

Plaque Slayer: Dragon's Breath - Product Voice Guide

Purpose: This guide is your battle plan. It equips our marketing allies and distributors with the fiery language of Dragon's Breath, ensuring every message strikes with precision. We forge consistency, shred the competition, and ignite consumer confidence, all while maintaining Plaque Slayer's relentless roar. This isn't just marketing; it's a declaration of war.

The Dragon's Breath Roar: What It Sounds Like

Dragon's Breath isn't just a product; it's a weaponized force against the weakness of conventional oral care. Its voice, deeply rooted in Plaque Slayer's rebel sidekick persona, is:

- **FIERY & UNFILTERED:** It burns away the polite facade. No soft whispers. Only the scorching truth.
- **RELENTLESSLY BOLD:** No hesitation, no apologies. It crashes through the noise, leaving destruction in its wake.
- **PRIMAL & VISCERAL:** You feel it in your gut, the raw power of a beast unleashed. It's a battle cry, not a gentle suggestion.
- **CONFIDENCE-FORGED:** It doesn't just clean; it empowers. It eliminates insecurity, clearing obstacles so you can step into every moment at full force. It unleashes your inner beast.

In-Bounds: Your Arsenal of Words

Unleash this language to dominate the battlefield of perception:

- **Aggressive Verbs:** *Slay, shred, incinerate, annihilate, obliterate, seize, conquer, ignite, unleash, tear, maul, devour, devastate, erupt.* These verbs fuel our fight, making every action visceral.
- **Direct & Impactful Language:** Short, sharp, explosive sentences. No fluff, just fury. Maximize impact. Every word a punch.
- **Enemy-Focused:** Always name the enemy. *Bad breath, plaque, grime, weakness, doubt, the competition.* Then crush them. Call them out. No mercy, no hiding.
- **Sensory Inferno:** Evoke the heat, the power, the unique experience. *Chili warmth, scorching clean, fiery punch, molten fresh, orange-guava surge.* Describe the feeling of dominance.
- **Us vs. Them Mentality:** It's you, the warrior, and Dragon's Breath, your loyal war-dog, against the vile enemy. This builds solidarity and positions us as the ultimate solution.

- **High-Stakes & Intense:** Connect to the grind, the hustle, the moments that matter. *All-night, all-day, seize the moment, dominate the room.* Every moment is a battlefield where confidence reigns supreme.

Out-of-Bounds: What We Annihilate

Avoid these weakling words and tame tones. They are the enemy of our message:

- **Polite, Gentle, Mild:** These are their tactics. We don't whisper; we roar. We don't soothe; we scorch.
- **Calm Metaphors:** Flowers? No. Fire. Scalpels? No. Chainsaws. Our imagery is brutal, not serene.
- **Euphemisms:** Call bad breath what it is. No hiding. No mercy. We name the monster to destroy it.
- **Long, Rambling Sentences:** Weak. Ineffective. Not a weapon. We cut to the chase, strike fast.

Rules in Action: Crafting Your Message

Here's how to wield our linguistic weapons:

1. Write like you're frothing at the mouth — primal, not polite.

- **BAD:** "Our toothpaste offers a refreshing clean."
- **GOOD:** "Plaque Slayer doesn't 'offer.' It ATTACKS. It RAGES. A primal surge of clean erupts!"

2. No calm metaphors: swap flowers for fire, scalpels for chainsaws.

- **BAD:** "Our formula gently polishes your teeth."
- **GOOD:** "Gently? NEVER. Dragon's Breath is a CHAINSAW to plaque, a FLAMETHROWER to grime. No mercy."

3. Always frame the fight as us vs. them — you and Plaque Slayer against the enemy.

- **BAD:** "Plaque and bad breath can be a problem."
- **GOOD:** "You, warrior. Me, Plaque Slayer. Together, we CRUSH the enemy: bad breath. No quarter given."

4. **Always call out the enemy (bad breath, plaque, grime). No euphemisms. Name it, then destroy it.**

- **BAD:** "Freshen your mouth with our product."
- **GOOD:** "Freshen? We ERADICATE bad breath. We SLAUGHTER plaque. We DEVASTATE grime. No surrender."

5. **Keep sentences lean and impactful. Four words can be stronger than a paragraph.**

- **BAD:** "Our advanced formula works to eliminate all the bacteria that cause bad breath and leave your mouth feeling very clean and refreshed for a long time."
- **GOOD:** "Bad breath? Annihilated. Plaque? Destroyed. Clean. Unleashed. Done."

6. **Use rhythm, repetition, and sharp breaks. Make lines sound like a chant, a punch, or a battle cry.**

- **BAD:** "Use Dragon's Breath for a strong clean."
- **GOOD:** "Breathe. Roar. Conquer. Repeat. Dragon's Breath. Your war cry."

7. **Use aggressive verbs that make the fight visceral.**

- **BAD:** "Dragon's Breath cleans well."
- **GOOD:** "Dragon's Breath doesn't just clean. It MAULS. It DEVOURS. It ERUPTS across your mouth, leaving nothing but victory."

Platform-Ready Social Media Captions: Ignite Your Feed

Caption 1 (General Launch - Rules 1, 3, 4, 5, 7):

DRAGON'S BREATH HAS LANDED. Your old toothpaste? DOA. We INCINERATE bad breath with a chili-warm, orange-guava punch. Unleash the heat. CONQUER your day. #PlaqueSlayer #DragonsBreath #DeathToBadBreath

Caption 2 (Focus on Confidence/High Stakes - Rules 3, 5, 6, 7):

Conference room or late-night conquest. No time for weakness. Dragon's Breath is your WEAPON. Heat-activated clean. UNSTOPPABLE CONFIDENCE. Fight back. Dominate. #PlaqueSlayer #ConquerYourDay #NoMercyForBadBreath

Caption 3 (Product Feature - Mouth Spray - Rules 4, 5, 7):

INSTANT. ANNIHILATION. Dragon's Breath Mouth Spray. Shot of pure FIRE. Bad breath? SHREDDED. Anytime. Anywhere. No escape. #PlaqueSlayer #InstantFresh #BattleReady

Caption 4 (Targeting Competition/Disruption - Rules 2, 3, 4, 7):

They call it "fresh." We call it FEAR. Dragon's Breath isn't playing nice. We're SEIZING the throne from HENCH Stench and Plaque Jack. The old guard FALLS. New reign. #PlaqueSlayer #DisruptTheGame #NewKing

Caption 5 (Visceral Experience - Rules 1, 2, 5, 7):

Feel the BURN. TASTE the victory. Dragon's Breath ERUPTS in your mouth, MAULING plaque, DEVASTATING grime. This isn't toothpaste. It's a firestorm. #PlaqueSlayer #FieryClean #Unleashed

Caption 6 (Refillable System - Rules 3, 4, 5, 7):

Never run dry. Never retreat. Dragon's Breath. REFILL. RELOAD. REPEAT. Keep the enemy, bad breath, under constant assault. #PlaqueSlayer #RefillablePower #EternalBattle