

Lume - Intel Report v1.0

Master Brand Intelligence Doc

Brand Research · Voice of Customer · Sales Conversations · Competitive
Landscape · ICP · Viral Content Patterns

Prepared for the Lume Deodorant Intel Project

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Section 1: ICP / Value Equation Snapshot

1.1 Primary Avatar: “Reapply Rachel”

- Age 30 to 45, millennial mom who also works a physically active job: healthcare, service, or hospitality.
- Has already tried 20 to 30+ deodorants and antiperspirants. Nothing has stuck long term.
- Body chemistry shifted after having kids or moving into perimenopause. The stick that used to work “just stopped working.”
- Does discreet midday sniff checks and arm-down poses without telling anyone.
- Wants to stop thinking about odor entirely, not just find something that smells nice.

1.2 Secondary Avatar: “Perimenopause Paula,” 45 to 52

Slightly above the core 22 to 45 band but converging fast on the category. The highest-intent, least-served segment. Currently contested by challenger brands (Fussy’s menopause hook, Secret’s cooling mist angle) but not yet fully owned by anyone. Represents the natural extension of Lume’s life-stage wedge.

1.3 Demographic Snapshot

- Women, 22 to 45 core, 45 to 55 high-intent adjacent tier.
- Middle to upper-middle household income. Will pay a premium, but actively questions it.
- US-first, English-speaking, growing Canada and UK. College-educated and ingredient-literate.
- Over-indexes on moms, athletes, healthcare and service-industry workers, postpartum and perimenopausal women.
- Heavy Instagram Reels and TikTok viewer. Responsive to founder-led, direct-to-camera UGC and dermatologist content.

1.4 Value Equation Snapshot

Dream Outcome: Total odor elimination everywhere on the body, permanently, so she can stop monitoring how she smells. “Smell better naked.”

Perceived Likelihood of Achievement: Doctor-developed by an OB-GYN, patents on file, 300,000+ five-star reviews, “#1 whole body deodorant brand in the US,” a controlled 6/10 to 0/10 odor-score demo, and a 72-hour clinically proven claim.

Time Delay: Works from the first application, not a multi-week wait like the internal “odor from the inside out” supplement competitors. Same-day relief is the core proof point in nearly every testimonial.

Effort and Sacrifice: One pea-sized amount, rubbed in like lotion, a few times a week for intimate areas. No lifestyle change, no extra showers, no constant reapplication. The remaining sacrifice is upfront price (\$14.99 to \$15 per unit), softened by the 60-day “Love It or Leave It” guarantee.

1.5 Ten Pains, In Customer Language

Not clinical. Pulled directly from reviews, ad language, and brand VOC documents.

#	Pain (customer language)	Source
1	Embarrassing under-boob odor that makes her self-conscious at work.	C2 VOC Synthesis, Walmart reviewer
2	Red sweat marks under the bra line from other products.	C2 VOC Synthesis, Schoolsecretary10, Walmart
3	“I shower frequently and somehow my sweat still gets this weird odour by midday.”	C5 ICP Deep Dive, GOrad language
4	“Nothing stopped that underlying smell.”	C5 ICP Deep Dive, GOrad language
5	“Your hormones shift, your skin bacteria changes, and the deodorant you’ve used for years just stops working.”	C5 ICP Deep Dive, Fussy ad language
6	Persistent vaginal odor after menopause described as straining a marriage.	C2 VOC Synthesis / C4 menopause testimonial
7	Showering twice a day just to stay ahead of odor, before finding a fix.	Lume Customer Reviews, new-mom testimonial
8	“I would literally get up to shower at 2am because I didn’t want my husband to smell me in the morning.”	Lume “Odor Free Yourself” testimonial, cited C4
9	“Under boob stink even after washing and it wasn’t red ... I needed help.”	The Atlas Heart, reader comment, cited C4
10	Constant “sniff checks” and “arm-down poses” done quietly, all day.	C5 ICP Deep Dive, GOrad language

