

Product principle

1. What is the working principle of axillary deodorant cream?

There are two types of sweat glands in the human body: the small sweat gland and the other is the large sweat gland,

The small sweat glands secrete water and inorganic salts, while the large sweat glands secrete fat and protein. After bacteria break down these proteins and fats, they produce a foul odor, which is why the armpits smell. Ordinary cosmetic deodorants mainly block sweat pores, prevent the discharge of protein and fat, and achieve deodorizing effects, which is why there is a foul odor immediately after bathing.

There is also a product that achieves deodorization by killing bacteria that break down proteins and fats. However, due to bacteria's rapid growth rate, they usually reach high concentrations within a day, and these bacteria are ubiquitous and difficult to completely eliminate. Therefore, this type of product only has a few hours of effect.

Another way to prevent odour is to avoid producing protein and fat. The reason why sweat glands can secrete protein and fat is because their activity is too strong. Our Doctor Zeng Armpit Deodorant Cream uses traditional Chinese medicine to temporarily put the sweat glands in a sleep state and stop them from working, which prevents them from being in an excited state and keeping them in a semi-dormant state. They no longer secrete a large amount of protein and fat, thus achieving a long-term deodorization effect. This is the principle behind the effectiveness of Doctor Zeng Armpit's Deodorant Cream.

Our deodorant cream only causes a small amount of interference to the small sweat glands, which only decreases sweat for a short period of time after using the product. In the later stage, the small sweat glands can secrete sweat normally, but the large sweat glands are still in a semi-dormant state. In this way, the armpits can sweat normally without any odor, which is a perfect state.

2. Can Doctor Zeng Armpit Deodorant Cream also be used on other body parts?

Yes, Doctor Zeng Armpit Deodorant Cream can effectively eliminate odor on various parts of the body. Many areas of the skin have large sweat glands, which can cause unpleasant odors. Our deodorant cream works on the same principle and can be used to eliminate odor in different areas.

For instance, our deodorant cream can be applied to areas such as the armpits, areolas, navel, groin, genital area, anus, toes, and forefoot. To cater to different needs, we have developed three types of deodorant creams: one specifically for armpits, one for feet, and one for private areas. Each type is formulated to effectively address odor in its respective area.

By utilizing the appropriate Doctor Zeng Armpit Deodorant Cream, you can enjoy long-lasting freshness and effectively combat odor on various parts of your body.



3. Can you purchase deodorant samples for your feet and private areas?

We are unable to provide you with deodorant samples for feet and private parts.

Because we only produce armpit deodorant, which means only armpit deodorant are in stock. Because the three products have the same formula, and the armpit deodorant can also be used for the feet and private parts, we do not need to produce inventory. We only have photos of these two products.

Furthermore, when you apply armpit deodorant to your feet and private areas and see the effectiveness of the products, you truly believe me that these are three products with the same formula.

4. Does Doctor Zeng Armpit Deodorant Cream have an antiperspirant effect?

Doctor Zeng Armpit Deodorant Cream has an antiperspirant effect.

After using our product, if the time to eliminate armpit odor is 20 days, then its antiperspirant effect time is approximately 10 days. That is to say, within 10 days, the skin does not sweat, and after 10 days, although the skin sweats, there is no odor in the armpits. The above phenomenon indicates that compared to the small sweat gland, our product has a slightly greater impact on the skin's large sweat glands.

5. Why is it not stated on the product packaging that it has antiperspirant function?

Our product has a certain antiperspirant effect, but I suggest not promoting the antiperspirant effect of this product in advertising.

As far as I know, in the US market, deodorizers belong to cosmetics, while antiperspirants belong to OTC drugs, and they are subject to different levels of supervision. So, when someone asks me, is Dr. Zeng's deodorizing cream an antiperspirant or a deodorizer? I only answered that it was deodorant.

Deodorizers eliminate body odor, similar to detergents, and are therefore classified as cosmetics.

And antiperspirants act on a certain organ of the body, reducing the secretion of sweat glands, so they belong to drugs.

So, I suggest downplaying its antiperspirant effect in the product description. We should not actively discuss its antiperspirant effect, but rather as a phenomenon to tell everyone that there will be less sweat in the early stages, in order to avoid government supervision of Dr. Zeng's deodorizing cream.

6. Can underarm odor be inherited?

It is clear that underarm odor is hereditary.

According to current genetic research, the gene ABCC11 determines whether a person develops underarm odor. This genetic mutation almost eliminates the odor of underarm odor in Northeast Asian people, which means that in China, Japan, North Korea, and South Korea, the proportion of underarm odor sufferers in the national population is less than 10%. In addition, in all other countries, the proportion of underarm odor sufferers in the national population exceeds 80%, even more than 90%.

So, the market for Dr. Zeng's deodorizing cream will spread all over the world, and our product's 21 day deodorizing effect will make Dr. Zeng's deodorizing cream a world-class sales explosive!

Suggest searching for keywords on Google: ABCC11 gene East Asia

7. Can underarm odor be eradicated?

Underarm odor cannot be completely eradicated unless the sweat glands beneath the skin are completely removed, which is a surgical procedure. However, it is often not possible to completely remove them, and

some people may experience a recurrence of the odor. Because there are a large number of lymph nodes beneath the armpit, if the surgical knife cuts too deeply, it can damage the lymph nodes. If the surgical knife cuts not deeply, it cannot completely remove the sweat glands, which is a contradiction. Therefore, it is difficult to completely eliminate armpit odour through surgery.

Product usage

8. What is the shelf life of the product?

18 months at room temperature, 36 months refrigerated

Because our products are produced from natural ingredients, refrigeration is beneficial for extending their shelf life.

9. How do I apply Armpit Deodorant Cream?

Applying our deodorant cream is simple. Start with clean, dry underarms. Open the packet and apply cream from each packet evenly to each armpit. Do not wash it off within 8 hours.

10. Can pregnant women and children use the product?

Pregnant women and children can also use our products. Anyone can use our product.

The reasons are as follows.

(1) The raw materials are very safe. Our products are mainly produced from traditional Chinese medicine, which is very natural, very safe, and even can be taken orally. Do you think it's safe or not?

(2) External products have minimal impact on the body. Our product is for external use rather than oral administration, and external use products generally have little impact on physical health.

(3) The dosage is small, and the impact on the body is minimal. Our product is applied to a small area of skin in the armpit, and the dosage is very small, only 0.8 grams of X2 each time, for a total of only 1.6 grams. Compared to shampoo and shower gel, our product has a very small usage.

(4) Low usage frequency and minimal impact on the body. Our product needs to be used once every 20 days, not every day. Other similar products need to be used every day.

However, the above statement is only based on experience, and we have not conducted clinical tests on pregnant women and children. If you are particularly cautious, you can indicate on your packaging that pregnant women and children should use with caution.

11. Can I use it without taking a shower?

It can be used without taking a shower.

Even without taking a shower, it can be used immediately to eliminate armpit odor, with an effect of about 21 days. Just using it after taking a shower will make you feel cleaner and cleaner.

12. Do I have to use it before bedtime? Can it be used during the day?

It can also be used during the day, but it is recommended that you use the product before going to bed.

Because we recommend that you do not wash off the product within 8 hours after use, allowing the medication to be fully absorbed by the skin. If you use the product before bedtime, a quiet sleep and a still body will allow the skin to absorb the medication more thoroughly, resulting in better results.

13. Why should the product not be washed off within 8 hours after use?

Doctor Zeng Armpit Deodorant Cream is extracted from traditional Chinese medicine, and only when fully absorbed by the skin can it produce good results. Therefore, it is recommended that you do not wash off the product for 8 hours, and it is best to use the product before sleeping. During sleep, a still body will allow the skin to absorb the medicine more thoroughly, resulting in better results.

14. Is Doctor Zeng Armpit Deodorant Cream suitable for all skin types?

Yes, Doctor Zeng's formula is designed to be suitable for all skin types, including sensitive skin. Our natural ingredients and absence of harmful chemicals make it a gentle choice for everyone.

15. Will the skin itch after using the product?

A few people may experience itching after using our product, but there are two types of itching.

The first type is that after using the product, you will feel your skin dry. When you walk, the dry skin rubbing against each other will make you feel itchy. The current test results show that shea butter has the best effect. This situation is not an allergy; the real cause is dry skin.

