



BUSINESS PLAN 2024

PERSONAL CARE



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:

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- 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 (client requests the product already 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 Octachlorohydrex Solution. Antiperspirant action in roll-on deodorant.