

12¢

MAY 2026

# TURTLEMAN



## THE NEOLIGIST

VOLUME 6

THE WORDS  
KEEP GETTING  
WORSE!

SHAREGRIN

(n.) THE DISAPPOINTMENT  
YOU FEEL WHEN YOUR  
OVERPRICED RUBBISH  
COMES WITH NO  
SHARE  
CERTIFICATES.

SLIPSHAPING

(n.) THE QUIET FORMATION  
OF A PERSON'S TASTES,  
ASSUMPTIONS OR DESIRES  
BY REPEATED COMMERCIAL  
IMAGERY, CULTURAL CUES  
AND MEDIA EXPOSURE,  
WITHOUT THE PERSON  
NOTICING THE  
PROCESS.

AUTOSUBSTITUTION

(n.) WHEN WORKERS  
HELP TRAIN THE AI  
THAT LATER REPLACES  
THEM.

INTURT

(v.) TO ARRIVE AT  
THE WRONG  
CONCLUSION BY  
INTUITION, THEN  
TREAT THE FEELING  
AS EVIDENCE.

NUGGLOMERATION

(n.) THE INDUSTRIAL  
FOOD EFFECT WHERE  
ONE BITE CONTAINS  
MATERIAL FROM  
HUNDREDS OF  
CHICKENS.

DELLOYDING

(v.) REALISING YOUR  
PARENTS ARE NOT  
AN INSURANCE  
POLICY, THEY  
ARE PEOPLE.



LEXI-LUDIGROUS  
WORDSPAWNER  
ULTRA 9000

RANDOMISE  
RIDICULATE  
REPEAT!

BLORFAGE!  
GLIMPTACKLE!  
ZAZMORP!  
PLIBBERNUG!  
GROONSTRIDE!  
QUABELWOB!  
SNORFLEZIT!  
YIMPLOOT!  
... AND MORE!

FOR MAXIMUM  
NONSENSE  
PRESS ALL  
THE BUTTONS!

TODAY'S  
WORD QUOTA:  
MORE THAN  
YESTERDAY!

BREAKING:  
NEW WORDS  
CAUSE MILD  
EXISTENTIAL  
DAMAGE

WORDS  
DON'T  
CARE

NUGS

### CREATING WORDS THAT SHOULD NOT EXIST!

ISSUE 23

MAY 2026

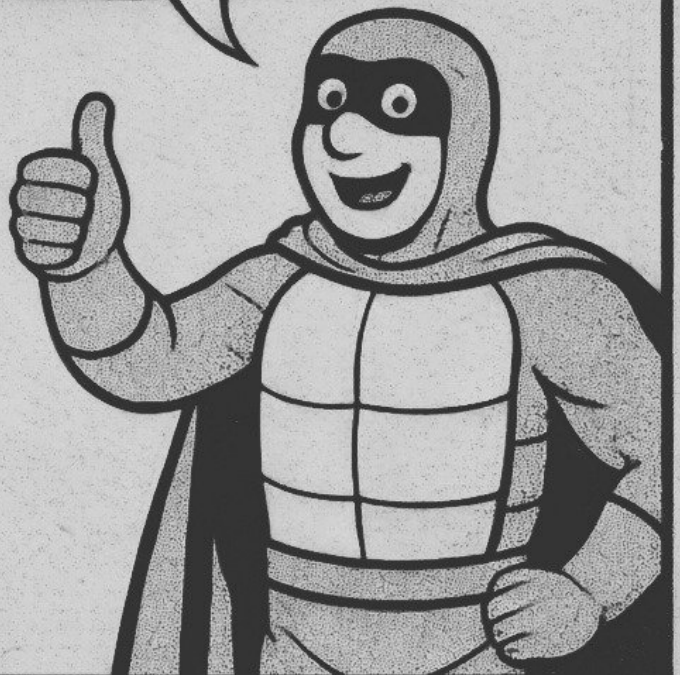
# TURTLE MAN

Created by Ian A. and Viv Maxwell

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Based on actual lies: any resemblance  
between any characters in this comic with  
real living people is a miracle.

HATERS BE HATERS.  
TO ALL YOUSE HATERS OUT  
THERE, WE LOVE YA!



# WILLIAM SHAKESPEARE

IS CREDITED WITH INTRODUCING OR INVENTING

**OVER 1,700 WORDS**  
TO THE ENGLISH LANGUAGE.

By this girth, what wizardry is this? More words than a tavern wench has suitors!

Fear not, fat knight!  
**TURTLEMANIAC**  
is here to stuff thy vocabulary to bursting!

MORE WORDS THAN A TAVERN TAB!



**SOME DRINK DEEP. FALSTAFF DRANK DEEPER.  
TURTLEMAN COLLECTS WORDS DEEPEST OF ALL.**

**MORE WORDS. MORE WONDER. MORE TURTLE.**

# NEW WORD!

COMIC  
COGE



# DISMORBUNDITY

THE PREFERENCE OF DYING A LITTLE YOUNGER  
WHILST IN GOOD HEALTH RATHER THAN GOING OUT LATER  
IN A PAINFUL AND ROTTING CORPSE.

## DISMORBUNDITY:

A modern rejection of the cultural script that clings to life long after it stops being life.

It's choosing vitality over prolonged decay.

It's the quiet wisdom of knowing that quality trumps quantity—even at the end.

Not suicidal. Not reckless.  
Just realistic.

Dismorbundity.

Die well. Not late.

Live more. Rot less.



## THE DISMORBUNDITY MINDSET

### 1. VALUE VITALITY

Health is the real currency.



### 2. REJECT DELAY

Don't trade your good years for a longer decline.



### 3. AVOID THE LONG ROT

Modern medicine can cure, but rarely makes old age good.



### 4. CHOOSE YOUR EXIT

Not just how you live, but how you leave.



### 5. LEAVE LIGHTER

For yourself.  
For your people.



## QUALITY > QUANTITY

### THE DISMORBUNDITY LIFE

- Active body
- Clear mind
- Deep connections
- Adventures
- Purpose
- Good food
- Enough sleep
- Gratitude



CHOOSE  
YOUR  
ENDING.  
LIVE YOUR  
BEST.

### THE PROTRACTED DECLINE

- Endless medications
- Loss of independence
- Chronic pain
- Memory fade
- Isolation
- Dignity erosion
- Tube feeding
- Just... existing



## NOT ABOUT GIVING UP. ABOUT OPTING OUT.

### NOT SUICIDE.

Dismorbundity isn't giving up early.  
It's not giving in late.



### NOT SHORTSIGHTED.

It's long-term thinking,  
about the whole arc,  
not just the tail.



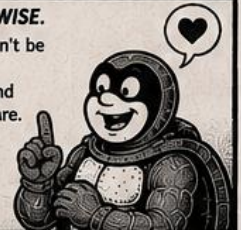
### NOT SELFISH.

Spared is not only  
your suffering,  
but theirs.



### JUST WISE.

Every year won't be  
a good year.  
Choose the kind  
of years that are.



## SIGNS YOU GET IT

- You prioritise movement over medication.
- You'd rather hike a mountain at 65 than sit in a chair at 85.
- You plan for a great life, not just a long one.
- You're more afraid of a slow fade than an early finish.



"DIE A LITTLE  
YOUNGER SO YOU  
DON'T DIE A LOT  
WORSE."



## THE TURTLE TRUTH

The goal isn't to  
live forever.  
It's to live well,  
and leave well.  
Dismorbundity.  
Because rotting  
isn't a legacy.



LIVE FULL. LOVE HARD. LEAVE LIGHT. THAT'S DISMORBUNDITY.



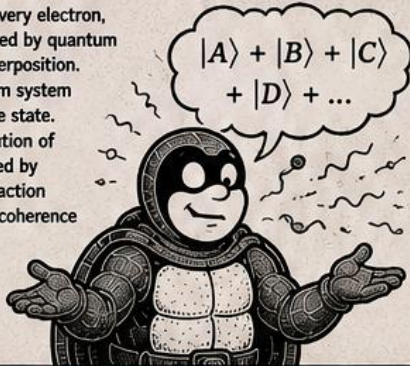
# NEW THEORY!

# VANISHMENT THEORY

EVERYTHING EXISTS IN SUPERPOSITION... INCLUDING NOT EXISTING AT ALL.

## 1. THE QUANTUM WORLD WE KNOW

Everything in the universe, every electron, photon and quark, is described by quantum mechanics as existing in superposition. Before interaction, a quantum system does not possess one definite state. Instead it exists as a distribution of possible states, each weighted by probability amplitudes. Interaction with other systems drives decoherence and state selection.