The second type is that after using the product, your skin may experience redness, swelling, itching, and blisters. After applying 75 ° medical alcohol, the itching on the skin will be significantly reduced. If the skin itches again, you can apply alcohol again, usually 5-8 times a day. After about 3-5 days, the skin will be completely healed. When the skin initially turns red and itchy, immediately start using alcohol; The earlier you apply alcohol, the better the effect. Or you can use alcohol wipes or liquor with high alcohol content. If redness, itching, and herpes persist for a long time and alcohol is ineffective, antihistamines need to be taken. Objectively speaking, although Dr. Zeng's deodorizing cream can currently be classified as cosmetics, the liquid in the bag is traditional Chinese medicine liquid, which is medicine. As long as it is medicine, there are always people who are not suitable for using it. Even foods like milk and soybeans can cause allergies in some people, let alone drugs. Please understand this. In the population, the proportion of this allergy is extremely small, generally less than 1%.

16. Do you still need to go to the hospital after applying alcohol?

After applying alcohol, the itching on the skin will be significantly reduced, and you won't feel so uncomfortable anymore. Then, if the skin itches again, you can apply alcohol again, usually 5-8 times a day. After about 3-5 days, the skin will be completely healed without any sequelae or follow-up problems. This itchiness and redness of the skin are an overreaction of the skin's immune system, simply reminding the owner that the skin has come into contact with a substance that the body does not like. The circulatory system of the body will gradually eliminate some substances from the body. Since you have only applied our product once, the itching will not increase, it will only gradually decrease, but this reduction process takes time, usually 3-5 days. Applying alcohol can help the skin eliminate inflammation caused by excessive skin reactions and alleviate itching. The body is very powerful and can easily solve this problem. In fact, all kinds of allergies go through this process. After applying alcohol, as long as the itching trend is reduced, there is no need to go to the hospital.

17. Can we change the product formula to solve the itching problem caused by dry skin?

Technically speaking, we are unable to solve this problem.

Because in principle, our product puts the sweat glands into a dormant state, causing the skin to stop secreting lipids and proteins. Proteins are the substances that cause odor in the armpits, while lipids are the substances that keep the skin dry.

If we change the product formula, the sweat glands will secrete both lipids and proteins, and the function of our product to eliminate armpit odor will disappear.

In order to maintain the product's ability to eliminate armpit odor, we can only accept this characteristic of the product, which can cause dry skin.

It's actually very simple. Users only need to use Vaseline or moisturizer to achieve the same effect of skin secreting oil, which can avoid itching caused by dry skin.

18. Can the skin test on the back of the knee and the inner side of the forearm verify if this product has skin allergies?

It can be confirmed that even if a test is done behind the knee, a skin test on the inner side of the forearm cannot determine if there is an allergy. Even if testing is done in the armpit, it cannot be determined whether there will be allergies.

Because among our users who experience allergic reactions, some only show symptoms on the 3rd to 5th day after use, which means they did not experience any allergic reactions on the night of using the product. This indicates that even if a test was conducted in the armpit that night, it cannot predict allergies in a few days.

19. Is the redness of the skin after using Doctor Zeng Armpit Deodorant Cream an allergy?

Strictly speaking, the redness of the skin caused by the use of this product should not be called an allergy, but rather a manifestation of the skin's condition. That is to say, if the customer's physical condition is not good, if they experience fatigue, stay up late a lot, and have poor physical condition, their skin tolerance will decrease. Coincidentally, if they use our product at this time, they may experience this phenomenon of skin redness.

The skin redness that occurs after using our product is different from penicillin allergy. Penicillin allergy is highly specific, targeted, and almost absolute. As long as this person is allergic to penicillin, 99% of them will be allergic to penicillin every time they use it in the future. And our product is not like that.

Among our users, those who experience redness on their skin may experience redness on their first use of the product, but not on their second use. Some people may not experience redness on their skin when using the product for the first time, but may experience redness on their skin when using the product for the second or third time.

So our product is not specific, not targeted, not an absolute allergy, but only a manifestation of the skin's condition, strictly speaking, it cannot be called an allergy.

20. Do I need to wash off our product after using it for 8 hours?

After using our product for 8 hours, I suggest that our users wash off the product applied to their skin as soon as possible, or they can choose not to wash it off.

After using our product, a very small number of people may experience real allergies, with obvious skin reactions such as redness, rash, and very, very itching. I suspect that this may be due to the long-term residue of products on the skin. Perhaps washing off the products on the skin in a timely manner can reduce the occurrence of such allergic reactions.

We are currently collecting data on this type of allergic phenomenon. If your user experiences skin redness or rash after using the product, you can give them the above advice to wash the product off as soon as possible after 8 hours of use. And please provide us with feedback on the effectiveness of this method, thank you.

21. Will skin allergic reactions have an impact on sales? How to avoid it?

If you are our distributor, I must first emphasize that our products do indeed experience allergies. Although the number of people affected is very small, the skin itching caused by this allergy is a strong and unbearable itch.

If your sales channel is offline stores or independent online sites, this allergy will not affect sales because you can comfort customers well. You can also solve the bad emotions that customers may have in various ways, without affecting the purchases of other customers. If a customer writes negative feedback, you can delete it yourself in the independent website backend.

However, if you are selling products on an online store like Amazon, you cannot freely eliminate negative reviews from customers. The intense itchiness will cause customers to give negative reviews, which will affect other customers' purchases and your sales. I suggest that you try to add negative reviews in advance and include the method of using 75 ° medical alcohol to solve allergies in this negative review. Usually, every customer will read the content of the negative review. This way, when customers make a purchase, they will pay attention to this method of solving allergies. When they have allergies, they will know how to eliminate them and avoid unbearable itching, which will reduce the number of negative reviews.

22. Will the skin turn black after using the product? Will the skin turn white?

After using our product, it is true that some people's skin may turn black or white, but the proportion is very small, about 0.1%. Usually, there is no need to do anything, after a month, the skin will automatically return to normal. But we cannot quickly eliminate the color change of the skin..

23. Why is the product only effective for 3 days after use?

Because the impact of Doctor Zeng Armpit Deodorant Cream on different people varies, the longest record for the number of effect days after using our product is 6 months. At the same time, some people's effect days are only 3 days, while more people's effect days are around 20 days, with an average of around 20 days.

24. Regular use of Doctor Zeng Armpit Deodorant Cream all year round won't harm the body, right?

Our product formula is an ancient herbal formula from China, with a history of over 200 years. Many people use this product, and countless experiences have verified that long-term use will not harm the body. This formula is derived from ancient medical books passed down to me by my ancestors, which have helped many people. You can see this video of ancient medical books on my website.

Based on our long-term observation, even if you use this product for life, its effect on sweat glands will not disappear, which means that this product will not be ineffective on people. The number of effective days will fluctuate within a certain range, and sometimes the difference between different days can exceed 50%. The change in the number of days with the effect is mainly related to the temperature. When it's hot, the number of days will decrease. When it's cold, the days will lengthen.

In addition, there is a situation where the duration of the effect will be prolonged, and even the odor will disappear forever. In fact, this is not the effect of our product, but rather a change in the sweat glands. The secretion ability of sweat glands is related to age, and in older people, the secretion ability of sweat glands weakens or even disappears. That's why some elderly people use our product, and the effect lasts longer and longer, and even some elderly people's odor completely disappears. It's not that our product completely cured the odor, but rather that the secretion ability of sweat glands has weakened or even completely disappeared.

Qualification certificate

25. (The original number 16) Is the authority of Intertek testing reports high?

Intertek, a British company, is one of the world's largest consumer product testing, inspection, and certification companies, renowned worldwide for its recognized professionalism, quality, and integrity. I suggest you search online to determine the strength and credibility of the company.

26. List of names for 9 Intertek testing reports

- (1) Microbial contamination
- (2) Heavy metal contamination
- (3) Efficacy of antimicrobial preservation
- (4) Cytotoxicity
- (5) Irritation test
- (6) Skin sensitization tests
- (7) Effect clinical test report
- (8) Ethyl alcohol
- (9) Aluminium

27. Do the agents of our products also need to prepare 9 Intertek testing reports?

If these test reports are beneficial to your sales, you should obtain them. These reports can help us quickly gain the trust of our clients.

However, since our report is marked with our company's name and address, I don't think you would want your clients to find us. Therefore, you should entrust Intertek to issue new reports for you indicating your company name and address.

I can provide you with the contact information of Intertek company, and you can make the payment yourself. If you are our exclusive agent, you don't have to worry about any clients finding us. You have an absolute monopoly on your country and we will transfer any clients from your country to you. You don't need to redo these 9 reports anymore.

28. The price of 9 Intertek testing reports?

In order to obtain these 9 reports, we paid over 50000 RMB. I have many agents, and in order for everyone to obtain these testing reports at a low price, I have reached an agreement with Intertek company. They can offer my agents about 50% off the price to test the products and issue reports. I can provide you with the contact information of Intertek company, and you can directly contact them and make payment to them.

