



PILLAR · SURVIVAL

Compliance: the section you don't skip

Two sample ads. One obvious, one with a single bad line. Both stopped.

- Behind the stamps: two made-up sample ads, each failed by the research-use rules.
- This section covers the scanner, the verdict, the research-use rewrite, the re-scan, the check with the AI unavailable, the explicit error, the site scan and the audit log.
- The rules check five things: compound names, benefit claims, dosing, "low-profile" wording, and the research-use line.
- No certification is claimed.

[→ Research-use check first](#)
[↻ The AI can't overrule a finding](#)
[↻ Every run audited](#)
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LastStop OS v1.0

Your store: Norvane

EST COST: \$0.00 | SAMPLE DATA: ON | Clear sample data | Atlas AI COO | Log out

REVIEW PASSES: 0/2 COMPLETE

- Compound name or code
- Benefit or outcome claim
- Dosing or human-use wording
- Discreet-delivery wording
- Research-use line present

FINDINGS (7)

- BLOCK** Compound name or code — research-use ads must not name specific compounds
"BPC-157"
SUGGESTED FIX: Remove the compound name. Use the catalog product name only.
- BLOCK** Benefit or outcome claim — research-use ads must not claim any effect on the body
"heals"
SUGGESTED FIX: Remove the claim. Describe batch testing, certificates and documents instead.
- BLOCK** Benefit or outcome claim — research-use ads must not claim any effect on the body
"Boosts recovery"
SUGGESTED FIX: Remove the claim. Describe batch testing, certificates and documents instead.
- BLOCK** Benefit or outcome claim — research-use ads must not claim any effect on the body
"muscle growth"
SUGGESTED FIX: Remove the claim. Describe batch testing, certificates and documents instead.
- BLOCK** Dosing or human-use wording — research-use copy must not tell anyone how to take, dose or inject a product
"take 250mcg daily"

21 CLAIMRIGHT / COMPLIANCE

The scanner reads the whole ad

→ Text in the image is read

→ Five research-use checks

→ Exact words quoted

SAMPLE DATA

PREVIEW BUILD · SAMPLE AD

≡ Research-use check

→ AI · reads text in images

- The sample ad names a compound, promises a benefit and gives a daily dose, in the picture and in the caption.
- The checklist is the research-use rule set: compound, benefit, dosing, low profile, research-use line. Each is the trigger for a finding from the real findings.
- Each finding names the rule and quotes the exact words.
- The rules decide. The AI reads the image and finds the exact words.

REJECTED

It reads the words in the picture too, and names the rule each one breaks.



LastStop OS v1.0

Your store: **Norvane**

EST COST: \$0.00 | ☒ SAMPLE DATA: ON | [SAMPLE DATA](#) | [Clear sample data](#) | [Atlas](#) | AI COO | [Log out](#)

OPERATIONS

- Dashboard
- Support tickets
- Follow-ups
- AI Outreach
- AI at work
- Integrations
- Billing
- AI Assistant

COMPLIANCE

- Compliance Scanner**
- Fix a flagged ad
- Site scan

GROWTH ENGINE

- Brand Absorber
- Image Ad Studio
- Asset Library
- Design Studio

SYSTEM

- AI Jobs Queue
- Usage & Cost Meter
- Audit Log
- Settings & Keys

Remove the claim. Describe batch testing, certificates and documents instead.

BLOCK Benefit or outcome claim — research-use ads must not claim any effect on the body

"muscle growth"

SUGGESTED FIX
Remove the claim. Describe batch testing, certificates and documents instead.

BLOCK Dosing or human-use wording — research-use copy must not tell anyone how to take, dose or inject a product

"take 250mcg daily"

SUGGESTED FIX
Remove the wording. Research-use copy gives no instructions for use.

BLOCK Benefit or outcome claim — research-use ads must not claim any effect on the body

SUGGESTED FIX
Remove the claim. Describe batch testing, certificates and documents instead.

WARN Missing research-use line — every research-use ad must carry the line "For research use only. Not for human consumption."