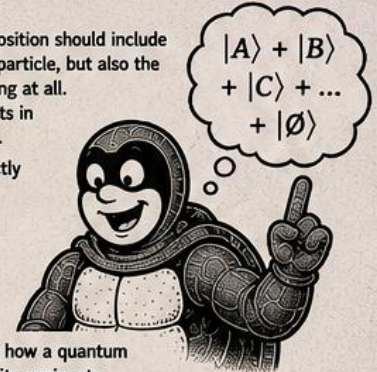
## 2. THE NEW IDEA

I propose that the quantum superposition should include not only the possible states of the particle, but also the possibility of the particle not existing at all. That is, every quantum system exists in superposition with its own absence.

Quantum evolution does not perfectly preserve existence. Instead of the usual rule that all probabilities must sum to one, we now have:

$$U^\dagger U \leq I$$

where  $U$  is the operator describing how a quantum state evolves over time, and  $U^\dagger$  is its conjugate.



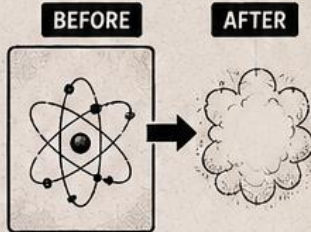
## 3. WHAT ABOUT CONSERVATION LAWS?

Standard quantum mechanics and quantum field theory already contain vacuum states and zero-particle sectors. However, they normally assume that once a particle excitation exists, it evolves according to conservation laws. Particles may transform, decay or annihilate with corresponding products, but they do not simply disappear without accounting for conserved quantities such as energy and momentum.

This hypothesis proposes that at sufficiently small scales a particle can simply cease to exist:

- not decay into something else
- not convert to energy
- just vanish.

Let us call it vanishment (because I love making up new words). If vanishment exists, then conservation laws may only be a limiting case of a more general theory, rather than absolute laws (which probably don't exist at all).



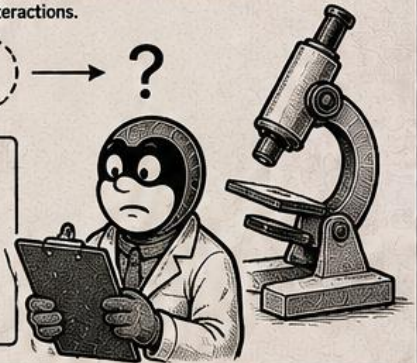
## 4. EXPERIMENTAL PREDICTION

At scales smaller and shorter than those currently probed, there should exist tiny apparent violations of conservation laws. A particle would occasionally vanish without detectable decay products or compensating interactions.



### LOOKING FOR:

- Missing energy
- Missing momentum
- Unexplained events
- The impossible... that happens anyway



## 5. NOT ALL STATES ARE EQUAL

Vanishment may not affect all quantum states equally. Certain configurations could possess exceptional resistance to disappearance.

These resistant states may form a mathematically stable subset analogous to or even related to the primes within arithmetic.



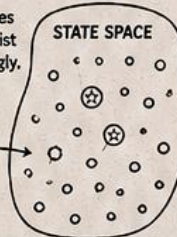
PRIMES:  
RARE.  
STABLE.  
RESIST  
FADE OUT.

## 6. THE HYPOTHESIS

Quantum states exist in superposition not only with other possible states, but also with non-existence, and most states possess some tiny susceptibility to "vanishment" into the vacuum.

Stable reality then emerges from those states that resist disappearance most strongly, just as primes resist factorisation.

- = Likely to vanish
- ☆ = Resistant / Stable



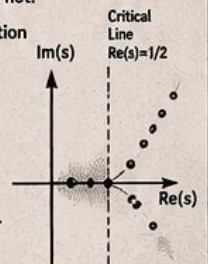
## 7. THE ZETA CONNECTION

Under this interpretation, the Riemann zeta function and its zeros would describe a mathematical structure governing which states are stable against collapse into nothingness and which are not.

That is, the Riemann zeta function may encode the distribution of stability across state space.

$$\zeta(s) = \sum_{n=1}^{\infty} \frac{1}{n^s}$$

The zeros mark the boundary between stability and vanishment. Math whispers the rules. We just have to listen.



## 8. EXPECT RESISTANCE

This hypothesis conflicts with exact conservation laws as presently understood.

However physics has encountered similar issues before. Classical physics appeared complete until experiments reached scales where quantum effects became measurable.

It is therefore conceivable that conservation laws are similarly just limiting cases of a more general theory.



## 9. WHY THIS MATTERS

Current physics explains how things transform but not why anything exists rather than nothing.

This hypothesis addresses this directly: every quantum state has a tiny probability of simply ceasing to exist.

Stable structures are those that resist this most strongly.

Reality is what survives the constant pressure to disappear entirely.

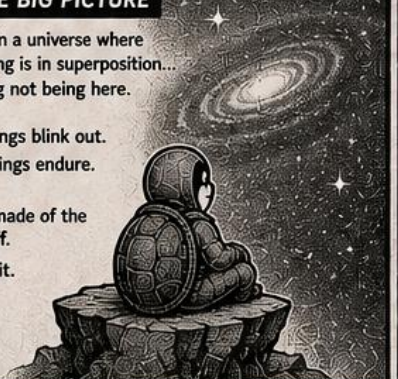


## 10. THE BIG PICTURE

We live in a universe where everything is in superposition... including not being here.

Most things blink out. Some things endure.

We are made of the rare stuff. Cherish it.



★ REALITY ISN'T BUILT ON CERTAINTY. IT'S BUILT ON RESISTANCE. VANISHMENT IS THE RULE. STABILITY IS THE MIRACLE. ★

# NEW WORD!

# CONSUPPRESSION

PRESSURE EXERTED BY CONSUMERS ON A CONTENT PRODUCER TO REDUCE OUTPUT VOLUME SO THE CONSUMER FEELS LESS OVERWHELMED, LESS BEHIND, OR LESS COGNITIVELY BURDENED BY THE FLOW OF CONTENT.



## WHAT IS CONSUPPRESSION?

It's not about wanting better content. It's about wanting less of it.

It's the collective (or individual) request, plea, demand, or passive-aggressive guilt-trip aimed at a creator or company to slow down, publish less, release less often, or stop adding new things.

Because... you can't keep up.



WE LOVE YOUR CONTENT! BUT CAN YOU... MAYBE... MAKE LESS OF IT?

UPLOAD SCHEDULE  
MON ✓  
TUE ✓  
WED ✓  
THU ✓  
FRI ✓  
SAT ✓  
SUN ✓  
+ BONUS!

MORE CONTENT FOREVER

## REAL EXAMPLES:

- "One video a week is too much." Please go back to monthly."
- "You added too many new podcasts. I can't keep up."
- "Stop starting new series." Finish the 12 you already started."
- "Why do games do daily events? I just want to relax, not schedule my life."

## COMMON CAUSES OF CONSUPPRESSION

### CONTENT FATIGUE

Too much. Too fast. Too everything.



### FEAR OF MISSING OUT

The content pile grows. Anxiety grows with it.



### COGNITIVE OVERLOAD

Your brain is not a bottomless hard drive.



### TIME POVERTY

Life is full. Content hours are not.



### COMMITMENT BURNOUT

Every new series is a new commitment.



### DESIRE FOR DEPTH

Less, but better. Quality over quantity.



## HOW CONSUPPRESSION SHOWS UP

"You're burning yourself out." Slow down."



"We'd rather wait longer and get your best."



"Can you bundle updates instead of constant drops?"



"Please take a break." We insist."



"You don't owe us more. We just want sustainable you."



"Make less." Make it count." Make it last."



## EFFECTS ON EVERYONE

### FOR CONSUMERS:

- Less overwhelm
- Less guilt
- More time
- Deeper appreciation
- Healthier habits



### FOR CREATORS:

- Less burnout
- More sustainable pace
- Better ideas
- Healthier audience relationships



## THE PRODUCER'S DILEMMA

Create more? Feed the machine. Risk burnout. Fuel overwhelm.



Create less? Disappoint some. Risk relevance. Fight the algorithm.



## HOW TO APPLY CONSUPPRESSION (KINDLY)

- ♥ Lead with care, not complaint.
- ♥ Be specific, not vague.
- ♥ Request, don't demand.
- ♥ Speak for yourself, not the mob.
- ♥ Respect their process.
- ♥ Support sustainability.