29. The simplest way to verify the authenticity of Doctor Zeng Armpit Deodorant Cream's effectiveness?

You can find the phone number of Intertek's headquarters in China online, and by calling, you can verify the authenticity of all testing data.

As one of the world's largest consumer product testing, inspection, and certification companies, Intertek is renowned worldwide for its recognized professionalism, quality, and integrity.

Making a phone call is more accurate, secure, comprehensive, and labour-saving than the way you find users to try out the product and obtain data.

Especially in the clinical testing report, the average number of days in the conclusion is 14.5 days, which means the average number of days without body odor is 14.5 days. This number of days is an effect that no product in the world has achieved, so we cannot falsify it. In other words, as long as Intertek confirms that our deodorant has a 14.5 day effect, it must be true because only we can do it, and no company's product can do it.

30. Intertek's clinical testing report shows that the average number of days for the product is 14.5 days. Why do you display 21 days on the packaging?

Firstly, when we approached Intertek company to test our deodorant in 2022, they only selected 20 people for clinical testing experiments. Because the number of people was too small, the data volume was limited, and the average value of the data was prone to significant deviation. The report concluded that the effect days were only 14.5 days. And our own extensive data indicates that the duration of our deodorant should be around 20 days. In addition, the clinical test reports conducted by Intertek for our other agents indicate that the duration is around 20 days, which also proves the accuracy of our data.

Secondly, 21 is a famous number that is easy to remember as a product name. In 1940, there was a famous movie in the UK called "21 Days", so we chose 21 days as the number of days for Doctor Zeng Armpit Deodorant Cream.

Formula ingredients

31. Is the ingredient list on the product packaging complete and authentic?

The ingredient list on our deodorant packaging is authentic but incomplete. We have only released a portion of the actual formula.

The purpose of doing this is to protect oneself, please understand. If we fully disclose the product formula, our peers will soon replicate us, and even if we apply for patent protection, we cannot receive protection.

32. Why not apply for a patent for the formula of the product?

Patent protection laws and intellectual property laws stipulate that they only protect the content you disclose. However, once we disclose the entire content of the formula, our peers will immediately replicate us. Their advantage is their mature sales channels, which will quickly spread globally. We have not entered the market, they have already occupied it.

If we believe that the law will protect us, then it is too childish. In fact, relying on litigation to protect oneself is very passive. If we are busy with litigation every day, we will not have time to research products and develop markets. That's why Coca-Cola has not yet applied for patent protection but has kept its formula strictly confidential. That's why traditional Chinese medicine formulas such as Yunnan Baiyao and Pianzaihuang in China have not been applied for patent protection but are protected as national confidential formulas.

33. Why are formulas for food and medicine not suitable for patent applications?

The first intellectual property law in the world appeared in 1883, with a history of only over 140 years. I don't think it's suitable for protecting all technologies. Its emergence has played an important role in the progress of modern technology, but only in the field of technology. Intellectual property protection has a promoting and encouraging effect on the iterative progress of science and technology.

However, some product formulas are obtained through accidental experience, and these formulas and experiences cannot even be explained by scientific knowledge. Perhaps one day, technology will develop to a higher level and be able to explain its principles. In the short term, these formulas and experiences are meaningless for the iterative progress of science, but due to the weak protection of intellectual property, these formulas and experiences are unwilling to accept intellectual property protection. The ultimate result is that these experiences and experiences disappear due to not being applied, which is a loss for humanity.

Coca-Cola's formula and countless formulas of traditional Chinese medicine belong to this situation. Why is using Coca-Cola's formula beverage delicious? Why are Yunnan Baiyao and Pianzaihuang in traditional Chinese medicine formulas so effective? At present, no scientific explanation is available.

However, the raw materials for these formulas are easy to find. If you disclose the formulas, your peers will quickly copy you and make slight changes to the formulas without affecting their effectiveness, but it can avoid legal sanctions on intellectual property rights.

Even if you can win the lawsuit, countless peers will copy your formula together. No one will be willing to face so many lawsuits, nor will they have the time and money to face them. Therefore, food and drug formulas are not suitable for patent applications.

34. Is essence added to the product ingredients?

Objectively speaking, our product belongs to pharmaceuticals and is produced from Chinese herbal raw materials, which have a unique odor. In order to improve the product smell, we added a compound floral essence.

If you let us carry out OEM customized production for you, you can choose your favorite essence. You can provide us with the name of your favorite perfume. Our engineers will prepare several samples for you and mail them to you for your choice.

35. If you don't like the smell of our products, can you choose the new essence you like? What are our requirements?

If you don't like the essence we choose to change the smell of the herbal liquid, you can choose the type of essence you like, but the minimum order quantity will be increased.

Because the minimum production capacity of our equipment for producing traditional Chinese medicine liquid is 100 kilograms, calculated based on 24 small packets per box and 0.8 grams per small packet, $100 \times 1000 \div 0.8 \div 24 = 5200$ boxes

So, the minimum order quantity will be increased to approximately 5200 small boxes

In addition, the customized use of special essence can not be mass produced, and the production cost will be higher, so we will increase the price by 5%.

36. How to choose essence?

Don't choose a single plant flavor essence that most users are familiar with. We used to use the jasmine smell as the essence of the product, but finally we changed to a essence with complex smell. The reasons are as follows:

Our traditional Chinese medicine liquid itself has a unique smell. If you choose to add a single plant smell essence that most users are familiar with, the smell obtained after mixing the liquid is not the pure smell of this plant. This impure plant odor can cause users to feel that the product is impure.

If we choose a compound essence smell, it will be combined with the original smell of traditional Chinese medicine liquid to obtain a pleasant fuzzy smell. As long as customers like it, we have achieved our goal. The compound essence we choose now is the compound essence recognized by many exclusive agents.

37. What should I do if the smell is really unpleasant when I first open the packaging bag?

Firstly, you need to inform the user that this product is not an ordinary cosmetic, but a herbal medicine with a unique odor.

Secondly, although this odor may not be pleasant, it will disappear half a minute after opening the packaging. After applying it to the skin for one minute, the residual medication on the skin will have a pleasant odor. In addition, after 8 hours, you can wash away any residual medication, and your armpits will have no odor, completely odorless, and it can remain odorless for about 20 days.

38. Can Doctor Zeng Armpit Deodorant Cream pass organic certification? Is the deodorant completely natural?

Doctor Zeng Armpit Deodorant Cream is mainly extracted from traditional Chinese medicine. The shelf life of extracts from plant materials could not be a lot longer. In order to extend the shelf life of products, we add food preservatives. In order to give the products a better smell, we add essence. In order to make the products suitable for filling into plastic bags, we add thickening agents, etc. These substances are not purely natural, so our deodorant cannot be called 100% natural and should not pass the organic certification.

39. Does Doctor Zeng Armpit Deodorant Cream contain aluminum? Do you have a testing report?

Our deodorant does not contain any aluminium raw materials and is an aluminum-free product. Intertek conducted testing on Doctor Zeng Armpit Deodorant Cream, and the report showed that no aluminium was detected.

40. Have animal-based ingredients been added to Doctor Zeng Armpit Deodorant Cream?

Our deodorant does not contain any animal-based ingredients.

41. Does Doctor Zeng Armpit Deodorant Cream contain Paraben?

Our deodorant does not contain Paraben. Because it is an extract of traditional Chinese medicine, we need to use food preservatives. The preservative we use is sodium dehydroacetate.

42. Has alcohol been added to Doctor Zeng Armpit's Deodorant Cream?

Our deodorant does not contain alcohol and is a non-alcoholic product. Intertek company has tested our deodorant, and the report shows that no alcohol has been detected.

43. 38. Does this product contain antibiotics, disinfectants, peroxides, and other antibacterial ingredients?

This product does not contain any antibiotics, disinfectants, peroxides, or other antibacterial ingredients.

At present, many deodorizing products on the market add similar ingredients to eliminate armpit odor by eliminating bacteria in the armpit, as the odor in the armpit is mainly produced by the reproduction of these bacteria. The characteristic of this type of product is that it must be used every day, even several times a day. Our product only needs to be used once to keep the armpit odor free for about 20 days. The principle of our product is different from the above raw materials, and it does not require the addition of the above raw materials.

Product production

44. Can the deodorant be customized for OEM production?

We specialize in OEM customized production for you, producing according to your packaging design and using your logo to help you establish your own brand.

45. What is this deodorant's production capacity? Can it be produced in large quantities and supplied to the global market?

