile), show Quick Add to Cart overlay
Mobile Layout	Single column or 2-column grid — never cramped 3-up on mobile

### 5.2 — Product Detail Page Structure

Each product page follows the same template. Left column contains the image gallery; right column contains all purchase information. On mobile, the image appears above the purchase info in a single column. A floating "Add to Cart" button should stick to the bottom of the screen on mobile for easy access.

Zone	Element	Notes
Trust Bar (top)	Scrolling ticker	Third-Party Lab Tested   USA-Sourced   Same-Day Shipping   Discreet Packaging
Left Column	Image gallery	Main image + thumbnails. California sunset photography style.
Left Column	Trust badges strip	COA Verified   USA Made   3rd Party Tested   Same-Day Ship
Right Column	Product Name (H1)	Large, bold, white text
Right Column	Category tag	Gold badge (e.g., Metabolic Peptide)
Right Column	Price	Gold color. Note free shipping threshold.
Right Column	Variant selector	Must support both dosage sizes AND form factors (vial vs. dropper bottle)
Right Column	Volume discounts	Tiered pricing: 1 unit, 3 units (save 7%), 5 units (save 11%), 10+ units (save 16%)
Right Column	Purchase options	One-time purchase vs. Subscribe & Save (10–15% off recurring)

Right Column	Add to Cart button	Full width, gold background, black text — large and finger-friendly
Right Column	COA link	"View Certificate of Analysis for this batch" — links to /coa or inline PDF
Right Column	Compliance notice	"For laboratory research and in-vitro use only..." — visible without scrolling on mobile
Below fold	Tab: Product Details	Molecular weight, sequence, CAS number, storage, solubility, form
Below fold	Tab: Certificate of Analysis	Embedded COA PDF viewer or direct link. Batch #, lab, purity %, test date.
Below fold	Tab: Reconstitution Guide	Step-by-step instructions (BAC water volume, storage after reconstitution)
Below fold	Tab: Research References	Links to relevant PubMed studies — no medical claims, research citations only
Below fold	Cross-sell: Bundles	"Get [Product] in the [Bundle Name] Bundle — save 10%"
Below fold	Researchers Also Bought	Related product carousel
Below fold	Reviews	Verified buyer reviews with star rating, quote, name, order count
Below fold	FAQ accordion	5–6 product-specific FAQs

### 5.3 — Product Form Factors

Cali Peppers sells in two confirmed formats. Product pages and variant selectors must account for both. Photography style is consistent across both — California sunset, dark label, gold accents.

Format	Description	Example Products
Glass Vial	Standard peptide vial with black metal cap. Lyophilized powder.	Retatrutide, SLU-PP-332 (vial), BPC-157
Amber Dropper Bottle	Liquid format in amber glass dropper bottle.	SLU-PP-332 (dropper)

### 5.4 — Bundles / Stacks Page (/bundles)

Separate collection at /bundles. Each bundle card shows the bundle name and product image, the included peptides listed clearly, the original total crossed out versus the bundle price, a percentage savings badge in gold, and an Add to Cart or Select Options CTA.

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## SECTION 6 — COA Library Page (/coa)

This is a critical trust page. Every customer and researcher will check it. Must be clean, professional, and easy to search. COAs must be publicly available — not gated or "available on request."

Section	Content
Page H1	Certificate of Analysis Library
Subtitle	Every peptide. Every batch. Independently verified and publicly available. No request required.
Intro Copy	We believe transparency is the baseline — not a selling point. Every batch of every peptide we ship is independently tested by accredited third-party laboratories for purity, identity, and endotoxin levels. Results are published here before products go on sale.
What COAs Include	HPLC Chromatogram (purity %), Mass Spectrometry / MALDI (identity), Endotoxin Screening (EU/mL), Batch number and date of analysis, Testing laboratory name and accreditation
Search Bar	Search by peptide name or batch number
Filter Dropdown	All / Metabolic / Tissue Repair / Growth Hormone / Longevity / Neurological / Topical
COA Table Columns	Peptide Name   Batch #   Test Date   Purity %   Lab   Download PDF
Table Style	Sortable by date and peptide name. Dark background, gold table header row. PDF links open in new tab.
Process Explainer (below table)	4-step process: Synthesis → Independent Lab → Analysis → Published

