



*Development, Production and Marketing of Cosmetic Products*

## Lavilin Deodorant >< Anti-Perspirant Comparison

<b>Lavilin Odor Neutralizers</b>	<b>Anti-Perspirants</b>
The first of its kind – revolutionary niche product	Ordinary, mass-marked product
Deodorant - Healthy	Anti-perspirant
Works on the surface	Constricts pores – penetrates skin
Allows the body to perspire normally	Restricts the flow of perspiration fluid
Effectiveness attained by killing odor-causing bacteria	Effectiveness attained by interfering with normal body functions
Aluminum Free	Contains aluminum
Natural extracts kill bacteria	Chemicals kill bacteria and/or mask odor
Alcohol-free	Alcohol carrier
Herbal active ingredients	Chemical active ingredients
Rich in herbal extracts – protect and moisturize, creating a balanced dermal environment, prevents skin irregularities	Standard moisturizers



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