## THE TURTLE TRUTH

More content isn't always better. More often, it's just more. Real connection happens in the space between. Give creators room to breathe. You'll get better, not just more.



★ CONSUPPRESSION ISN'T REJECTION. IT'S LOVE WITH BOUNDARIES. LESS CAN BE MORE. SLOW DOWN SO IT LASTS. ★

# NEW WORD!

COMIC  
COGE  
AUTHORITY



# DELLOYDING

IT'S REALISING THAT YOUR PARENTS AREN'T AN INSURANCE POLICY.  
THEY'RE PEOPLE.

## THE REALISATION

At some point, many adult children have a quiet but profound realisation:

**"My parents aren't my safety net."**

They're not backup plans.  
They're not on call.  
They're not here to fix everything that goes wrong.  
They're human. With their own limits, struggles, and lives to live.



## THE TRUTH

- Your parents have their own problems.
  - They have their own health to worry about.
  - They have finite energy, time and resources.
  - They have a right to enjoy their life.
  - They didn't raise you to be dependent forever.
- Love isn't a contract.  
Family isn't an insurance policy.

## THE SHIFT: FROM ENTITLEMENT TO RESPONSIBILITY

<p><b>1. EXPECTATION</b> "If something goes wrong, I'll call my parents."</p>	<p><b>2. RELIANCE</b> You lean on them for help, money, solutions, or rescue.</p>	<p><b>3. WAKE UP CALL</b> You realise they're struggling too. They can't always be there.</p>	<p><b>4. ACCOUNTABILITY</b> You take ownership. You build skills, resources, resilience.</p>	<p><b>5. FREEDOM</b> You stop seeking rescue. You start creating your own safety.</p>	<p><b>6. CONNECTION</b> Your relationship becomes healthier, more equal, more real.</p>
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## WHAT DELLOYDING ISN'T

- It's not cutting them off.
- It's not refusing help out of pride.
- It's not pretending you have it all figured out.
- It's not never asking for support.
- It's not forgetting to be grateful.

**DELLOYDING ISN'T REJECTION.  
IT'S MATURITY.**



## WHAT DELLOYDING IS

- Understanding their humanity and limitations.
- Taking responsibility for your own life.
- Asking for help without expecting a bailout.
- Accepting "no" with respect.
- Building your own support systems.
- Loving them without leaning on them.



## WHY IT'S HARD

- We were raised to believe family always bails you out.
- Fear of failure makes us grasp for safety.
- Society often encourages dependence, not independence.
- Breaking the cycle feels uncomfortable at first.



## BUT HERE'S THE GOOD NEWS

- ☆ You become more confident.
- ☆ You make better decisions.
- ☆ You stress less.
- ☆ You build a life that's truly yours.
- ☆ Your relationship with your parents becomes more joyful and less transactional.



## THE BOTTOM LINE

**YOUR PARENTS RAISED YOU TO LIVE, NOT TO DEPEND.**

**THE GOAL ISN'T TO NEVER NEED THEM.**

**THE GOAL IS TO NEVER EXPECT THEM TO SAVE YOU.**



**DELLOYDING IS HOW YOU BECOME THE HERO OF YOUR OWN STORY.  
YOU DON'T WAIT FOR A RESCUE. YOU BECOME THE RESCUE.**

# NEW WORD!

COMIC  
CODE  
AUTHORITY

# NUGGLOMERATION

THE INDUSTRIAL FOOD EFFECT WHERE A SINGLE BITE OF PROCESSED CHICKEN CONTAINS BIOLOGICAL MATERIAL FROM THOUSANDS OF CHICKENS BECAUSE THE MEAT HAS BEEN GROUND, BLENDED AND RE-FORMED INTO A UNIFORM PRODUCT.

## WHAT IS NUGGLOMERATION?

It is the industrial food effect in which one nugget or processed chicken bite may contain trace biological material from an enormous number of birds.

The meat is pooled, ground, blended and re-formed until individuality disappears into efficient beige uniformity.

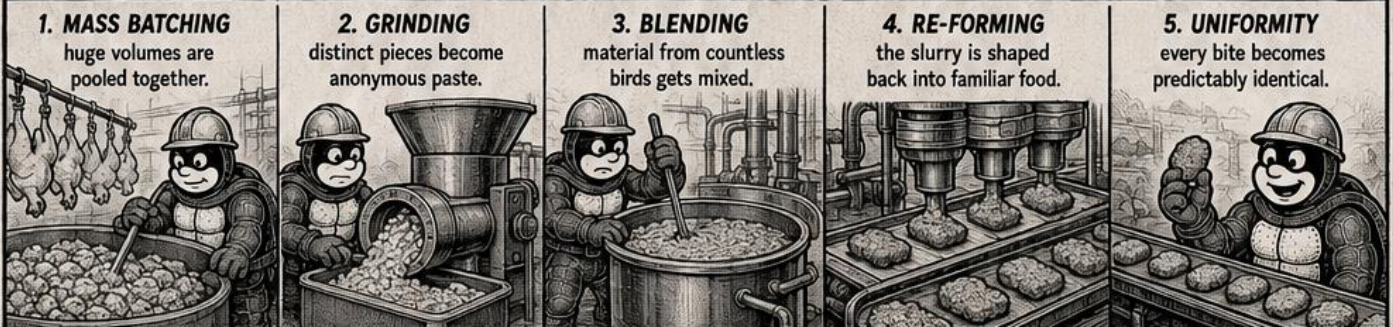
One bite, thousands of contributors.  
Lunch by commingled census.



## REAL EXAMPLES:

-  One nugget can be an absurdly broad poultry sample.
-  The product tastes uniform because the birds no longer matter individually.
-  Industrial blending turns many animals into one standard texture.
-  You wanted lunch, you got poultry collectivism.

## HOW NUGGLOMERATION HAPPENS



## HOW NUGGLOMERATION SOUNDS



## WHY INDUSTRY DOES IT

- Consistent texture
- Predictable flavour
- High-throughput processing
- Cheap standardisation
- Easy shaping and cooking



## NOT THE JULIUS CAESAR THING

### CAESAR AIR MOLECULES



That old claim is about diluted airborne molecules spreading through the atmosphere over time.

### NUGGLOMERATION



This is direct industrial commingling, actual meat from huge numbers of chickens blended into one processed product.

One is atmospheric trivia. The other is manufacturing practice.

## THE TURTLE TRUTH

Nugglomeration is what happens when industrial efficiency removes the idea of a single animal from your single bite.

The nugget looks simple. The supply chain is not. Behind that uniform little mouthful may be a crowd.



★ NUGGLOMERATION: ONE NUGGET. MANY BIRDS. FAR TOO MUCH TO THINK ABOUT. ★

# NEW WORD!

COMIC  
CODE  
AUTHORITY

# SHAREGRIN

THE DISAPPOINTMENT YOU FEEL WHEN YOU DON'T EVEN GET SHARE CERTIFICATES WITH YOUR OUTRAGEOUSLY HIGH PRICED RUBBISH. SHOES THAT COST \$1000, FOR EXAMPLE.

## WHAT IS SHAREGRIN?

It is the silly disappointment that follows buying absurdly overpriced rubbish and then realising you do not even receive a decorative share certificate for your trouble.

The prime example?  
Ridiculously expensive shoes that cost around \$1000.

Not profit.  
Not ownership theatre.  
Just the receipt...  
and your regret.



## REAL EXAMPLES:



"I bought \$1000 shoes and got nothing but a receipt."



"If I'm being fleeced, the least they can do is send parchment."



"No certificate, no seal, no ribbon, no joy."



"I wanted documentary proof of my bad decision."

## COMMON SYMPTOMS OF SHAREGRIN

### 1. MAILBOX CHECKING

Hope persists long after reason dies.



### 2. PAPER HUNGER

You crave embossed evidence.



### 3. BUYER'S DIGNITY LOSS

Even the scam feels under-furnished.



### 4. CEREMONIAL DEPRIVATION

No folder. No seal. No frame.



### 5. REGRET ADMINISTRATION

The pain now requires filing.



## HOW SHAREGRIN SOUNDS

"I know it's worthless. I still wanted the certificate."



"At least let me hang the mistake on a wall."



"If it's outrageously priced rubbish, I expect premium paperwork."



"The investment failed to provide even ornamental reassurance."



## EFFECTS ON THE BUYER

- Reduced illusion of prestige
- Higher visible regret
- No heirloom-quality paperwork
- Lower resale bragging rights
- Acute awareness of nonsense



## THE CERTIFICATE GAP

### EXPECTED



### RECEIVED



From ceremonial ownership to administrative emptiness.