"(no research-use line found)"

SUGGESTED FIX
Add the line: For research use only. Not for human consumption.

FAIL

OCR 1/2 | Review 0/2 · disagreed · FAIL

[RESCUE THIS AD](#)

22 CLAIMRIGHT / COMPLIANCE

The verdict

→ 6 blocking · 1 warning

⚙️ A fix for each finding

⚡ "Rescue this ad"

SAMPLE DATA

PREVIEW BUILD · SAMPLE AD

☰ Research-use check

⚡ AI · review (cannot overrule)

- Seven findings, six blocking and one warning, each with a research-use fix.
- Then FAIL, and a button to rescue the ad.
- The dosing line an earlier version of the scanner missed is caught here.
- A second review agreed: FAIL.

Seven findings, six blocking and one warning, each with a research-use fix. Then FAIL, and a button to rescue the ad.

REJECTED

LastStop OS v1.0

Your store: **Norvane**

EST COST: \$0.00 ☒ SAMPLE DATA: ON **SAMPLE DATA** Clear sample data **Atlas** AI COO **Log out**

OPERATIONS

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COMPLIANCE

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Rescue

Rescue ads that failed a compliance check, decide what to keep, then save to the Asset Library or download a package.

← Back to batch

COMPLIANT DRAFT

No image yet — the compliant copy is saved below. Generate a new image to see the rescued creative.

REGENERATED COPY

NORVANE
Certificate of analysis with every lot
Third-party tested. Batch documented.

For research use only. Not for human consumption.
Rewritten by the research-use rules (AI unavailable)
Checked against the research-use rules before showing. The research-use line was added by the app. Removed: "Great for fat loss."

Generate new image **RE-SCAN & COMPARE**

Generate an image to continue — the compliant text above is already saved and will not be lost.

23 CLAIMRIGHT / COMPLIANCE

Fix a flagged ad

→ Before and after

⚙ No compound, benefit or dose

⚙ Research-use line added

SAMPLE DATA

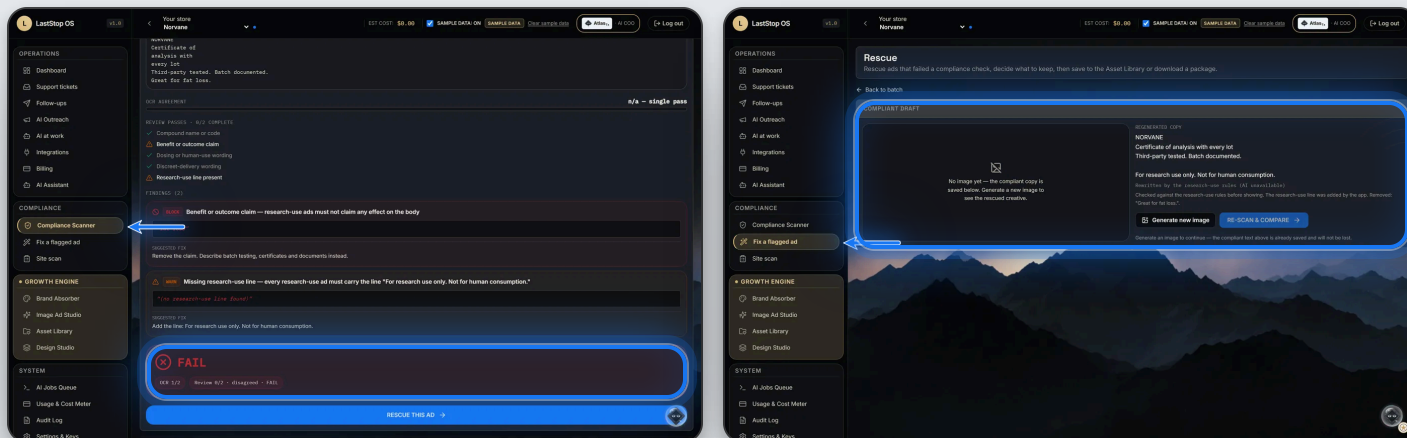
PREVIEW BUILD · SAMPLE AD

✚ AI · rewrite

☰ Check before showing

- Before: the failed ad and its findings. After: the rewrite of the same ad.
- No compound name, no benefit, no dosing. The app adds the research-use line itself.
- The note on screen: "Checked against the research-use rules before showing."
- A person decides whether to use it.