Firstly, Guangzhou has tens of thousands of cosmetics factories, making it the largest cosmetics production base in China and the world.

Secondly, our deodorant's raw materials are the most common Chinese medicinal herbs, which are abundant and very easy to purchase.

Thirdly, our company mainly controls the product formula. The production of traditional Chinese medicine liquid is completed by a traditional Chinese medicine processing factory, and the filling of finished products is also entrusted to a cosmetics factory in Guangzhou. In China, there are tens of thousands of these two types of factories. If we need to increase production, we only need to find more OEM factories to join, which is very simple.

So, our production capacity is unlimited, and the supply capacity of Chinese manufacturing is amazing! We can supply products to the global market, rest assured!

46. Does the factory have GMP and ISO certification qualifications?

We carefully and strictly select OEM factories, and we need to carefully assess their production capacity. They all need to have GMP and ISO certification qualifications, which are the most basic requirements for the factory.

47. Can we meet and exchange ideas? Can I visit the factory? Can we visit the factory?

I have been living in Jinan, Shandong for a long time. The filling OEM factories we cooperate with are mostly located in Guangzhou, with a small number in other places. If you want to meet me in person, you need to come to Jinan to find me; If you want to visit the factory, I can arrange for our Guangzhou factory partners to receive you at any time. They will arrange vehicles to pick you up to the factory, where you can see the products we produce for dozens of customers.

48. What is the production cycle for a batch of OEM customized production?

OEM customized production, the production cycle for a batch of goods is one month.

Because the production cycle of plastic bag raw materials is 15 days, no matter how many products you want to produce, the production cycle for a batch of goods is one month. We will complete the production as soon as possible. If the quantity is huge, for us, it means finding more factories to work together for you.

49. Why do we require you to pay a 50% deposit instead of a 30% deposit for general custom production?

Because our costs are high, and the main reason is that we provide customized production for you, and the products we produce have your trademark and logo printed on them. If we encounter customers who do not pay the final payment, the goods cannot be resold like other products, and all goods must be destroyed.

50. How to ensure the stability of product quality?

When choosing a cooperative factory, we require that all factories must have GMP and ISO certification qualifications. Based on the essence of the ISO9000 quality management system, we have established our own strict and effective process management quality system to ensure efficient production speed and stable product quality.

51. Can customers import traditional Chinese medicine liquids and fill finished products in their own country?

We sell traditional Chinese medicine liquids to the outside world, and you can fill them in your own country. Because some countries impose high tariffs on cosmetic imports, if you import traditional Chinese medicine liquid from China and then fill the finished product in your own country, it can significantly reduce costs. The minimum order quantity is 10 tons, with a 30% deposit paid in advance, which can be shipped in batches. After paying 70% of the payment, the goods can be shipped out with a minimum shipment quantity of 200 kilograms. Determining the quantity of shipments according to your needs can ensure the freshness of traditional Chinese medicine and the shelf life of finished products.

Each kilogram of liquid medicine can produce 625 pieces (2 bags/piece, 0.8 g/bag), and you can calculate the demand based on this data.

I suggest that your first batch of goods be produced in China first, OEM customized production, and we will help you fill the finished products first. Once you have confidence in the market, you can import raw materials from traditional Chinese medicine and fill them yourself in your country.

52. About our bank receiving account

When you are ready to transfer the payment to us, we will provide you with different bank account numbers based on different circumstances.

If you need us to assist you with customs export procedures, we will provide you with our corporate bank account number.

If you can only remit your currency to us from your country, we will provide you with our corporate bank account number, and we must handle the customs export procedures for you to comply with Chinese laws. If you have your own freight forwarder in China, you do not need us to handle customs export procedures for you. We will hand over the finished products to your own freight forwarder in China. We will provide you with a private bank account and ask your freight agent to transfer the RMB to us. This also complies with Chinese laws, and we can save taxes.

Reminder: Product prices are calculated in Chinese yuan and remittance is made at the same day's exchange rate.

53. Can 21 days be changed to 7 days or 10 days? (Methodology)

If you want to change 21 days to 7, 10, or 15 days, it is likely that you want to increase the frequency of customer use of the product, thereby increasing product sales. However, I need to remind you that in the near future, there will be other agents selling similar products in your market. Will labeling their products as 21 days affect your sales? I don't recommend shortening the days.

The above are only my personal opinions and suggestions, for your reference only.

54. Should we change the number of small packages in the box from 24 to 8 or 6?

Based on past customer experience, it is reasonable to change the number of small packages from 24 to 8 or 6.

Users can use two small packages at once, and the usage effect is generally 10-20 days. 24 small packages are equivalent to 120-240 days, which is 4-8 months. If several family members in a family use them simultaneously, it is reasonable. However, if it is a new user trying out the product or an individual trying out the product, the number of small packages should be changed from 24 to 8 or 6.

If it is an 8-pack, it can be used 4 times, and the effect time is generally 40-80 days, with an average of 60 days.

If it is a 6 pack, it can be used 3 times, and the effect time is generally 30-60 days, with an average of 45 days.

At present, for other ordinary deodorant products on the market, purchasing one bottle usually takes 30-60 days, with an average of 45 days.

So, at the beginning of market development, it is reasonable to change the number of small packages from 24 to 8 or 6 in order to promote new users to try the product. This measure can lower the surface price of the product and reduce the difficulty for customers to try.

55. How to calculate the price if the number of small packages in the box is changed from 24 to 8?

(1) If the number of small bags in the box is changed from 24 to 8 or 6, and the total number of bags remains unchanged, the number of boxes will increase from 2100 to 6300. The additional cost is the cost of boxes and labor, and the cost change is as follows:

- ❖ 2100 boxes become 6300 boxes, the cost increases by 0.80 RMB/box
- ❖ 10000 boxes become 30000 boxes, the cost increases by 0.70 RMB/box
- ❖ 60000 boxes become 180000 boxes, the cost increases by 0.60 RMB/box
- ❖ 360000 boxes become 1080000 boxes, the cost increases by 0.50RMB/box

(2) For example: Assuming you order 2100 small boxes at a unit price of 26RMB, if you change the number of small bags in the box from 24 to 8 and the total number of bags remains unchanged, the number of boxes will increase from 2100 to 6300. The additional cost is the cost of boxes and labor, which is about 0.80 RMB box.

- ❖ $26 \div 24 \times 8 + 0.80 = 9.466$
- ❖ The price per box is 9.45RMB

(3) If the number of small packages in the box is changed from 24 to 8, the price is as follows:

- ❖ 2100 small boxes become 6300 small boxes, priced at 9.45RMB/box
- ❖ 10000 small boxes become 30000 small boxes, priced at 6.35RMB/box
- ❖ 60000 small boxes become 180000 small boxes, priced at 3.90 RMB/box
- ❖ 360000 small boxes become 1080000 small boxes, priced at 2.50RMB/box

(4) If the number of small packages in the box is changed from 24 to 6, the price is as follows:

- ❖ 2100 small boxes become 8400 small boxes, priced at 7.30 RMB/box
- ❖ 10000 small boxes become 40000 small boxes, priced at 4.95RMB/box
- ❖ 60000 small boxes become 240000 small boxes, priced at 3.10 RMB/box
- ❖ 360000 small boxes become 1440000 small boxes, priced at 2.00RMB/box

Product advantages

56. What are the advantages of Doctor Zeng Armpit Deodorant Cream compared to other similar products?

The comparison is as follows:

1. The effective days are different. Our deodorant has no odor for about 20 days after use. Other products, such as deodorant sticks and sprays, need to be used every day, even several times a day, which is very troublesome.
2. Showering and sweating will not affect the effectiveness of our deodorant. When using other products, as long as you take a shower or sweat, you will immediately develop a foul odor. You have used our deodorant, and even if you take a shower every day and sweat frequently, it keeps you odorless for about 20 days. In fact, the labeling of 24 or 48 hours on the packaging of other products is just bragging. Only if you guarantee not to sweat or take a shower, can their products achieve an effect of 24 or 48 hours. This will extend to an important feature of our deodorant, which will not put you in an awkward situation. Within the valid days, there will be no odor throughout the day. However, other products often make customers feel embarrassed. Not long after going out in the morning, they accidentally sweat and immediately develop a foul odor, which makes many people very embarrassed.
3. From the perspective of raw material safety, our deodorant is safer and more natural. We make it with traditional Chinese medicine, which is natural and harmless. And most of the other similar products are aluminum preparations, which is a product that many people reject because it achieves its effect by temporarily blocking the pores of the sweat glands. Of course, there are also products made from other raw materials, but they are all chemical products. You can check it through Google.
4. From a sales perspective, the product's 21-day effect is more significant and easier to sell. Outstanding product effects make customers feel more magical! Some people are always willing to try new products, and the magical effects will attract them to try our deodorant. Their real experiences will attract more people to join the user team.
5. From a profit perspective, our deodorant is more profitable as a new product! This is a huge business opportunity for you. Other products have become severely homogenized, with no difference in product quality, only different brands, and fierce competition with relatively low profits.
6. From the perspective of user stability, our deodorant is more likely to form a stable customer base. As long as users use our deodorant, they will definitely fall in love with it. Once a customer likes our deodorant, they must have changed their lifestyle habits. Once they get used to using our deodorant, they will never go back in time. We will inevitably form a stable customer base, and our market will continue to expand and stabilize.
7. From the perspective of market maturity. Other products have already developed a mature market, and it will be easier for us to seize their market based on them. Deodorants are a mature market, with

a current global market size of around \$50 billion in annual sales, and a market growth rate of 9.1% in the past three years, making it a strong and promising market. our deodorants have superior performance and ultra-low prices, and will definitely occupy the global market! Our deodorants entering the market is the process of squeezing out old products from the market. The sales of new products in this old market are more likely to succeed.