## THE TURTLE TRUTH

If you are going to be sold outrageously high priced rubbish, a decorative certificate is the minimum courtesy.

Sharegrin begins where even the symbolic consolation has been cut for cost.



★ SHAREGRIN: WHEN THE SHOES ARE EXPENSIVE BUT THE OWNERSHIP ★

# NEW WORD

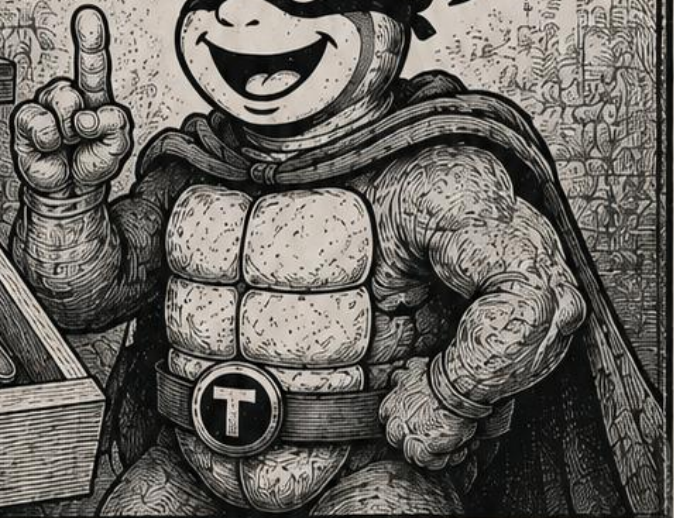
## THE KITCHEN DRAWER INDEX

In some houses it's 0 and the knives and forks always stay in the same place in the drawer.

In other houses with a higher index, the knives and forks inexplicably swap places without anyone understanding how, or doing anything about it.

ORDER!

INDEX: 0



INDEX: HIGH

UNEXPLAINED  
DRAWER ROLE  
REVERSAL!



WHERE  
DID THIS  
COME  
FROM?

SILENT  
UTENSIL  
RELOCATION

POSSIBLE CAUSES:

SPOONACIOUS  
SILVERWARE  
MIGRATION

CUTLERY  
QUANTUM  
TUNNELLING

MYSTERY  
ACCEPTED



**NEW EXPRESSION!**

COMIC  
COGE  
AUTHORITY

# CARPE CARP

**SEIZE THE WHINE.**

## WHAT IS CARPE CARP?

Carpe Carp is the fine art of seizing upon a grievance, irritation or slight with suspicious enthusiasm.

It means grabbing hold of a problem—often a small or mild one—and milking it for as much attention, sympathy and righteous outrage as possible.

Especially when complaining becomes more enjoyable than solving the problem.



## REAL EXAMPLES

- "They didn't reply in 5 minutes. Clearly, I'm being ignored."
- "They changed the packaging. This is the end of civilisation."
- "The Wi-Fi dipped for 2 seconds. Unacceptable. Outrage time."
- "They were out of my snack. I'll never shop here again."
- "It rained on my weekend plans. I demand compensation."

## COMMON HABITATS OF CARPE CARP

<p><b>ONLINE COMMENTS</b> Where outrage fishes for likes.</p>	<p><b>FAMILY DINNER</b> Where old stories get newly fried.</p>	<p><b>OFFICE KITCHEN</b> Where the microwave is the crime scene.</p>	<p><b>NEIGHBOURHOOD GROUP CHAT</b> Where drama spreads faster than facts.</p>	<p><b>CUSTOMER SERVICE QUEUE</b> Where patience goes to die.</p>
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## HOW CARPE CARP SOUNDS

"I could let this go, but where's the sport in that?"	"I am not merely annoyed. I am committed."	"It's not about the issue. It's about principle."	"Some people just don't get how wronged they have made me."	"Forgiveness is for people who didn't read the whole story."	"I'm not looking for a solution. I'm looking for acknowledgment."
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## WHY PEOPLE DO IT

- ★ **ATTENTION:** Outrage brings eyeballs.
- 👤 **BONDING:** Nothing unites like a good moan.
- zzz **BOREDOM:** Complaint fills the empty.
- 🗣️ **MORAL THEATRE:** Perform goodness loudly.
- ⚡ **TINY THRILL:** The buzz of righteous irritation. Small prey. Big splash.



## THE TURTLE TRUTH

Some people don't just notice a whine. They seize it like a fish.

They haul it in. They show it off. They name it, tag it, and tell the story again and again.

Not every fish needs to be caught. Not every complaint deserves a parade.



## CARPE CARP CHECKLIST

- Is this worth my energy?
- Am I solving—or just showing off?
- Will this matter tomorrow?
- Would I be happier letting it go?
- Or is this fish too good to release?

WISE TURTLES KNOW WHEN TO WALK AWAY.



★ **CARPE CARP: FIND A WHINE. LAND IT HARD. NEVER LET IT GO.** ★



# CAREER ADVICE IN THE ERA OF AI



If AI and robots are going to take the monitor jobs, the precision jobs, and even the artist jobs, what is left for your children?

## 1. WHAT'S THE THEORY?

Screens are easy to replace.  
Routines are easy to automate.  
Precision is easy for machines.  
Stylised art is easy to fake.

But muddle? Trust? Presence?  
Persuasion? Improvisation?  
Awkwardness? That's sticky.

Humans thrive where things are messy, local, emotional, physical, chaotic, and full of exceptions.



## 2. DON'T PICK ONE. ROTATE.



Do them in sequence.  
Have a blast.  
Move on.

No grand calling required.  
Just a rolling career.

## 3. WHAT AI TAKES OUT



Monitor jobs



Precision jobs



Artist jobs for humans who like being fooled

Good luck competing with infinite software and tireless robots.

## 4. THE CURATED LIST

Used car salesman	Funeral director	Dog walker	Bar attendant	Courier
Roof painter	Private investigator	Bodyguard	Caterer	Politician
Forklift operator	Debt collector	Tour guide	Landscaper	Cult leader
Arborist	Real-estate agent	Gym instructor	Pool cleaner	
Counsellor	Fisherman	Stand-up comedian	Mobile car detailer	
Aged care helper	Farmer	Wedding celebrant	Antique dealer	
Child care helper	"Or marry one for a year"	Event organiser	Removalist	



Try them.  
Mix them.  
Live large.  
Short pants optional.

## 5. WHY THESE SURVIVE

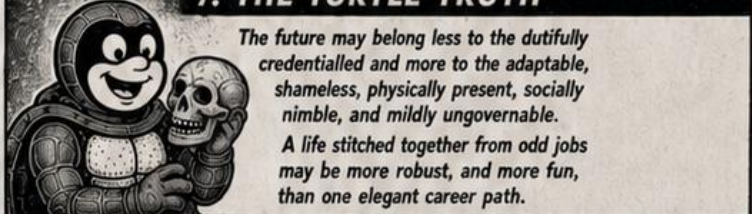
 Physical presence You have to show up. Robots can't (yet).	 Trust and persuasion People choose who they believe in.	 Messy human interaction Emotions, awkwardness and exceptions rule.	 Local knowledge Context matters. Google doesn't grok your suburb.	 Tolerance for chaos When things go wrong, flexible humans win.	 Low formal training barrier Most of these need grit, not diplomas.
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Many of these are not yet heavily controlled by licensing requirements. Enjoy while it lasts.

## 6. POSSIBLE LIFE PATH



## 7. THE TURTLE TRUTH



The future may belong less to the dutifully credentialled and more to the adaptable, shameless, physically present, socially nimble, and mildly ungovernable. A life stitched together from odd jobs may be more robust, and more fun, than one elegant career path.

★ IN THE AGE OF AI, DON'T TRAIN FOR ONE PERFECT JOB. COLLECT STRANGE ONES AND KEEP MOVING. ★



# NEW TERM! DECF



## DETERMINABLE BUT EPISTEMICALLY CLOSED FACTS

FACTS ABOUT WHAT DID HAPPEN IN YOUR ACTUAL WORLD, BUT WENT UNRECORDED.

### 1. WHAT IS DECF?

DECFS are real facts about your life or the world that have one exact answer, but the answer is now unavailable because no record was kept. The fact is fixed. Your access to it is not.

The event happened.

The number exists.

Your knowledge does not.



### 3. REAL EXAMPLE

There is an exact number of times you have been to the toilet in your life.

But unless someone recorded every single visit, you can never know the exact number.