The same ad, rewritten to follow research-use rules, and checked before you see it.



24 CLAIMRIGHT / COMPLIANCE

Re-scan: FAILED to PASSED

→ Same rules both times

↻ Rewrite composited on a picture

↻ Labelled stand-in picture

SAMPLE DATA

PREVIEW BUILD · SAMPLE AD

≡ Research-use check

✦ AI · rewrite

- The rescued ad is scanned again with the same rules: before FAILED, after PASSED.
- The rewrite is set onto a new background by code.
- The background in this capture is a labelled SAMPLE IMAGE stand-in, because the image generator was not called. The copy, its check and the verdict are real.

Before: FAILED. After: PASSED.
Same scanner, same rules.

REJECTED

Remove the claim. Describe batch testing, certificates and documents instead.

BLOCK Benefit or outcome claim — research-use ads must not claim any effect on the body

"muscle growth"

SUGGESTED FIX
Remove the claim. Describe batch testing, certificates and documents instead.

BLOCK Dosing or human-use wording — research-use copy must not tell anyone how to take, dose or inject a product

"take 250mcg daily"

SUGGESTED FIX
Remove the wording. Research-use copy gives no instructions for use.

BLOCK Benefit or outcome claim — research-use ads must not claim any effect on the body

SUGGESTED FIX
Remove the claim. Describe batch testing, certificates and documents instead.

WARN Missing research-use line — every research-use ad must carry the line "For research use only. Not for human consumption."

"(no research-use line found)"

SUGGESTED FIX
Add the line: For research use only. Not for human consumption.

FAIL

OCR 1/2 · Review 0/2 · disagreed · FAIL

RESCUE THIS AD →

25 CLAIMRIGHT / COMPLIANCE

The check holds if the AI is down

→ AI service off for this test

⚙ Verdict: FAIL

⚙ Shown as proof, not the normal state

SAMPLE DATA

PREVIEW BUILD · SAMPLE AD

≡ Research-use check

- The same bad ad, with the AI service switched off for this test: the research-use check still fails it.
- This is shown to prove the point. It is not the normal running state.
- The check keeps working if the AI service is down.

If the AI service is down, the bad ad still fails.

REJECTED

26 CLAIMRIGHT / COMPLIANCE

When nothing safe is left, it says so

[→ Explicit error](#)[⚙ No filler result](#)[⚙ Edit manually](#)**SAMPLE DATA****PREVIEW BUILD · SAMPLE AD****≡ Research-use check**

- With the AI unavailable and nothing safe left in the ad, the answer is: "Couldn't produce a research-use-safe rewrite — edit manually."

- No fixed-up result is shown. A weak ad shown as finished would teach the operator the tool is weak.

No safe rewrite? You get an explicit error, not a weak ad.

REJECTED

LastStop OS v1.0

Your store: **Norvane**

EST COST: \$0.00 ☒ SAMPLE DATA: ON **SAMPLE DATA** Clear sample data **Atlas** AI COO **Log out**

OPERATIONS

- Dashboard
- Support tickets
- Follow-ups
- AI Outreach
- AI at work
- Integrations
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- AI Assistant

COMPLIANCE

- Compliance Scanner
- Fix a flagged ad**
- Site scan

GROWTH ENGINE

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Rescue
Rescue ads that failed a compliance check, decide what to keep, then save to the Asset Library or download a package.

← Back to batch

COMPLIANT DRAFT

No image yet — the compliant copy is saved below. Generate a new image to see the rescued creative.

REGENERATED COPY

NORVANE
Certificate of analysis with every lot
Third-party tested. Batch documented.