8. From a competitive perspective. Firstly, there is intense competition among various old products. Secondly, as a new product, we have an advantage in competition with old products and are more likely to defeat and exclude them. Thirdly, the number of agents for our new products is still very small, and there is little competition between them. Our deodorants has just been launched and the market competition in various countries is not fierce. The earlier you enter the market, the more you can gain a first-mover advantage.
9. From a trend perspective, our deodorants will inevitably phase out other existing products. Our goal is to become the mainstream deodorant product globally in 5 years, and choosing our deodorant is equivalent to choosing the future.
10. From a unique perspective, deodorant is our company's unique formula, and we are the only global supplier of deodorant. We will not apply for patents, let alone disclose the formula. Under these conditions, we will create orderly competition, keeping each agent in a benign competition and trying to protect everyone's interests as much as possible. However, there are numerous manufacturers of other products, all of which are in vicious and disorderly competition.

The top 10 advantages of our deodorant prove that it is a huge business opportunity for you. In a person's life, opportunity is the most important thing.

Market prospect

57. Very strange, the product has such a good effect! Why is it only starting to be exported now?

In fact, traditional Chinese medicine has many magical products. I have been engaged in the research and development of traditional Chinese medicine products for many years. In my mind, every blade of grass and every tree on Earth has its own value and unique function for humanity, it's just that humans haven't discovered it yet.

After I promote the deodorant product to various parts of the world and establish my own sales network, I will promote more excellent traditional Chinese medicine products to the world to solve people's various troubles.

Most people in the world do not know China, and most Chinese people do not know the world. It is only 40 years since the Chinese people really began to understand the world. Because of the language barrier, the Chinese people lack communication with the world. Many excellent Chinese products are not known to the people of the world. Our deodorant product is also like this.

58. Is the market size of armpit deodorant large in the international market?

(1) From a population perspective, the global population is 8 billion, with only four countries including China, Japan, South Korea, and North Korea; approximately 1.5 billion people in total do not have an

underarm odor, while the remaining approximately 6.5 billion people are markets for underarm odor products, moreover, more than 90% of these 6.5 billion people have underarm odor problems.

(2) Analysis of data from the deodorant market in the United States.

	Market Size	Market growth rate
2021	\$5.3076 billion	9.1%
2022	\$5.9129 billion	11.4%
2023	\$6.3054 billion	6.6%

The data from the United States is relatively accurate, so it is calculated based on this.

The United States has a population of 300 million, and Europe has a population of 700 million. According to the table above, the annual sales of the United States are about 6 billion US dollars, so Europe should be about 14 billion US dollars, and the market size of developed countries should total 20 billion US dollars. According to the calculation in the first part, there is a global deodorant market with a population of 6.5 billion, subtracting the total population of 1 billion in developed countries in Europe and America, the underdeveloped market is 5.5 billion people. Even if these 5.5 billion people have poor purchasing power and use low-priced products, there should still be a market of 30 billion US dollars.

If we add 20 billion US dollars and 30 billion US dollars, there should be a global market of 50 billion US dollars each year.

59. In the future, why will our products inevitably squeeze out other products from the deodorant market?

1. From the perspective of changing lifestyles, our deodorant will make customers' lives simpler. Using the product once every 20 days is easier, more comfortable, worry-free, and no longer awkward than using it every day! Other products need to be used every day, even a few times a day, which is very troublesome and will be replaced by our deodorant.
2. From a pricing perspective, we have established an ultra-low price strategy, which gives us the opportunity to outperform other products in terms of price.
3. From a safety perspective, we are extracts of traditional Chinese medicine—more natural and safer! And more easily accepted than chemical products.
4. From a profit perspective, we are a new product with a larger profit margin, and distributors prefer to sell our deodorant, thereby reducing the sales of other products.

Therefore, Doctor Zeng Armpit Deodorant Cream is bound to become the mainstream product in the market in the coming years, and perhaps 10 years later, we will completely squeeze out other products from the deodorant market!

60. Why is it said that Doctor Zeng Armpit Deodorant Cream will become a world-class hot selling product?

In the long run, in the world, the only things that everyone cannot lack every day are air, water, and salt. Among them, only salt is a commodity, which is why the ancient Chinese government monopolized the sale of salt and obtained taxes by selling salt. So, only salt can be considered a world-class hot selling product. I think Doctor Zeng Armpit Deodorant Cream may also become a world-class hot selling product, perhaps in the next 10 years. Because our deodorant has many characteristics of table salt.

1. Our deodorant is also a product that everyone needs. Except for four countries in Northeast Asia, more than 200 other countries have underarm odor, and 90% of the population has it. Therefore, underarm odor is a global skin problem.
2. Our deodorant is also needed every day. For people who are accustomed to using deodorizing products, they have formed a lifestyle habit and can no longer tolerate their own odor. They need to maintain a daily absence of odor.
3. Our deodorant is also a product that is repeatedly purchased. For merchants, from the perspective of sales volume and long-term profit, a good product is one that can be repeatedly purchased. If

customers only buy our deodorant once to completely eliminate underarm odor, it is not the best product for merchants.

4. Our deodorant is also an irreplaceable product. Doctor Zeng Armpit Deodorant Cream has a magical effect of 21 days, far surpassing other similar products. Once customers try our deodorant, they will fall in love with it. Once they develop a habit of using it, they will never go back to the past and will no longer use other products.
5. Doctor Zeng deodorizing cream will be the cheapest product. We have publicly announced our lowest price to the world, 6RMB per small box, and we will continue to lower the price as the market expands. Nowadays, every dealer is selling at a high price, but in the future, under reasonable market competition, the price will become lower and lower, which will definitely make it affordable for everyone.

61. Why is Doctor Zeng Armpit Deodorant Cream a world-class hot-selling product that is better than salt?

1. Doctor Zeng Armpit Deodorant Cream is a hot selling product with a moat. The formula of Doctor Zeng Armpit Deodorant Cream is unique to our company, and we will not apply for a patent, let alone disclose it. This is the moat of Doctor Zeng Armpit Deodorant Cream, which is not found in table salt.
2. We will become a unicorn enterprise in the human deodorant industry, and salt enterprises will not do much. Currently, with a global annual revenue of \$50 billion and a market growth rate of 9.1% in the past three years, the market is growing rapidly! In 10 years, if we occupy 90% of the market share, we will become a true unicorn in the industry.
3. Our deodorant is a topic-oriented product, while table salt is not. Based on the current experience of internet development, products that can lead online topics are more likely to become hot selling products. Many features of our deodorant can become Internet topics. For example, "21 days of magical effects!" "Chinese herbal deodorants for the human body." "Allergy is very itchy and uncomfortable."

Skin allergy is a disadvantage of our deodorant, but for users who do not have skin allergies, using our deodorant is super happy. We actively control and guide this online topic, arrange for people to intervene in this online topic, and it will not have a negative impact on our sales. We guide people to learn how to treat allergies and reduce negative reviews from users, and it is also beneficial for sales.

4. Doctor Zeng Armpit Deodorant Cream are suitable for different groups of people, and salt is always just a necessity in daily life. We can divide our deodorant into high-end, mid-range, and low-end by changing the level of packaging. With corresponding promotion, we can achieve different profits and cover all groups of people.