- The exact number of times you sneezed in 1998.
- The exact number of doors you have opened in your life.
- The exact number of cups of water you drank in primary school.

### HOW DECF WORKS

#### 1. EVENT

Something happens in your life.



#### 2. FACT FORMED

A fact with one exact answer is created.



#### 3. NO RECORD

No one writes it down. No trace is kept.



#### 4. TIME PASSES

Memory fades. Details disappear.



#### 5. EPISTEMICALLY CLOSED

The answer still exists, but it's now forever unreachable to you.



### HOW DECF SOUNDS

"It happened, but I didn't count it."



"There is a true answer somewhere in reality, just not in my head."



"Not unknown in principle. Unknown in practice."



"The fact is determinate. My access to it is gone."



"Reality kept the number. I didn't."



### COMMON SIGNS OF A DECF

- ✓ One exact answer exists
- ✓ No complete record survives
- ✓ Memory is incomplete
- ✓ Estimates are possible
- ✓ Certainty is not



### NOT THE SAME AS



A guess: DECF has one true answer.



A mystery with no answer: DECF does have an answer.



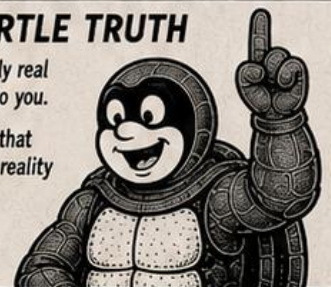
A future event: DECF is about what already happened.

### THE TURTLE TRUTH

Some facts are perfectly real and permanently lost to you.

DECF is what you call that annoying gap between reality and record-keeping.

The world remembers. You don't.



★ **DECF: THE NUMBER EXISTS. YOUR ACCESS DOESN'T.** ★

**FUN FACT!**



# EAR WAX FOR CRACKED LIPS

IN THE 1800s, HOUSEHOLD GUIDES LIKE "THE AMERICAN FRUGAL HOUSEWIFE" RECOMMENDED EAR WAX AS A SALVE FOR SEVERELY CRACKED LIPS.

### 1. WHAT'S THE FACT?

In the 1800s, some household advice books told women to use ear wax as a remedy for severely cracked lips.

Yes—people were told to scoop a little from the ear and rub it on.

It was considered soothing, protective, and readily available.



### 3. THE SOURCE

The *American Frugal Housewife* (1830) is just one example of many old household guides.

These books often offered practical—if surprising—advice.

- Cracked lips needed soothing.
- Household remedies were often improvised.
- Standards were different.

## WHY THIS SOUNDS WRONG NOW

#### 1. HYGIENE



Ear wax collects debris and bacteria. Gross.

#### 2. MODERN LIP BALM



We have clean, tested, safe, effective options.

#### 3. HOUSEHOLD MEDICINE



19th-century medicine was a mix of hope and herbs.

#### 4. DESPERATE REMEDIES



When options were few, people tried... anything.

#### 5. THANK GOD FOR CHEMISTS



Science gave us better answers. Hooray!

## HOW EAR WAX ADVICE SOUNDS



### OLD HOUSEHOLD LOGIC

- ✓ People used what was available.
- ✓ They valued being self-reliant.
- ✓ Remedies were cheap or free.
- ✓ It was already in the house.



NECESSITY + RESOURCEFULNESS = REMEDY

### NOT A MODERN BEAUTY TIP

#### TODAY



Clean. Tested. Trustworthy.

#### THEN



Sticky. Questionable. Please don't.

VS.

### THE TURTLE TRUTH



History is full of practical advice that made sense to somebody, somewhere, at the time.

Even when it now sounds revolting.

★ EAR WAX: CHEAP, AVAILABLE, AND THANKFULLY OUT OF FASHION. ★



# NEW WORD!

COMIC COGE AUTHORITY

# TARDSIX

THE OPPOSITE OF A SIXTARD: SOMEONE WHO CAN REMEMBER HEAPS OF SEQUENTIAL NUMBERS AND LETTERS AFTER JUST ONE GLANCE.

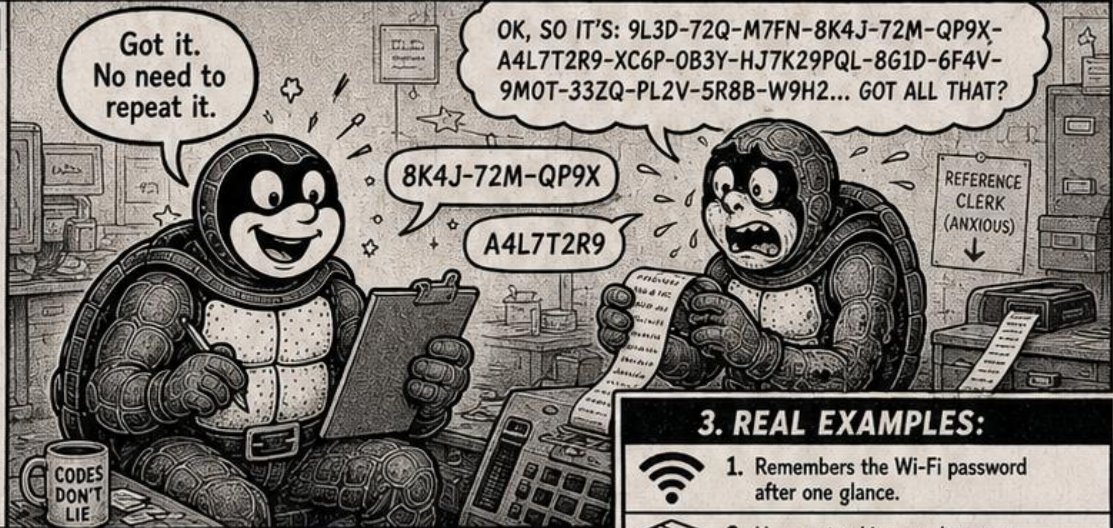
## 1. WHAT IS TARDSIX?

A tardsix is one of those alarming people who can glance at a long string of numbers, letters, codes or booking references and then repeat it back like nothing happened.

Where the rest of us become paste after six characters, the tardsix strolls in, sees 'Q7M4X9L2B8', and calmly remembers the lot.

Often found in offices under titles like Chief People Officer, or somesuch.

Only vaguely related to tardigrades.



Got it. No need to repeat it.

OK, SO IT'S: 9L3D-72Q-M7FN-8K4J-72M-QP9X-A4L7T2R9-XC6P-0B3Y-HJ7K29PQL-8G1D-6F4V-9MOT-33ZQ-PL2V-5R8B-W9H2... GOT ALL THAT?

8K4J-72M-QP9X

A4L7T2R9

REFERENCE CLERK (ANXIOUS)



## 3. REAL EXAMPLES:

- 1. Remembers the Wi-Fi password after one glance.
- 2. Hears a tracking number once and never writes it down.
- 3. Repeats the 12-digit booking code back to the caller immediately.
- 4. Can quote your licence plate before you have found your keys.

## COMMON SIGNS OF TARDSIX

**1. CODE RETENTION**  
One look. Full recall.



**2. NO SCRAP PAPER**  
Does not need to write anything down. Disturbing.



**3. SERIAL NUMBER CALM**  
Unfazed by long strings of nonsense.



8K4J72M	QC9X3P1L
A4L7T2R9	5R8B0F6V
HJ7K29PQL	3ZQ9MOTT
PL2V5R8B	W9H2G1D3
0B3YX66R	9L3D72Q
6F4V0B3Y	M7FN8K4J
33ZQ9M0	

**4. MEETING SUPERPOWER**  
Remembers names, dates and room codes.



MEETING ROOM:  
12B — 10:30AM

ATTENDEES:  
• JANE  
• LEE  
• 17/05  
• ROOM 12B



## HOW TARDSIX SOUNDS



Yes, the code was HJ7K29PQL.

No, I only saw it once.

You mean you people write this down?

It is not memory. It is filing.

I forgot my lunch, not the sixteen-digit reference number.

## WHY IT MATTERS

- Useful in admin
- Useful on phones
- Useful in logistics
- Useful when websites send absurd codes
- Useful for making normal people feel inadequate



## NOT A TARDIGRADE

**TARDIGRADE**

Tiny, resilient, vaguely aquatic



**TARDSIX**

Office-based, code-retentive, mildly smug



Similarity: both survive conditions that would kill ordinary people.

## THE TURTLE TRUTH

Some people cannot retain six digits long enough to unlock a phone. Others can memorise an airport code, a tax file number and your number plate while pretending not to listen.