*Client action required: Provide actual COA PDFs and batch data to populate the table.*

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## SECTION 7 — FAQ Page (/faq)

Clean accordion/collapsible list. Grouped by category. Tap-friendly on mobile with large touch areas for expanding each question. All copy below is final and ready to implement.

### Category: Products & Quality

Question	Answer
Are your peptides research grade?	Yes. Every peptide we ship is 99%+ purity research grade, independently verified by accredited third-party laboratories. Certificates of Analysis are available on every product page and in our COA Library before purchase.
What testing do you perform on each batch?	Every batch undergoes HPLC-Mass Spectrometry purity analysis, MALDI identity confirmation, endotoxin screening, and heavy metals testing (ICP-MS). Results are published in the COA for each batch.
What lab do you use for testing?	We use accredited, independent third-party laboratories. The specific lab name and accreditation details are listed on each product's Certificate of Analysis.
Are your products made in the USA?	Yes. Our peptides are synthesized and packaged in GMP-compliant facilities in the United States. We maintain a fully domestic supply chain.
What form do the peptides come in?	Depending on the product, peptides are available as lyophilized (freeze-dried) powder in sealed glass vials, or as liquid in amber dropper bottles. The format is noted on each product page. Bacteriostatic water for reconstitution is available as an add-on.

### Category: Ordering & Payment

Question	Answer
What payment methods do you accept?	We accept all major credit and debit cards, ACH bank transfer, Zelle, Venmo, and Cash App. All card transactions are secured with 256-bit SSL encryption.
Is my payment information secure?	Yes. All transactions are encrypted with 256-bit SSL. We do not store credit card information on our servers.
Can I modify or cancel my order after placing it?	Orders may be modified or cancelled within 1 hour of placement. After that, orders move to fulfillment and cannot be changed. Contact us immediately if you need to make a change.
Do you offer discounts for bulk or repeat orders?	Yes. We offer bundle savings on our Stacks page, and our Partner Program offers ongoing discounts for qualifying researchers and affiliates. Sign up for our email list for new customer offers.

## Category: Shipping

Question	Answer
How fast do you ship?	Orders placed before 2PM PST ship same day. Orders after 2PM or on weekends ship the next business day. Most domestic orders arrive within 2–3 business days via tracked delivery.
Do you ship internationally?	We currently ship within the United States only. International shipping is planned for a future date. Subscribe to our email list for updates.
How is my order packaged?	All orders ship in plain, unmarked outer packaging with a generic return address. Your billing statement will show a non-descriptive descriptor. No product names or branding appear on the outside of the package.
Do you offer free shipping?	Yes. Free standard shipping on all orders over \$300. Expedited options are available at checkout for an additional fee.
How do I track my order?	A tracking number is emailed to you as soon as your order ships. You can also track from your account dashboard at <a href="https://calipeppers.com/account">calipeppers.com/account</a> .

## Category: Returns & Replacements

Question	Answer
What is your return policy?	Due to the nature of research-grade materials, we do not accept general returns. We will replace or refund products that arrive damaged, are shipped in error, or fail independent purity verification. Contact us within 72 hours of delivery.
My vial arrived broken. What do I do?	Take a photo of the damaged packaging and vial, then contact us within 72 hours of delivery. We'll ship a replacement at no charge.
I received the wrong product. What do I do?	Contact us within 72 hours of delivery with your order number and a photo of what you received. We'll correct the shipment immediately.