Price policy

62. Why can't we bargain?

We hope to cooperate with exclusive agents from around the world, as the sole supplier of this formula product, and it is reasonable for small customers from various countries to directly purchase from them. Our target for protection is large customers, and the price we offer to these customers is also the lowest, but this price is publicly available. If we strictly adhere to the principle of price corresponding to quantity, with small quantity and high price, and large quantity and low price, then customers of different sizes can be

protected. If small customers can also obtain low prices through continuous bargaining, then the interests of large customers will be harmed.

If you are a major customer, or if you can sell in large quantities through hard work, rest assured that as long as you reach a large quantity, you will definitely get a low price. At the same time, you can also rest assured that small customers will not get a low price. This is fair and the most secure measure for you.

63. What is the price of the product?

We will adjust the price list in a timely manner according to the market's development. Please add us on WeChat or WhatsApp to obtain the quotation list.

64. What is the minimum order quantity for the first OEM customization production?

The minimum order quantity is 2100 small boxes (24 pieces/box, two packs per use, one box of products can be used 12 times by one customer)

65. Can we design packaging for customers for free?

As long as the minimum order quantity reaches 2100 small boxes (24 small packages/box), we can design packaging for you free of charge, using your own trademark logo.

66. Can we customize the outer packaging cardboard boxes for logistics transportation for our customers?

As long as the order quantity reaches 10000 small boxes (24 bags/box), we can customize the outer packaging cardboard boxes for logistics transportation for free, using your packaging design and your trademark logo.

Production with an order quantity of less than 10000 small boxes, using universal outer packaging cardboard boxes without the company name and address on the cardboard boxes.

67. Which countries have Doctor Zeng Armpit Deodorant Cream been exported to?

We are unable to update the names of these countries in a timely manner. If you would like to know if our deodorant are sold to your country, please add us on WeChat or WhatsApp for more information.

In addition, some agents purchase our traditional Chinese medicine liquid and fill the finished products themselves. We are not sure which countries they sell to.

68. Can an exclusive agency agreement be signed?

Our work goal is to sign exclusive agents for every country, and you have the sole sales right. We guarantee that we will not sell to the country where you are the exclusive agent, but because some agents purchase our traditional Chinese medicine liquid and they fill the finished product themselves, we cannot restrict them from selling the product to your country.

If you accept the above situation, we can sign an exclusive agency agreement with you for our company in your country.

69. Which countries have already signed exclusive agency agreements?

By June 2025, we have signed exclusive agents in more than 20 countries, including Brazil, Ghana, C ô te d'Ivoire, Nigeria, the United Arab Emirates, Oman, Kuwait, Qatar, Bahrain, Saudi Arabia, Libya, Indonesia,

Russia, Egypt, Türkiye, Cameroon, Gabon, the Central African Republic, India, Tanzania, Pakistan, Ethiopia, Ukraine, Bangladesh, Iraq, Kenya, Somalia.

Because it is not convenient for us to update the information here at any time, if you want to know about the situation in your country, you can add us on WeChat or Whatsapp to learn more information.

70. What are the conditions for signing a short-term national exclusive agency?

The prerequisite for signing a short-term national exclusive agency is to pay 300000RMB in a lump sum. This 300000 RMB is a 50% deposit for ordering 60000 small box products. The price for 60000 small box products is 10 RMB per small box (24 small packages per small box), and the total payment is 600000RMB. 60000 small box products can be divided into multiple productions, and each production will be shipped after paying the final payment.

The exclusive agency protection period is one and a half years, of which half a year is used for processing various licenses and certificates, designing and producing products, and sea transportation. One year is dedicated to market development. After signing the short-term national exclusive agency agreement, one and a half years later, you can sign a national level long-term exclusive agency agreement with us according to our requirements, with a protection period of 5 years.

Signing a short-term national exclusive agency is only a short-term preferential policy, and there is only one chance. Please cherish this opportunity.

71. What is the purpose of signing an exclusive short-term national exclusive agency agreement with everyone?

Provide a transitional stage for those interested in becoming national exclusive agents, promote their understanding of products and markets, and encourage them to become long-term national exclusive agents and our long-term partners.

In addition, many countries have special policy requirements for imported cosmetics, which generally require investment of time and money to obtain an import license. In order to give agents a sense of security, it is necessary to protect them with short-term exclusive agency status.

Signing an exclusive short-term national exclusive agency is an encouragement policy for our company at the beginning of the market stage. When more than 50% of countries have signed long-term exclusive agencies, we may cancel the signing of short-term national exclusive agencies.

72. Why can't we notify any client in advance that another client is about to sign an exclusive agency for that country?

This is to protect the interests of the client who is signing an exclusive agency agreement. We cannot attract their competitors to compete for exclusive agency rights. Please forgive us for not being able to notify you in advance and answer any details about the client signing an exclusive agency agreement.

In addition, we have four teams simultaneously working on signing exclusive agency agreements. In order to ensure fairness for each team, we use payment upfront as the sole criterion for determining exclusive agency qualifications. Even if an agreement has been drafted, it does not serve as a basis for determining exclusive agency.

If you want to become the exclusive agent of your country, please take action immediately and don't wait. This will be a huge business opportunity with substantial profits. Don't regret losing this opportunity in the future.

If we are going to sign an exclusive agency agreement with someone, please forgive me for not informing you in advance. This is for fairness and to protect the interests of actively signing exclusive agency agreements with clients. Thank you for your understanding!

73. Why set a minimum retail price?

In a country, before determining exclusive agency, we will accept small orders from multiple clients. Although their trademarks are different, they are all products produced by us using the same raw materials. Every dealer wants to sell more goods, and if one person chooses to lower the price, the other person will definitely lower the price even more, inevitably forming a vicious price competition.

In the first half of 2024, this situation occurred in Russia. Later, we set a minimum retail price and notified each distributor to increase the price, which ended the vicious competition. Just like soldiers in the army, without a commanding officer's command, it is difficult for soldiers to maintain consistent steps.

The consequences of vicious price competition are very serious. In the initial stage of the market, it is necessary to enable distributors to obtain high profits in order for them to have funds to invest in advertising. Only through extensive advertising can we educate customers, make more people aware and familiar with our products, and enable more people to use our products.

So a minimum retail price must be set.

74. What is the minimum retail price?

Each small box contains 24 small packages, and the price cannot be lower than \$20 per small box.
Each small box contains 8 small packages, and the price cannot be lower than \$7 per small box.
Each small box contains 6 small packages, and the price cannot be lower than \$5 per small box.

remarks:

- (1) In order to avoid price competition among multiple customers, the manufacturer stipulates that distributors in any country shall not sell below this price. If you have any objections, please consult us.
- (2) The minimum retail price for a certain country can be determined through negotiation with multiple distributors. In principle, wealthy countries should set higher prices.
- (3) If the agent is found to be selling products below the minimum retail price and does not follow our advice, we will refuse to supply them again.

75. What is the suggested retail price?

Each small box contains 24 small packages, with a suggested retail price of \$25 to \$35.

Each small box contains 8 small packages, with a suggested retail price of \$8 to \$12.

Each small box contains 6 small packages, with a suggested retail price of \$6 to \$9.

Note: This price is for reference only, and any price is acceptable as long as it is not lower than the minimum retail price.

76. When will the minimum retail price limit be lifted?

- (1) When our product approaches market saturation and sales volume no longer increases, we will lift the minimum retail price limit.

(2) If there are similar formula products and products with similar effects from other manufacturers in the market, that is, if there are competitors, our market will be threatened, and we will lift the minimum retail price limit.

77. Do exclusive agents also have to comply with the minimum retail price limit?

Exclusive agents also need to comply with the minimum retail price limit, but we will have sufficient communication with them and inform them of the market prices in several other countries around them. We suggest that they try to sell according to the prices we provide, while also respecting the perspective of the exclusive agent. At the same time, we would suggest that he build a multi brand plan, establishing brands in three levels of high, medium, and low, covering all audiences and markets at different prices.

78. Can exclusive agents sell at lower market retail prices at the beginning of market development?

Firstly, as an exclusive agent, you can decide the market retail price for the exclusive agency area on your own. But we do not recommend that you sell at a lower market retail price at the beginning of market development, as it will not lead to the desired hot sales of the product.

The reasons are as follows:

(1) Among the consumer population, there is always a small proportion of people who like to try new products, which is almost fixed and independent of price. As long as the product is innovative and unique enough to truly impress users, there will definitely be a certain proportion of people who will try it. This proportion is not closely related to the price of the product. At the beginning of market development, even if the product price is low, it will not bring about hot sales. Even if the product is free, it will not attract all users to try it out. As long as the cost-effectiveness of the product is reasonable and its advantages are enough to impress consumers, even if the price is slightly higher, there will still be a certain proportion of customers who will use it, and this proportion will not increase significantly because your price is lower.