1.6 Ten Desires, What She's Actually Dreaming About

#	Desire (customer language)	Source
1	“I don’t even give it a second thought anymore.”	Brand Master Doc, dream outcome VOC
2	“18 hours no problem, 24, you’re cool, 72 and still fine.”	Brand Master Doc, dream outcome VOC

#	Desire (customer language)	Source
3	"I can wear tank tops freely again."	Brand Master Doc, dream outcome VOC
4	"Two days without a shower and not even a hint of odor."	Brand Master Doc, dream outcome VOC
5	"I never have to check and see if my pits smell. Yay!"	Brand Master Doc, dream outcome VOC
6	"One less worry for this busy momma."	Brand Master Doc, dream outcome VOC
7	"I will never go back to a stick ever again, it is amazing."	C5 ICP Deep Dive, Mando UGC testimonial
8	"Smell better naked," as a permanent baseline, not a daily battle.	C5 ICP Deep Dive, Lume / Mando tagline
9	"It's like a weight has been lifted, and that is TRULY a gift."	C4 Competitor Landscape, Lume testimonial
10	Freedom from monitoring her own body, never sweating through her clothes again.	C2 VOC Synthesis, desires

1.7 Ten Objections, Every Excuse Not to Buy

#	Objection (customer language)	Source
1	"\$15 for deodorant feels steep next to what's at the drugstore."	Brand Master Doc / WHY PEOPLE BUY, verbatim
2	"I've tried natural or aluminum-free before and it didn't last, why would this be different?"	Brand Master Doc, verbatim
3	"Doctor-developed, is that real research or just a marketing line?"	Brand Master Doc, verbatim
4	"Is this actually safe to use in sensitive or intimate areas?"	Brand Master Doc, verbatim
5	"Baking soda and dye free sounds like you're dodging something, does it actually work as well?"	Brand Master Doc, verbatim
6	"Will it smell chemical or overly perfumey like other natural brands I've tried?"	Brand Master Doc, verbatim
7	"The 72 hour claim is totally false though ... it lasts a day tops."	Community Verbatim Quotes, Reddit

#	Objection (customer language)	Source
8	"Why is Lume so expensive?"	C5 ICP Deep Dive, pre-empted in Lume's own ad copy
9	"I was so skeptical because I've tried 30+ deodorants and antiperspirants."	C5 ICP Deep Dive, "Kristen," Lume Meta ad testimonial
10	"Not worth buying for the very high price because it doesn't do the job."	Community Verbatim Quotes, Trustpilot

Section 2: 6C Notes

One summary block per source folder, C1 through C6.

C1. Controls, Paid Ad and YouTube Pattern Analysis

Source docs: C1 Controls Pattern Analysis, Lume Intel Dump (C1 breakdown).

15 assets analyzed (10 ads, 5 YouTube videos) plus the landing page. Five hook structures repeat across 3 or more assets: the “debunk what you’re doing wrong” hook, the “we get it” empathy hook, testimonial-as-cold-open, the instructional “how to apply” hook, and the “use it anywhere, whole body” positioning hook. Top 5 promises: 72-hour protection, stops odor before it starts, safe everywhere including privates, clean and aluminum-free formula, and a free or discounted starter offer. The single most repeated line across the whole library is the pea-sized-amount usage mnemonic, appearing in 6 separate assets. The outlier and top control is Ad 1, the labia majora anatomy demo: the only asset pairing a hard clinical A-B number (6/10 to 0/10 odor score) with explicit anatomical instruction, delivered deadpan with no jokes.

C2. Customers, Voice of Customer Analysis

Source docs: C2 Customer VOC Synthesis, Lume Customer Reviews.

21+ reviews and testimonials mapped across Walmart, Trustpilot, Amazon, eBay, Reddit, brand-site, and press roundups. Top pain: self-consciousness from under-boob and stress-sweat odor. Top desire: total odor elimination, not reduction. Top objection: price shock relative to drugstore. “Game changer” and “life changing” are the most repeated evaluative phrases in the entire corpus, almost always tied to a specific body part or life stage rather than to the product generically. The wedge: competitors sell a better-smelling deodorant, this corpus is loudest on a whole-body, life-stage-specific problem nobody else is naming directly.

