

Blanket-First Sequencing Guide

Why the flagship blanket should introduce the wider Voy Veil system before bundles, protocols, and proof depth.

FRAMEWORK

Blanket-First Sequencing Guide

This field guide explains why one softer everyday object should carry the brand's first promise. By leading with the blanket, the site reduces category friction, preserves emotional clarity, and creates a cleaner path into deeper proof.

Start with one object

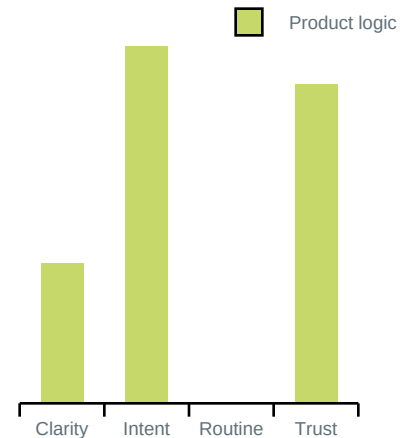
The first page should help a family picture one useful object, not decode an entire technical system.

Sequence depth later

The Lab and methodology pages are strongest when they confirm trust after the product already feels relevant.

Teach through routine

Placement, softness, and calm daily use make the category easier to understand than abstract shielding claims alone.

Key signal across document sections**Closing section**

Use this document when homepage, PDP, and Lab sequencing start to drift. The blanket should remain the first teaching object.

HTML companion[blanket-first-sequencing.html](#)**Download PDF**[blanket-first-sequencing-guide.pdf](#)**Labs category**[Product logic](#)