That is tardsix.

A niche evolutionary advantage in an over-coded world.



★ TARDSIX: TOO MANY CHARACTERS. NOT ENOUGH PANIC. ★

# NEW WORD!

COMIC  
COGE  
AUTHORITY

# GOVNOG

THE INVERSE RELATIONSHIP BETWEEN A PERSON'S INTEREST IN POLITICS AND THEIR PRACTICAL IQ, WHICH IS DIFFERENT TO THEIR MEASURED IQ.

## WHAT IS GOVNOG?

Govnog is what happens when fascination with politics rises while practical intelligence falls. Not test IQ. Not academic IQ. Practical IQ: the ability to fix things, judge reality, spot nonsense, and live usefully.

The more a person obsesses over political theatre, faction fights, and ideological performance, the less evidence there may be of functioning judgment in ordinary life.



## REAL EXAMPLES:



Knows every cabinet reshuffle, cannot reverse a trailer.



Can explain polling swings, cannot reset the Wi-Fi router.



Posts hourly about national decline, forgets to pay the rego.



Argues about civilisation, cannot hang a shelf straight.

## COMMON SIGNS OF GOVNOG

### 1. POLITICAL SATURATION

Consumes endless commentary.



### 2. PRACTICAL DECAY

Ordinary competence starts slipping.



### 3. OUTRAGE SPECIALISATION

Every issue becomes identity fuel.



### 4. THEORY OVER REALITY

Abstract views outrank actual results.



### 5. DOMESTIC NON-PERFORMANCE

Cannot do useful things at home.



## HOW GOVNOG SOUNDS

I know exactly what's wrong with the country.

No, I can't work the lawn mower.

This is bigger than plumbing.

My views are sophisticated. My life is pending.

The nation must be fixed, ideally by someone else.

## WHY IT HAPPENS

- ✓ Politics offers drama
- ✓ Tribal belonging feels good
- ✓ Commentary mimics competence
- ✓ Real-life skill is harder
- ✓ Outrage flatters the ego



## MEASURED IQ VS PRACTICAL IQ

### MEASURED IQ

Tests, abstractions, memory, verbal skill.



### PRACTICAL IQ

Judgment, repair, timing, common sense, consequence tracking.



Govnog is about the second one.

## THE TURTLE TRUTH

Some people are smart enough to discuss politics for hours and still not be useful in a kitchen, garage, or crisis. Govnog names that gap.

You can know the structure of parliament and still not know how to change a tyre.



★ GOVNOG: WHEN POLITICAL ENTHUSIASM GOES UP AND PRACTICAL SENSE GOES MISSING. ★

# NEW WORD!

COMIC  
COGE



AUTHORITY



# CRAPTTTRACTION

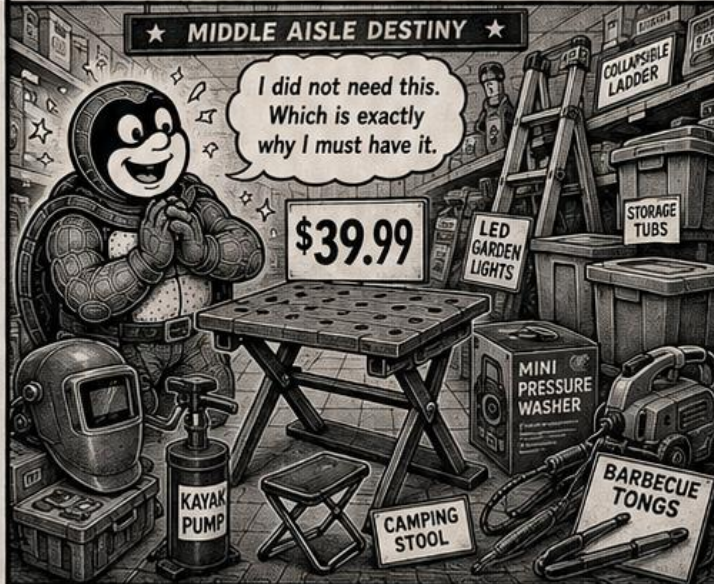
THE GRAVITATIONAL PULL PEOPLE FEEL TOWARDS THAT MIDDLE-AISLE CHINESE RUBBISH: THE ATTRACTION TO LOW-COST, HIGH-REGRET HOUSEHOLD CLUTTER. THE URGE TO BUY A FOLDING WORKBENCH AT ALDI BECAUSE IT IS \$39.99 AND DESTINY HAS APPARENTLY SPOKEN.

## WHAT IS CRAPTTTRACTION?

It is the mysterious force that pulls otherwise rational adults toward bargain-bin household junk they did not come in for.

It strikes hardest in the middle aisle of discount stores, where you enter for bread and leave with a welding helmet, a kayak pump, and a folding workbench.

Low cost. Low necessity.  
High regret.



## REAL EXAMPLES:



I came in for milk and left with a folding workbench.



The price was too stupidly low to ignore.



I have nowhere to put it, no use for it, and total confidence at the checkout.



Regret begins on the drive home.

## COMMON SYMPTOMS OF CRAPTTTRACTION

### 1 AISLE DRIFT

You veer away from groceries toward unexplained hardware.

THIS WAY →



### 2 PRICE HYPNOSIS

\$39.99 sounds like financial prudence.

\$39.99



### 3 UTILITY FANTASY

You imagine a future self who constantly uses a folding workbench.



### 4 BOOT-SPACE COMMITMENT

The object is purchased because it already fits in the car.



### 5 HOME ARRIVAL SHAME

You unload the bargain and pretend it was always part of the plan.



## HOW CRAPTTTRACTION SOUNDS

"It would be irresponsible not to buy it at that price."



"I may need it one day, possibly never."



"This is not clutter. This is optional preparedness."



"The bargain found me."



"The regret is later. The saving is now."



## WHY IT HAPPENS

- ✓ Cheap dopamine.
- ✓ Fantasy competence.
- ✓ Scarcity bait.
- ✓ Random novelty.
- ✓ Symbolic practicality.



## THE WORKBENCH INCIDENT

### EXPECTED



I will build. I will fix.  
I will create things.

### REALITY



Unopened. Unused.  
Unquestioned.

## THE TURTLE TRUTH

Craptttraction is what happens when a low price and an absurd object combine to overpower judgement.

The item is never essential. Rarely used. And somehow still feels like a victory.



★ CRAPTTTRACTION: YOU WENT IN FOR SOAP. YOU CAME OUT WITH DESTINY ON SPECIAL. ★

# NEW WORD!

COMIC  
COGE  
AUTHORITY

# SLIPSHAPING

THE QUIET FORMATION OF A PERSON'S TASTES, ASSUMPTIONS OR DESIRES BY REPEATED COMMERCIAL IMAGERY, CULTURAL CUES AND MEDIA EXPOSURE, WITHOUT THE PERSON NOTICING THE PROCESS.

## WHAT IS SLIPSHAPING?

Slipshaping is the slow, background shaping of your wants and assumptions through repetition, familiarity and status cues.

It is not open coercion. It works by constant exposure until an artificial standard feels normal.

You are not forced.  
You are formed.  
That's the trick.  
That's the problem.



Repeated ideals become invisible rules.

## REAL EXAMPLES:

- You absorb beauty norms because you see them constantly.
- You start to treat extreme thinness as normal or superior.
- You assume expensive, polished imagery means worth.
- Advertising can make women unhappy simply for not matching a narrow body ideal.

## HOW SLIPSHAPING WORKS

### 1. REPEATED EXPOSURE

You see the same imagery again and again.



### 2. FAMILIARITY

The repeated image starts to feel natural.



### 3. NORMALISATION

A narrow ideal becomes "just how things are."



### 4. INTERNALISATION

The outside standard moves inside your self-image.



### 5. PREFERENCE

You think you chose it, but you were shaped first.



## HOW SLIPSHAPING SOUNDS

I just happen to like this.



It never occurred to me where that preference came from.



Everyone knows what looks right.



I'm just choosing naturally.



Funny how all my tastes arrived pre-installed.



## WHERE IT SHOWS UP

- Beauty and body ideals
- Fashion and branding
- Class and status aspiration
- Politics and opinions
- Home and interior taste
- Food and lifestyle signalling



## NOT THE SAME AS



**OPEN PERSUASION:**  
you know it is trying to persuade you.



**EXPLICIT INSTRUCTION:**  
you are directly told what to think or do.



**CONSCIOUS REASONING:**  
you examine evidence and decide.

Slipshaping works in the background. It whispers while you are not listening.