## Category: Research Use & Compliance

Question	Answer
Who are these products intended for?	Our products are intended strictly for qualified researchers, laboratory professionals, and scientific institutions for in-vitro and laboratory research purposes only. They are not for human or animal consumption.
Are these products FDA approved?	No. These products have not been evaluated or approved by the FDA. They are sold exclusively as research chemicals for laboratory use only and are not intended to diagnose, treat, cure, or prevent any disease.

Can you advise on protocols, dosing, or usage?	We are not able to provide medical advice, dosing recommendations, or usage protocols. Our team can answer questions about reconstitution, storage, and product specifications. For research protocol questions, please consult published literature.
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### Category: Account & Partner Program

Question	Answer
How do I create an account?	Click Account in the top navigation and select Create Account. An account lets you track orders, access your order history, and receive exclusive member deals.
Do you have an affiliate or partner program?	Yes. Our Partner Program offers commission on every referred sale with Net-30 payouts and real-time tracking. Visit <a href="http://calipeppers.com/affiliates">calipeppers.com/affiliates</a> to learn more and apply.

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## SECTION 8 — About Us Page (/about)

Section	Content
Page H1	Why Cali Peppers
Subhead	Research-grade peptides built on one principle: you should be able to verify everything we claim.
Our Story	Client to provide personal background and origin story. Framework: Cali Peppers was founded by [FOUNDER], frustrated with a peptide market full of unverifiable purity claims and zero accountability. We built the company we wished existed: one that tests every batch, publishes every result, and ships everything same-day from right here in California.
Pillar 1	Transparency — Every COA is public. Not available on request — published before you buy.
Pillar 2	Independence — We use third-party labs with no financial stake in our results.
Pillar 3	Domestic Quality — Synthesized and packaged in GMP-compliant US facilities only.
Pillar 4	Accountability — Damaged shipment? Wrong item? We fix it — no runaround.
Trust Badge Row	GMP Compliant Facility   USA Synthesized & Shipped   256-bit SSL   Third-Party COA Verified   HPLC-MS Tested

*Client action required: Provide founder story, year founded, and any certification badge artwork.*

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## SECTION 9 — Legal & Policies Page (/legal)

Shipping & Returns, Privacy Policy, and Terms of Service are consolidated into a single page at /legal. This keeps the footer clean, reduces the number of standalone pages to maintain, and presents all policy content in one easy-to-navigate location. Use tab navigation or anchor-linked sections so users can jump directly to the policy they need.

Tab / Section	Anchor	Content Summary
Shipping & Returns	#shipping	Shipping timelines (same-day by 2PM PST, 2–3 business days domestic), free shipping threshold (\$300+), discreet packaging policy, return policy (no general returns — damage/error replacements within 72 hours), how to report an issue.
Privacy Policy	#privacy	What data is collected (name, email, address, payment info), how it is used (order fulfillment, marketing with opt-out), third-party processors (Shopify, Stripe, etc.), cookie policy, CCPA/GDPR rights, contact for data requests.
Terms of Service	#terms	Research-use-only acknowledgment, age requirement (18+), account responsibilities, prohibited uses, limitation of liability, governing law (California), dispute resolution, changes to terms.

**Page Layout:** Dark background matching site theme. Page H1: Legal & Policies. Three clearly labeled tabs or anchor-linked sections with a sticky sidebar or jump-link bar on desktop. On mobile, tabs collapse to a dropdown selector or stacked accordion headers. Each section has a "Last Updated" date stamp.

*Client action required: Review and approve final policy copy with legal counsel before launch. Placeholder copy above is for structural guidance only.*

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## SECTION 10 — Footer

Four-column layout on desktop, stacked on mobile with collapsible category headers for cleaner browsing. Dark background (#0A0A0A), gold accents on column headings. Social icons sized for easy tapping on mobile.