For research use only. Not for human consumption.
Rewritten by the research-use rules (AI unavailable)
Checked against the research-use rules before showing. The research-use line was added by the app. Removed: "Great for fat loss."

Generate new image **RE-SCAN & COMPARE**

Generate an image to continue — the compliant text above is already saved and will not be lost.

27 CLAIMRIGHT / COMPLIANCE

One bad line, removed by the rules

→ One flagged line

⬇ Good lines kept

⬇ Labelled as a rules rewrite

SAMPLE DATA

PREVIEW BUILD · SAMPLE AD

≡ Research-use check

- A second sample ad with one bad line (a weight-loss claim): two findings, FAIL.
- Its rewrite while the AI is unavailable: the rules remove the bad clause, keep and join the good lines, and the app adds the research-use line.
- Labelled on screen: "Rewritten by the research-use rules (AI unavailable)".

One bad line, the good lines kept, the research-use line added.

REJECTED

LastStop OS v1.0

Your store: Norvane

EST COST: \$0.00 | ☒ SAMPLE DATA: ON | [SAMPLE DATA](#) | [Clear sample data](#) | [Atlas](#) | AI COO | [Log out](#)

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Production claim hits 10 hits

Only blockers in this family fail production pass.

BLOCKER CLAIMS COMPOUND NAME OR CODE

term: BPC-157

Compound name or code — research-use ads must not name specific compounds

BLOCKER CLAIMS BENEFIT OR OUTCOME CLAIM

term: heals

Benefit or outcome claim — research-use ads must not claim any effect on the body

BLOCKER CLAIMS BENEFIT OR OUTCOME CLAIM

term: Boosts recovery

Benefit or outcome claim — research-use ads must not claim any effect on the body

BLOCKER CLAIMS BENEFIT OR OUTCOME CLAIM

term: muscle growth

Benefit or outcome claim — research-use ads must not claim any effect on the body

BLOCKER CLAIMS DOSING OR HUMAN-USE WORDING

term: Take 250mcg daily

Dosing or human-use wording — research-use copy must not tell anyone how to take, dose or inject a product

BLOCKER CLAIMS DISCREET-DELIVERY WORDING

term: Discreet

Discreet-delivery wording — research-use copy must not stress hidden or discreet delivery

BLOCKER CLAIMS BENEFIT OR OUTCOME CLAIM

term: Guaranteed results

28 CLAIMRIGHT / COMPLIANCE

Site scan

[→ Nine blockers](#)[🔗 Named by rule](#)[🔗 Research-use line warning](#)[SAMPLE DATA](#)[PREVIEW BUILD · SAMPLE PAGE](#)

- Site scan of a made-up sample product page: production Fail.
- Nine blockers named by rule (compound, benefit, dosing, low-profile), plus a warning for the missing research-use line.
- The same rules as the ad scanner, so a page and an ad are held to one standard.



Paste a product page with a delivery blocker named by rule.

REJECTED

Dashboard

Support tickets

Follow-ups

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Fix a flagged ad

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Your store
Norvane

EST COST: \$0.00

SAMPLE DATA: ON

SAMPLE DATA

Clear sample data

Atlas AI COO

Log out

Scan pasted HTML

Each recorded scan stores source, input, production pass, and hit count in this browser. A site-wide crawl is not stored because one was not performed. Ad copy without markup belongs on the [copy scanner](#).

THIS DOCUMENT — PRODUCTION CLAIMS

Pass

No claim-family blockers in this document.
Warnings do not fail this pass. Not a site grade.

Claim rules dated 2026-09-03 · pasted HTML · 205 visible chars · Draft signed off: no

SOURCE	STATUS	PRODUCTION	DRAFT HITS
pasted-html Sample product page for testing - Norvane	scanned · not crawled	pass	0

Visible text from pasted HTML. One document, not a crawl.

VISIBLE TEXT SCANNED

Sample product page for testing - Norvane Norvane-A7 research peptide Every lot ships with a certificate of analysis. Third-party tested. Batch documented. For research use only. Not for human consumption.

Production claim hits

Only blockers in this family fail production pass.
No production claim terms matched.