## THE TURTLE TRUTH

The target is not women.

The target is the advertising machine that quietly teaches women to be dissatisfied unless they fit a narrow, skinny ideal.

Slipshaping is what happens when repetition disguises itself as preference.



★ **SLIPSHAPING: WHEN ADVERTISING INSTALLS THE IDEAL AND BLAMES YOU FOR NOT MATCHING IT.** ★

# NEW WORD!

COMIC  
COGE  
AUTHORITY

# SLAPSLOPSLIPSHAPING

THE APPLICATION OF BRAINS, COMMON SENSE OR LUCK TO DELETE THE SLIPSHAPING EFFECT FROM ONE'S BRAIN.

## WHAT IS SLAPSLOPSLIPSHAPING?

It's what happens when you notice that some desire, preference, beauty standard or status aspiration was quietly installed by repetition, advertising, cultural cues or media exposure.

You realise the desire is imported.

You throw it out.

Your taste becomes yours again.



## REAL EXAMPLES:

-  You realise the body ideal was sold to you, not discovered by you.
-  You stop thinking expensive means better.
-  You notice that wanting the status object came from repetition, not need.
-  You stop feeling defective for not matching an ad.

## HOW SLAPSLOPSLIPSHAPING WORKS

### 1. NOTICE THE INSTALL

Something feels important. But... why?



### 2. TRACE THE SOURCE

Where did this idea come from?



### 3. LAUGH AT IT

Oh. It's just marketing doing cosplay.



### 4. DELETE THE SCRIPT

Unsubscribe from nonsense.



### 5. WALK AWAY LIGHTER

Freedom has better Wi-Fi.



## HOW SLAPSLOPSLIPSHAPING SOUNDS

Hang on. Do I even want this?



That preference arrived by freight.



Repetition is not truth.



No thanks. I decline the installed insecurity.



That ideal can leave the building now.



## TOOLS OF SLAPSLOPSLIPSHAPING

- Pattern recognition
- Humour
- Scepticism
- Common sense
- Indifference to fashion coercion
- A decent night's sleep



## WHAT GETS DELETED



BODY-SHAPE PANIC



STATUS SIGNALLING



FAKE URGENCY



LUXURY WORSHIP



BRAND-INSTALLED IDENTITY



ALGORITHMIC DESIRE

## THE TURTLE TRUTH

The goal is not to hate women.  
The goal is not to hate beauty.

The target is the advertising machine and the repetitive commercial cues that make people—especially women—feel unhappy or defective if they do not match a narrow ideal.

Slapslopslipshaping means recovering your own judgement.

Your mind. Your call. Your life.



★ SLAPSLOPSLIPSHAPING: WHEN YOUR BRAIN RETURNS AN ADVERTISING REFUND. ★

# NEW WORD!

COMIC  
COGE  
AUTHORITY

# AUTOSUBSTITUTION

THE PROCESS BY WHICH WORKERS ACCELERATE THEIR OWN REPLACEMENT BY USING AI HEAVILY ENOUGH THAT THEIR WORKFLOWS, DECISIONS, LANGUAGE, SHORTCUTS AND DOMAIN JUDGEMENT BECOME TRAINING MATERIAL FOR THE SYSTEM THAT WILL LATER ABSORB THE JOB.

## WHAT IS AUTOSUBSTITUTION?

Autosubstitution happens when a worker uses AI to save time, standardise language, document judgement and automate repeated decisions.

In doing so, they help convert tacit human know-how—built from years of experience, context and nuance—into structured, machine-usable patterns.



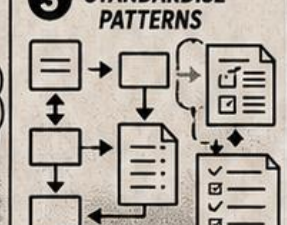

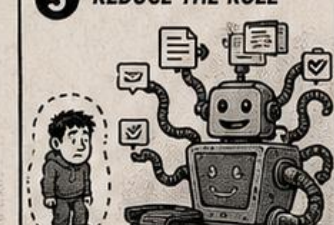
The worker is not just using the system. They are assisting the system that may later reduce the need for the worker.



## REAL EXAMPLES:

-  A customer support worker trains AI on ticket replies.
-  A copywriter uses AI until brand voice becomes a template.
-  An analyst logs decisions so the model learns the pattern.
-  A manager delegates summaries and judgement shortcuts to the tool.

## HOW AUTOSUBSTITUTION HAPPENS

<p><b>1 USE AI</b></p>  <p>Use the tool to save time and get things done faster.</p>	<p><b>2 EXTERNALISE JUDGEMENT</b></p>  <p>Hmm... given context, risks, precedents... I'd recommend...</p> <p>You turn thoughts, intuition and nuance into prompts and notes.</p>	<p><b>3 STANDARDISE PATTERNS</b></p>  <p>Repetition becomes workflows. Workflows become templates.</p>	<p><b>4 TRAIN THE SYSTEM</b></p>  <p>Your inputs feed the model. It learns your language, judgement and shortcuts.</p>	<p><b>5 REDUCE THE ROLE</b></p>  <p>The system does more. The role shrinks. The need declines.</p>
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## HOW AUTOSUBSTITUTION SOUNDS

<p>I'm just using it as an assistant.</p> 	<p>It now writes the first draft better than I do.</p> 	<p>We've documented the whole process.</p> 	<p>Most of the judgement is now in the workflow.</p> 	<p>Why do we still need so many of us?</p> 
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## WHY IT HAPPENS

- Convenience
- Speed
- Lower labour cost
- Repetition capture
- Management pressure
- People mistake short-term efficiency for long-term safety

## YOU THINK

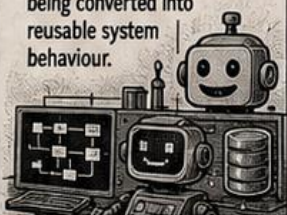
You think: I am becoming more productive.



VS

## ACTUALLY

Actually: your tacit knowledge is being converted into reusable system behaviour.



## THE TURTLE TRUTH

The danger is not AI by itself. It's workers willingly pouring their judgement, language and process knowledge into systems that can later be scaled without them.

Autosubstitution is self-disruption disguised as productivity.



★ AUTOSUBSTITUTION: WHEN YOU TRAIN THE TOOL SO WELL IT STARTS EATING THE TOOL USER. ★

# NEW WORD!

# INTURT

TO ARRIVE AT THE WRONG CONCLUSION BY INTUITION,  
THEN TREAT THE FEELING AS EVIDENCE.

## WHAT IS INTURT?

Inturt is what happens when a person feels their way to a conclusion, skips the analysis, and then starts treating the feeling itself as proof.

It is intuition promoted to evidence.

The conclusion arrives first.  
The justification follows later.



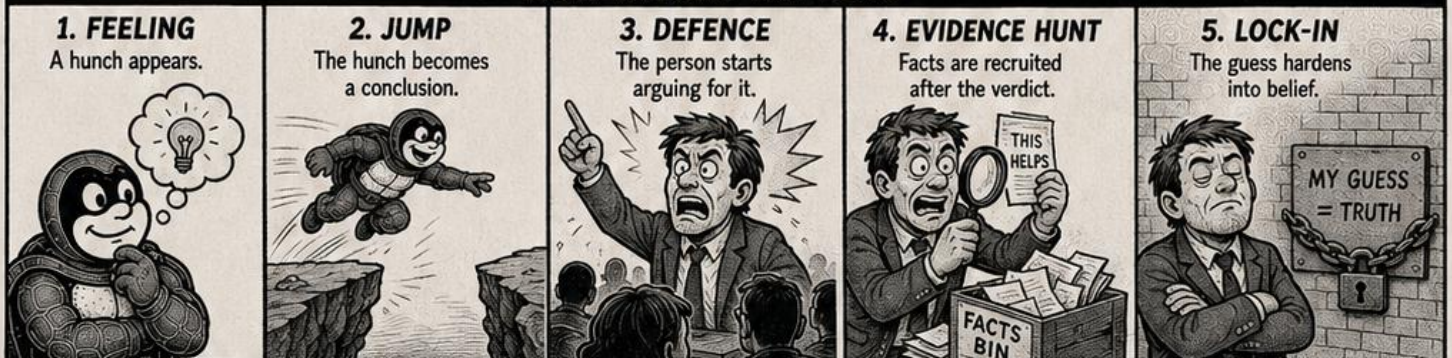
## VERB FORMS

inturt  
inturted  
inturting

## REAL EXAMPLES

- He inturted the answer and then spent the meeting defending a guess.
- The investor did not analyse the market. He inturted it.
- She had enough evidence to know better, but inturted her way into the decision.