Column	Content
Column 1 — Brand	Cali Peppers logo, Tagline: Quality. Results. Premium Peptides., Email newsletter signup, Social icons: Instagram, X (Twitter), Facebook, YouTube
Column 2 — Shop	All Peptides → /shop, Bundles / Stacks → /bundles, Metabolic → /collections/metabolic, Tissue Repair → /collections/tissue-repair, Longevity → /collections/longevity, Growth Hormone → /collections/growth-hormone
Column 3 — Company	About Us → /about, COA Library → /coa, Partner Program → /affiliates, Contact → /contact
Column 4 — Support	FAQ → /faq, Legal & Policies → /legal, Account → /account
Footer Bottom Bar	© 2025 Cali Peppers. All rights reserved.   California   For laboratory research use only. Not for human consumption.
Full Legal Disclaimer	Full disclaimer text (see Section 2) — present on every page, no exceptions.

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## SECTION 11 — Additional Features & Functionality

Feature	Description
Welcome Modal / Popup	Trigger: First visit, after 3 seconds. Once per session. Headline: Get 10% Off Your First Order. Email field + gold CTA. Background: dark with product photo. Must be easy to dismiss on mobile.
Sticky Cart Drawer	Slide-in cart drawer on icon click. Dark background, gold accents. Upsell: "Add \$X more for FREE shipping!" when under \$300.
Quick Add on Grid	On hover (desktop) / tap (mobile) over product card, show Quick Add to Cart overlay.
Back-In-Stock Notification	If product is out of stock, replace Add to Cart with "Notify Me" email capture. Automated email when stock replenished.
Subscribe & Save	On product pages: offer recurring subscription option at 10–15% discount. Integrate with Recharge or Skio.
Volume Discounts	Automatic tiered pricing: 1 unit (full price), 3 units (save 7%), 5 units (save 11%), 10+ units (save 16%).
SEO Setup	Unique meta title + description per page, H1 on every page, alt text on all images, canonical URLs, schema markup (Product, Organization, FAQPage), XML sitemap submitted to Google Search Console.
Mobile Optimization	Sticky header with hamburger menu, swipeable product image galleries, floating Add to Cart on product pages, touch-friendly filter/sort, target under 3s load time — compress all images, lazy load.
Affiliate / Partner Page	Headline: Partner with Cali Peppers. Commission %, Net-30 payouts, real-time dashboard. Apply CTA. Integrate with Refersion, GoAffPro, or Shopify Collabs — confirm with client.
Loyalty Program (Phase 2)	Points-based loyalty integration (e.g., Smile.io). Confirm with client before building — Phase 2 only.

## SECTION 12 — Open Items Needed From Client

The following items must be provided by the client before the corresponding pages or features can be completed. Designer/developer should flag these as blockers in the project timeline.

#	Item Needed	Where Used	Status
1	Logo files — SVG + transparent PNG (dark bg confirmed; need light bg version)	Header, Footer, Favicon	[ ] Pending
2	Actual COA PDFs for each product batch	COA Library	[ ] Pending
3	Full product catalog — names, descriptions, prices, variants, dosages	Shop, Product Pages	[ ] Pending
4	Confirmation of which products come in vial vs dropper vs both	Product variant selectors	[ ] Pending
5	High-res product photography (sunset style established — provide all SKUs)	Shop, Product Pages	[ ] Pending
6	Founder story / About Us copy	About Page	[ ] Pending
7	Contact email address	Footer, Contact Page	[ ] Pending
8	Physical or mailing address for footer	Footer	[ ] Pending
9	Payment processor account (Shopify Payments, Stripe, etc.)	Checkout	[ ] Pending
10	Affiliate commission rate and payout terms	Partner Program Page	[ ] Pending
11	Testing lab name and logo (if shareable)	COA Page, About Page	[ ] Pending
12	Social media handles — all platforms	Footer, About	[ ] Pending
13	GMP / certification badge artwork if available	About, Homepage	[ ] Pending
14	Any video assets for hero section	Homepage Hero	[ ] Pending

1 5	Confirm platform choice: Shopify vs WooCommerce	Entire build	[ ] Pending
1 6	Affiliate platform preference (Refersion, GoAffPro, Shopify Collabs, other)	/affiliates	[ ] Pending

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