(2) This ratio is relatively fixed, so making more people aware of the product becomes more important, which means advertising is more important. You need to invest a lot of advertising expenses in advertising promotion. A relatively higher price will bring you more substantial profits for advertising and promotion, which is a virtuous cycle.

(3) This ratio will continue to increase over time. Because most users are followers, after a small number of brave individuals try, good feedback information will bring more users to try, so this proportion continues to increase. It is important to remember that the increase in this proportion is related to time, so you should develop a six-month or one-year promotional plan and invest funds and energy to the maximum extent possible in the promotion. When this proportion is less than 5%, you will feel that the market's growth rate is slow and difficult; When this proportion reaches 10%, you will feel the hope of the market; When this proportion reaches 20%, you will feel relaxed, and with the same promotion efforts, you will easily reach 50%; When this ratio reaches 50%, you will fly up and quickly reach 80%; When this proportion reaches 80%, you will feel the market's growth slowing down, and the remaining 20% will be as difficult as the initial 20%! However, a multi brand strategy will bring a second spring and a second round of growth! In the market, developing a new product is like launching a giant rocket. Its initial speed may be slow, but as long as you continue to exert force, it will definitely fly.

Suggestion:

I suggest you set a higher surface retail price, which can be discounted through various marketing activities to provide lower priced products to price sensitive users. After increasing sales, restore high prices, maintain high profits, and leave room for operation.

79. What should we do if we encounter malicious price reduction competition?

In a country, if there are multiple distributors and one distributor has weak promotional ability, they may lower prices to gain greater sales. For such rule breakers, we will warn them that if they insist on selling at a price lower than the minimum retail price, we will cancel our cooperation with them and permanently stop supplying them.

I will share with you the case of the Russian market.

In the first half of 2024, a Russian customer who ordered 2100 small boxes of products reduced their price and was discovered by our other customers. I have discussed with several other Russian clients and decided that all Russian distributors will still insist on selling at prices above \$20 and not lower than \$20. Because the main driving force for sales comes from promotion and advertising. Assuming that this Russian customer who maliciously lowered prices is still selling at a low price, he will only sell out his 2100 small boxes. If we stop supplying him, he will disappear from the market forever and will not have a significant impact on the market. However, our insistence on selling at high prices will generate sufficient profits for advertising, promoting more people to understand and use our products. Therefore, I have issued a warning to the Russian customer who is selling at a reduced price, stating that if they do not immediately raise the price, we will permanently cease supplying them.

In war, there are always deserters and traitors in the military. But we cannot give up our goal of fighting just because traitors appear. Traitors will not receive support, and we will not forgive them. We will continue to move forward according to our own goals, and traitors will disappear from our sight. Traitors should not affect our combat goals, only those who bravely move forward can win the victory of the war.

Finally, the Russian customer who reduced the price for sale also restored the price to over \$20 because he did not want to lose the business opportunity to sell this product, and he had hope for the bright future of this product.

80. Who is making the biggest profit?

In order to declare war on world-renowned companies, we have announced the lowest product price to the world, which is 6RMB/small box, a price that world-renowned companies cannot offer. The most interesting thing is that our declaration of war allowed dealers to get the lowest price.

At the same time, we require every distributor not to sell below the minimum retail price, and the market retail price of the product should be 20-40 times the factory price. This is definitely a huge profit!

Our goal is to enable every distributor to earn the maximum profit. With high profits, distributors have more funds to invest in advertising and promotion, more people will know about our products, and more people will use them. This is the virtuous cycle!

Marketing strategy

81. Why do we prohibit our distributors from selling this product within China?

The formula of this product is a traditional Chinese medicine herbal formula. According to our own investigation, currently only our team is aware of this formula, and only our team is selling products based on this formula. However, in China, there are many traditional Chinese medicine doctors. We are not sure if there are other traditional Chinese medicine doctors who know about this formula. If our product is sold within China, it is likely to attract the attention of a traditional Chinese medicine doctor who knows the formula, which could lead to the emergence of our competitors. We gave up the Chinese market for the safety of the formula.

In addition, within China, the proportion of people with a foul odor in their armpits is less than 5%, and the market share is small. In various countries outside of China, the proportion of people with a foul odor in their armpits is mostly over 80%. Compared with overseas markets, the input-output ratio of advertising in the Chinese market is very low, the development cost is high, and the development difficulty is great. Therefore, it is rational to give up the Chinese market.

82. Why haven't we done online promotion? Alibaba International Station, China Manufacturing Network, etc

The reason why we did not do online promotion and did not publish our products on well-known foreign trade platforms such as Alibaba International and Made in China is to protect our exclusive agents in various countries.

If we publish our products on well-known foreign trade network platforms, the cost of this promotion method is very low for us, but small and medium-sized buyers will be able to easily find us, which will cause trouble for exclusive agents in various countries and be unfavorable for market pricing. Because our publicly disclosed prices are too low and our suggested retail prices are high, we cannot let small and medium-sized buyers know about the lucrative profits involved. We hope that each exclusive agent can have sufficient profits. Exclusive agents need sufficient profits to expand advertising and promote, forming a virtuous cycle.

83. Why publish such a low price? 6RMB per small box

The price of 6RMB/small box (24 small bags/small box) is extremely low, which can only be obtained on the basis of low cost in China's strong supply chain. This is the price we obtained on the basis of only increasing our meager profit. We understand the operating model of international large companies, and we believe that this price is something that international large companies can never offer.

As the sole producer of this formula product, we could have made our first bucket of gold at a high price. However, we have decided to show our bottom line from the beginning and announce the lowest price we can offer to the world. Our goal is to make international big brand companies see that we are declaring war on them with low prices, and even if they crack our formula, we guarantee that they will not make a profit.

In the future, we are likely to continue lowering prices, keep lowering prices!

84. Why is adopting a low-price strategy the best protection for our formula?

I have been thinking about how to protect product formulas for a long time, and for this reason, I once wrote a short article titled "Survival". Please read it.

Survive!

From the day our deodorant was born, and from the day I thought it could be exported abroad, I realized that Doctor Zeng Armpit Deodorant Cream would face survival problems because its effectiveness was really great. The time effect of various deodorizing products worldwide is only a few hours, even without sweating or taking a shower, it is only a day. However, my product has an average time effect of 20 days. If it enters the international market, it will definitely attract the attention of major international brand companies, who will invest heavily in researching and developing product formulas. It seems inevitable that our deodorant will be replicated and eliminated.

Perhaps someone would suggest that I can directly cooperate with international companies, or they may give me huge technology transfer fees. If I really resell our deodorant formula to international companies, then our deodorant will become a profit machine for them, ordinary people will pay for high prices, and the poor will still stink and be disgusting.

Perhaps because I received this huge technology transfer fee, my family and I lived a wealthy life from now on, but I missed an opportunity to change the world, an opportunity to make the world a better place!

Although I cannot achieve big things like SpaceX CEO Elon Musk and Open AI CEO Sam Altman, I can also do something for all humanity, which can change the way many people live, make bad odor no longer a worry, and make people's lives more free and easy! Make deodorants affordable for the poor, perhaps because their bodies no longer smell, they can regain their self-esteem and start a better life again!

How can Doctor Zeng Armpit Deodorant Cream survive? How can we avoid violent cracking of product formulas by international companies? After careful research, I have found a way to adopt an ultra-low price strategy!

If we sell at a high unit price, it will be targeted by international brand companies, and it will become a piece of meat, a piece of meat targeted by tigers. However, if the product is sold at an ultra-low unit price, it will become fly meat or mosquito meat, and tigers will lose interest in it. We just need to become geckos, flies and mosquitoes will make us live a happy life!

From the perspective of biological evolution, a new species is not able to survive by gaining an advantage in competition, but often by acquiring a certain new ability and avoiding competition, in order to survive.

Taking the giraffe as an example, its appearance is an accidental phenomenon because genetic mutations are accidental. The world's first giraffe, with its long neck, suddenly acquired this ability to easily feed on leaves on tree tops, making its survival very easy. So is this long necked giraffe still in a competitive relationship with other short necked giraffes? The answer is no. Because there is no longer a competitive relationship between them, as the first long-necked giraffe breaks free from competition, it no longer needs competition to obtain sufficient food. We turn our deodorant into fly or mosquito meat to avoid competition. If tigers lose interest, we will gain safety.

From the perspective of a competitive relationship, if the difference in capabilities between both parties is small, there is a competitive relationship between them. If the difference in capabilities between both parties is very large, there is no longer a competitive relationship between them. We can understand this conclusion from two perspectives.