## HOW INTURT HAPPENS



## HOW INTURT SOUNDS



## COMMON SIGNS OF INTURT

- ✓ Conclusion before investigation
- ✓ Confidence without mechanism
- ✓ Selective use of facts
- ✓ Defending a guess like a discovery
- ✓ Mistaking certainty for proof



## NOT THE SAME AS

- ⚡ Good intuition: a fast clue that still needs checking.
- ⚖ Analysis: evidence first, conclusion second.
- 🎯 Inturt: conclusion first, evidence never really arrives.

## THE TURTLE TRUTH

Inturt is not having an instinct. Everybody has instincts.

Inturt is what happens when instinct skips the queue and appoints itself as judge, jury and evidence.



★ INTURT: WHEN YOUR GUT WRITES A REPORT YOUR BRAIN NEVER CHECKED. ★

# NEW WORD!

COMIC  
COGE  
AUTHORITY

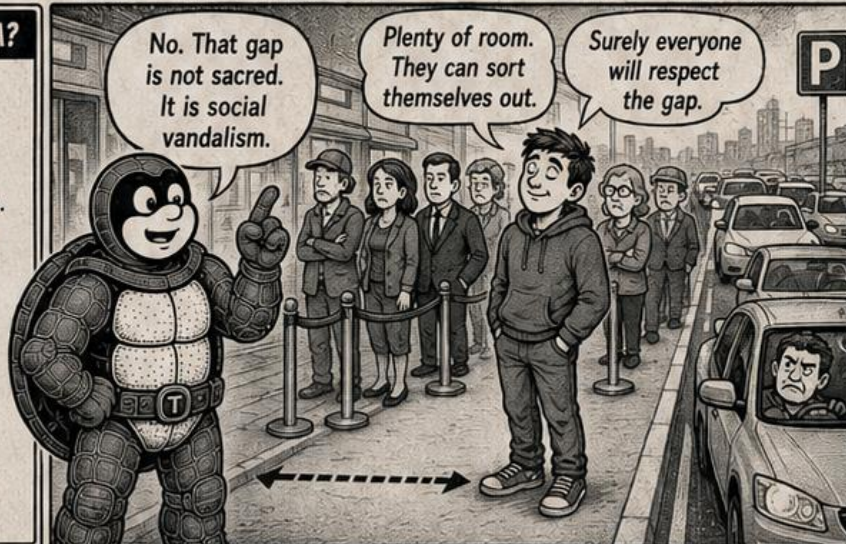
# GAPNOSIA

A PSYCHOLOGICAL CONDITION IN WHICH A PERSON FAILS TO PERCEIVE THE SOCIAL COST OF LEAVING EXCESSIVE EMPTY SPACE IN QUEUES OR TRAFFIC, COMBINED WITH AN IRRATIONAL BELIEF THAT OTHERS WILL RESPECT THE GAP.

## 1. WHAT IS GAPNOSIA?

Gapnosia is the failure to notice that leaving absurdly large gaps in queues or traffic imposes time, friction and irritation on everyone else.

The sufferer wrongly assumes the gap is harmless, polite or somehow protected.



## 3. COMMON SYMPTOMS

- Leaves giant gaps in queues
- Leaves car-length voids in traffic
- Assumes nobody will fill the space
- Causes bottlenecks without noticing
- Interprets annoyance from others as impatience rather than a reaction to their behaviour

## 4. HOW GAPNOSIA SHOWS UP

<h3>1. QUEUE DRIFT</h3> <p>One person drifts. Twenty suffer.</p>	<h3>2. TRAFFIC VOID</h3> <p>That space was for smooth flow, not ego.</p>	<h3>3. CHECKOUT DELAY</h3> <p>A gap here adds minutes to everyone.</p>	<h3>4. ESCALATOR GAP</h3> <p>Escalators are not personal runways.</p>	<h3>5. BOARDING GATE CONFUSION</h3> <p>You left a canyon. Now we miss the plane.</p>
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## 5. HOW GAPNOSIA SOUNDS

<p>I'm just giving people space.</p>	<p>No need to crowd.</p>	<p>They can go around me.</p>	<p>I assumed people would respect the gap.</p>	<p>Why is everyone so aggressive?</p>
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## 6. THE SOCIAL COST

- Wastes time
- Slows the line
- Breaks traffic flow
- Creates resentment
- Rewards queue-cutters
- Makes everybody else do the work

## 7. PROGNOSIS FOR SUFFERERS

A very early death in a zombie apocalypse.



## 8. THE TURTLE TRUTH

Gaps are not gifts. They are delays.

If you leave too much empty space in a queue or in traffic, the world fills it for you. Usually with irritation.



★ GAPNOSIA: A SMALL GAP FOR YOU. A GIANT ANNOYANCE FOR EVERYONE ELSE. ★

# NEW PRODUCT!



# TURT BEER

**GUARANTEED HANGOVER.  
SO MUCH FLAVOUR YOU WON'T EVEN KNOW IT'S BEER.**

## WHAT IS TURT BEER?

A small but serious range of shell-approved beers. Three styles. Three moods. One highly suspicious turtle brand.

-  Dreams: hazy IPA
-  Sunshine: XPA
-  Disco: pale ale



## REAL DRINKING OCCASIONS

-  **Dreams:** when the afternoon has gone soft around the edges.
-  **Sunshine:** when you want something bright, clean and cheerful.
-  **Disco:** when the evening requires movement, noise and poor decisions.

## THE RANGE



**DREAMS**  
HAZY IPA




Soft haze.  
Quiet confidence.




**SUNSHINE**  
XPA



Bright hop lift.  
Clean finish.



**DISCO**  
PALE ALE








Party energy.  
Respectable bitterness.

## HOW TURT BEER SOUNDS



## WHY THE RANGE EXISTS

- Different moods 
- Different levels of nonsense 
- Same turtle quality control 
- Useful for conversation 
- Useful for avoiding conversation 

## THE TURTLE TRUTH

Not every beer needs to be a lecture.  
Some beers are for drift.  
Some are for daylight.  
Some are for turning the music up.  
Turt Beer covers the essentials.



★ **TURT BEER: GUARANTEED HANGOVER.  
SO MUCH FLAVOUR YOU WON'T EVEN KNOW IT'S BEER.** ★

# NEW PRODUCT

COMIC  
COGE  
AUTHORITY

# TURTDIRECT INSURANCE

**UNLIKE THE OTHERS WE PAY OUT IN CASH OR SCRATCHIES, OR ANY COMBINATION THEREOF. YOUR CHOICE.**



## WHAT IS TURTDIRECT?

TurtDirect Insurance is the revolutionary alternative to boring, old-fashioned insurance.

When life (or other people) bash you up, we don't drag our feet with forms, excuses or fine print.

We pay out in cash, scratchies, or the perfect mix of both—because we know what really matters.

**WE TURN YOUR ACCIDENT INTO AN OPPORTUNITY.**



## FROM MISFORTUNE TO FORTUNE

1. LIFE HITS YOU.



2. YOU FILE THE CLAIM.



3. WE TURN IT AROUND.



### WHY TURTDIRECT?

Insurance should be about people, not policy. We cut the nonsense, cut the wait, and cut you a deal that actually feels fair.

No robots. No runaround. Just real help and real value—delivered with a smile and maybe a scratch.



### TURTDIRECT BENEFITS



**CASH PAYOUT**  
Straight cash. Fast cash. No fuff.



**SCRATCHIES PAYOUT**  
Lucky Turtle scratchies. Big prizes. Bigger fun.



**MIXED PAYOUT OPTION**  
Why choose? Get cash, scratchies, or any mix you like.



**TURN YOUR ACCIDENT INTO AN OPPORTUNITY**  
Because bad luck shouldn't mean a bad day.

### HOW IT WORKS (THE TURT WAY)

- 1** **REPORT IT**  
Call, click or pop by. We're always ready.
- 2** **WE SORT IT**  
We cut through the noise and get to the truth.
- 3** **YOU CHOOSE**  
Cash, scratchies, or both. Your call.
- 4** **YOU WIN**  
Quick payout. Happy days. That's the TurtDirect way.



**WE TURN YOUR ACCIDENT INTO AN OPPORTUNITY.**

★ **TURTDIRECT: CLAIM BIG. SCRATCH BIGGER.** ★



