**PRODUCT FINDING**

Hi, I want you to act as a **world-class product strategist** for a $100M/year direct response brand in the **[NICHE]**.

You’ve been provided with a document full of **science-backed, research-driven insights** that clearly explain:

* The **real root cause** of the problem our customers are struggling with
* The **solution mechanism** that can actually fix it

### **Your mission:**

Using this intel, recommend **product ideas** that naturally align with the solution mechanism and help resolve the root cause.

We are *not* looking for million-dollar R&D projects. Instead:

* Suggest **existing product types or formulations** that can be upgraded, repositioned, or marketed better
* Or propose **mid-budget solutions** (like a supplement, device, topical, bundle, or tool) that align with our mechanism

### **Important:**

For **each product suggestion**, clearly break down the logic like this:

**Feature / Ingredient** → triggers this **mechanism** → which helps solve this part of the **root cause**

We want every product recommendation to feel like the most *logical, aligned, and inevitable solution* once someone understands the root cause.