



# BUSINESS PLAN 2024

## PERSONAL CARE

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### COMMERCIAL TEAM FOCUS ITEMS

#### **Achieve L 1050:**

- 50% Aluminum Chlorohydrate Solution. Promotes antiperspirant action in clear gel deodorants, hydro-alcoholic, aqueous roll-ons, and creams.

#### **Achieve DA 1065:**

- Aluminum Chlorohydrate powder, USP grade. Antiperspirant action in aerosol deodorants.

#### **Achieve D 5490:**

- Activated Aluminum Zirconium Tetrachlorohydrex in powder form. Promotes antiperspirant action in anhydrous stick and roll-on deodorants.
- Achieve DA 1085:

#### **Achieve DA 1085:**

- Activated Aluminum Chlorohydrate in powder form. Promotes antiperspirant action in anhydrous stick and roll-on deodorants.
- Achieve D 1097:

#### **Achieve D 1097:**

- Non-activated Aluminum Chlorohydrate in powder form. Promotes antiperspirant action in anhydrous stick and roll-on deodorants.

### FOCUS CLIENTS (visits requested by Guilherme)

1. Grupo Boticário: ACHIEVE L1050 and ACHIEVE D5490
2. BASTON: ACHIEVE DA1085
3. NASHA
4. CASA GRANADO
5. DANA: ACHIEVE DA 1085
6. FLORA: ACHIEVE D1097
7. MASTERLINE: ACHIEVE D1097
8. LIPSON: ACHIEVE L5430 (customer requests the product more diluted)

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### TOOLS

#### **Presentations:**

Technical material Achieve L 1050 and Achieve DA 1065

Technical material Achieve D5490, Achieve DA 1085, Achieve D1097, Achieve L5430

### SALES TEAM FOCUS

- Counterfeiting
- Key accounts
- Third-party Deodorant Manufacturers
- Meetings with Gulbrandsen BR

### BUSINESS DEVELOPMENT TEAM OPPORTUNITIES (INNOVATION):

#### **Achieve AERO +:**

- Sesquichlorohydrate Aluminum in powder form. High effectiveness and antiperspirant action in aerosol deodorants. Low white residue. Reduces sweating by 30%. Less irritating. 24-hour and 48-hour action.

#### **Achieve Dry On +3:**

- Stable Zinc Aluminum Zirconium Octachlorohydrate Solution. Antiperspirant action in roll-on deodorant.