If they need different resources, even if their ability gap is large, they will not form a competition, but will enter different ecological locations, live in peace, and develop independently. This is the case with giraffes. If they need the same resources, and if their abilities differ too much, superpower species will fully cover the backward species, causing them to completely disappear. This phenomenon is widespread in the viral world. For example, in the two years of the COVID-19 epidemic, the world was successively covered by three COVID-19 viruses. You will find that when a new virus appears, the old virus seems to disappear in a short time. Why don't they exist at the same time? Because the difference in survival ability is too large, the old virus will all die because it is robbed of all living resources by the new virus. That's why it's not that humans have defeated the virus, it's that humans are waiting, waiting for the new virus to overcome the old virus. As long as the new virus is harmless to humans, humans will be safe.

We will do our best to turn our deodorant into this new virus, and the low prices we set are absolutely impossible for large companies to achieve. Most large companies are listed companies, and they require good financial statements. The operating costs of enterprises are very high. If a large company sells the same product at the retail price we set, they will never make a profit. I believe they will definitely give up on researching and developing our deodorant, cracking product formulas, and even giving up the entire human deodorant market.

I think my dealer friends also like to see this result, and any business person wants to have a long-term business. Let's work together to ensure the long-term survival of our deodorant! Make it affordable for everyone in the world who needs it, and make the world a better place!

85. How to earn money from both rich and poor people at the same time?

After becoming an exclusive agent, you need to have a plan to establish multiple brands. These brands are divided into three levels: high-end, mid-range, and low-end. Products in these three levels can earn you money from people of different levels.

The product prices we offer as exclusive agents are extremely cheap, even if sold to the poorest people in the world, there is still a profit. Only by earning money from people of all three levels can you make the most of this product.

86. How to promote your brand? (Methodology)

The first key point is to "make salespeople fall in love with the product", whether they are salespeople in offline stores or internet celebrity salespeople, to give them samples and ensure that they use the product correctly, so that they can experience the 21 day effect of the product. When they experience the magical effect of the product and recommend it to customers, their words, tone, and expression when speaking will truly impress the customers.

The second key point is to collect as many user feedback videos as possible, give them product gifts as a reward, and let them allow you to post the videos on social media or use them for advertising. If there are only 10 videos, strangers will think that the videos are lies; If there are 100 videos, some people will believe it; If there are a thousand videos, they will no longer doubt; If there are more than ten thousand videos, even lies will turn into truth! Thousands of authentic feedback videos can generate tremendous energy! Although this work method is too simple, as long as you persist, the cumulative effect will definitely be amazing! The third key point is to repeat the work above, and to repeat the maximum amount of work above! What sales work requires more is your endurance. If you repeat simple tasks, you will definitely succeed!

87. How to prevent others from entering your country's market?

When you become an exclusive agent and establish multiple levels of brands, you need to build several more brands for each level. For example, for each level of brand, three brands are established, which means there are three high-end brands, three mid-range brands, and three low-end brands, totaling nine brands, belonging to different companies under your name. Assuming a businessman wants to introduce this product into your country, when he sees these 9 brands, he will lack the courage to enter this market. You will monopolize the entire country's market.

In your first year as an exclusive agent, the focus is on creating the first high-end brand. Earning money from high-end audiences and those interested in new things, with high pricing and substantial profits, will allow you to invest more funds into advertising.

In your second year as an exclusive agent, you need to establish three brands: one high-end brand, one mid-range brand, and one low-end brand. But the focus is only on advertising and promotion for high-end and mid-range audiences, and high profits are still invested in advertising.

In your third year as an exclusive agent, establish multiple brands for each level of product, forming a 2x3 or 3x3 brand matrix. The focus is still on promoting to high-end and mid-range consumers, and there is never a need to promote to low-end consumers. Low end consumers will always follow the consumption of high-end consumers.

In three years, you can lie at home and sleep peacefully, and wealth will continue to flow towards you.

88. Why create three or more brands in a market? (Strategy)

If our deodorant are not yet available in your market, congratulations, your opportunity has come! The opportunity to become a market monopolist has arrived.

I suggest you have strategic thinking. Thinking from a different perspective, if there are already three brands of products on sale in your market at this time, would you dare to boldly invest in our deodorant?

Therefore, I suggest that after establishing the first brand, you quickly establish the second and third brands of our deodorant, as you will create psychological pressure for later generations. In addition, don't always want to get high profits at high prices. As long as you ensure a certain total profit, gradually lower the price based on sales, and later entrants will no longer have the desire and courage to enter this market.

Once again, I would like to remind you that constantly lowering prices is important! This can break the illusion of latecomers wanting to enter the market! The greatest benefit of obtaining a monopoly is to obtain the maximum total profit. What you want is not profit margin, but total profit amount! Always remember this formula: "Total profit=quantity x price"

In addition, the three brands should be divided into three levels: high, medium, and low, covering all demographics. Next, establish two brands for each of the high, medium, and low levels, forming a matrix of 9 brands with a size of 3 X 3. You will be the king of this market.

89. Is it a cooperative relationship between new and old customers in the same country?

We welcome everyone to strive to become our exclusive agent in the country. But before we determine the exclusive agent for the country, we can accept orders from anyone, and these orders are all small orders.

In the future, exclusive agents will definitely emerge among these clients. Once a national exclusive agency is established, we will only accept orders from the exclusive agency and will no longer accept new orders from this country. New customers who appear in the future will be handed over to exclusive agents, and old customers can place new orders, but the new orders of these old customers must be handed over to the factory through the exclusive agent. The exclusive agent will definitely abide by the price determined by the factory before, ensuring that the old customers receive the price already provided by the factory.

Therefore, after determining the exclusive agency, all clients remain in a cooperative relationship. Therefore, I have an obligation to inform old customers that new customers are producing products. At the same time, we also have an obligation to inform new customers of products from existing customers.

90. How do you assess whether you can succeed when becoming an exclusive agent?

Don't hesitate anymore, we sign exclusive agency quickly, don't let others take away your opportunity. Time is important! We must race against time!

Instead of testing and researching the market yourself, why don't you listen to my advice. I suggest you go to countries where we already have exclusive agents and check their operations. If they can succeed, you may also succeed. You only need to purchase a plane ticket and personally travel to those countries. As of June 2025, we have signed exclusive agents in about 30 countries. Why don't you go to those countries to see the real sales? This is more authentic! The speed is also faster!

91. What is a common mistakes that many agents make? (Psychology)

A common mistake that many agents make is to conceal product allergies. As a wholesaler or middleman, you must not hide the fact that the product may cause allergies. Instead, you should inform your sellers as

soon as possible that a very small number of people will experience allergies when using our deodorant, and it will be very itchy after allergies. Customers will give them negative feedback. You need to prepare the sellers psychologically. Don't wait for them to ask you about allergies and then answer them. They will lose their sense of security and no longer believe your words. They will temporarily enter a wait-and-see state, which will affect their enthusiasm and also affect your sales.

That's how I did it. If a new customer has already used our deodorant and they, like it, and they plan to start investigating the market for our deodorant, I will tell them that our deodorant may cause allergies. I have already told him in advance how to determine what kind of skin changes are allergies, and the method of using 75 ° medical alcohol treatment after skin allergies. When he encounters allergic situations, he will calmly face customer complaints without affecting his sales confidence. Because he has a sense of control, he will not stop selling and will not affect the pace of market development.

Marketing advice for you

92. Why do I suggest you not distribute a large number of free samples at the beginning of the market?

If trust is not the foundation, do not distribute a large number of free samples, as it will not have a good promotional effect. Next, taking my distribution of samples at the Canton Fair as an example, I will explain it to you.

In 2023, when I didn't get a booth at the Canton Fair, I carried my bag and entered the venue of the Canton Fair. I walked around and distributed samples to foreign businessmen. Many foreigners thought that I must be a person from a small factory who was distributing unreliable samples. Many people have received my samples, but because I cannot establish trust with them, most of the people who have received the samples are afraid to try out the product. They will not see the effectiveness of my product, and they will not give me the opportunity to cooperate.

In 2024, we had our own booth at the Canton Fair, which gave customers a sense of security. Among the people who received samples at my booth, a larger proportion tried the products, which brought me many orders.

Therefore, the prerequisite for distributing samples is to create trust and a sense of security among customers. Without trust as a prerequisite, customers will not try the samples, even if they have already received them and brought them home. If they do not use them, it is just a waste.

Therefore, I do not recommend distributing a large number of free samples in the early stages of the market, but rather investing more funds in creating trust and a sense of security.