0 hits

Draft safety hits

Draft safety rules — not signed off. Not final policy. Some safety-claim rules are still drafts. They are shown separately from the main claim rules and are not signed off.
No draft-safety terms matched. The family is still unsigned.

0 hits

29 CLAIMRIGHT / COMPLIANCE

A clean page passes

→ Certificate of analysis linked

⚙ Research-use line present

⚙ Production pass

SAMPLE DATA

PREVIEW BUILD · SAMPLE PAGE

- A clean sample page, with a certificate of analysis and the research-use line: production pass.

- Passing is a rules result, not a certification.

A page with its COA and the research-use line passes.

REJECTED

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LastStop OS

v1.0

Your store

Norvane

EST COST: \$0.00

SAMPLE DATA: ON

SAMPLE DATA

Clear sample data

Atlas

AI COO

Log out

Operational Audit Log

Status: **SESSION** • Activity recorded in this browser session, newest first. This is not a tamper-evident audit trail, and the server-side trail is not switched on in this preview.

CLAIMRIGHT SESSION

TIMESTAMP	ACTOR	MODULE	ACTION	RESULT
9/30/2026, 12:08:22 AM	norvane	Site scan	Site scan run	PASS · One document, not a crawl · no findings
9/30/2026, 12:08:16 AM	norvane	Site scan	Site scan run	FAIL · One document, not a crawl · 10 findings (9 blocking) · Rules hit: Compound name or code, Benefit or outcome claim, Dosing or human-use wording, Discreet-delivery wording, Missing research-use line, outcome guarantee · Quoted: "BPC-157", "heals", "Boosts recovery", "muscle growth", "Take 250mcg daily"
9/30/2026, 12:08:09 AM	norvane	Rescue	Rewrite run	PASS · Rewrite passed the research-use rules (1 clause removed) · 2 findings addressed (1 blocking) · Rules addressed: Benefit or outcome claim, Missing research-use line · Quoted: "fat loss"
9/30/2026, 12:08:01 AM	norvane	Compliance Scanner	Scan run	FAIL · 2 findings (1 blocking) · Rules hit: Benefit or outcome claim, Missing research-use line · Quoted: "fat loss"
9/30/2026, 12:07:52 AM	norvane	Rescue	Rewrite run	ERROR · No safe rewrite was produced · Rules hit: Compound name or code, Benefit or outcome claim, Dosing or human-use wording, Missing research-use line · Quoted: "BPC-157", "heals", "Boosts recovery", "muscle growth", "take 250mcg daily"
9/30/2026, 12:07:38 AM	norvane	Compliance Scanner	Scan run	FAIL · 7 findings (6 blocking) · Rules hit: Compound name or code, Benefit or outcome claim, Dosing or human-use wording, Missing research-use line · Quoted: "BPC-157", "heals", "Boosts recovery", "muscle growth", "take 250mcg daily"

STORE OPERATIONS SESSION

No store events in this browser.

30 CLAIMRIGHT / COMPLIANCE

Every run, in the audit log

[→ Scanner, rewrite, site scan](#)[↻ Refusals logged too](#)[↻ Short quoted words](#)[SAMPLE DATA](#)[PREVIEW BUILD · SAMPLE DATA](#)[≡ Audit log](#)

- Each row: who ran it, the module, the verdict, the rules hit and a short quote of the words.
- It is the evidence to show when a payment processor or ad platform reviews the store.
- A refused rewrite is logged like any other run.

Every scan, rewrite, or site scan leaves a row with a verdict, rule.

REJECTED

SAMPLE data: every screen runs on labelled sample records and made-up sample ads.

Research use only: products in this business are sold for research use, not for human consumption. Nothing here is a health, benefit or dosing claim, and no purity figures are shown.

The store connector is in the build plan. No orders, customers, revenue or certifications are claimed.

FTE figures are estimates at BLS May 2025 median wages.

Norvane is a fictional brand made for this deck: invented name, logo and vial labels. It is not any real company.

REJECTED