C3. Conversations, Sales / WON vs LOST Analysis

Source doc: WHY PEOPLE BUY - Lume Whole Body Deodorant.

Built from Lume’s documented customer language, since a live Fathom pull was not available for this run (verbatim vs. representative is flagged throughout). Top reason people buy: the whole-body reframe solves a problem nothing else touched. Top reason people don’t buy: price versus the drugstore. Every top no-buy reason has a matching top buy reason, meaning the objections are winnable with the right sequencing: lead the mechanism earlier, attach proof to the doctor claim, and address intimate-area safety head-on instead of letting the prospect wonder.

C4. Competitors, Landscape Analysis

Source docs: C4 LUME Competitor Landscape Analysis, C4 Step 3 Manual Review of Ads.

Five direct competitors profiled: Secret (P&G, mass, gynecologist-endorsement led), Carpe (hyperhidrosis and medical-sweat niche), Native (P&G, clean-ingredient and scent led), Dove (Unilever, skin-care and anti-chafe led), and Hume Supernatural (microbiome and prebiotic niche). All five fight on clean ingredients, scent, or general freshness. None own life-stage-specific odor as an identity. Lume is being undercut on price, \$6 to \$13 for incumbents versus Lume's \$14.99, but holds the only doctor-founder mechanism story and the only life-stage-specific emotional territory in the category.

C5. Community / ICP Deep Dive

Source doc: C5 [LUME] ICP Deep Dive.

Built primarily from ad-library and Foreplay creative-analytics data (organic Reddit, Amazon, and Trustpilot retrieval was not available for this run and is flagged inline as "no clear organic data found"). Names the primary avatar "Reapply Rachel" and the secondary "Perimenopause Paula." Flags the internal "odor from the inside out" supplement wave (O Positiv, Deos, GOdor) as the biggest emerging threat to Lume's root-cause positioning. Confirms a 28% increase in Lume's active ad count over four weeks, from July 17 to August 12, 2026, signaling an aggressive summer acquisition push.

C6. Viral / Organic Content Patterns

Source docs: C6 [Lume Deo] Viral Patterns Analysis, C6 LUME DEO Organic Viral Reels sheet.

10 organic viral reels analyzed across Carpe, Native, Secret, and dermatologist or OB-GYN creators. Five recurring hook patterns: confession-bait interview, insider-secret-from-an-expert, provocative one-liner, identity-aspiration, and personal-stakes narrative. Education-with-recommendation is the most common angle (3 of 10), tied with authority-led and interview formats. Outlier: Carpe's escape-room stunt earns 1M views by withholding any odor or sweat mention until the final seconds, letting entertainment value alone carry the watch-through.

Section 3: Hook Bank (Top 20)

Pulled straight from source. Customer and creator language, not rewritten.

#	Hook (verbatim)	Format	Source
1	"You're gonna go on the labia majora, the clitoral hood, down the perineum ... and you're gonna be good to go."	Paid ad, the control	Lume Top 10 Ads Transcript
2	"We get it. Natural deodorant doesn't work."	Paid ad	Lume Top 10 Ads Transcript
3	"Avoid all of these if you're trying to control odor below the belt."	Paid ad	Lume Top 10 Ads Transcript
4	"We discovered the keys that unlock the secret to a deodorant that will put an end to the world's stank problems."	Paid ad	Lume Top 10 Ads Transcript
5	"This is the only thing that's helped me with the random body changes."	Paid ad	Lume Top 10 Ads Transcript
6	"\$15 for deodorant plus shipping, wrong."	Paid ad	Lume Top 10 Ads Transcript
7	"A girl on here said to spray this on your underwear, and I've never looked back."	Paid ad	Lume Top 10 Ads Transcript
8	"There's all different kinds of Lume, which one should I choose?"	Paid ad	Lume Top 10 Ads Transcript
9	"How do you know if your soap actually stops the stink? Try the butt suds test."	YouTube	Lume Youtube Top Vids
10	"Just take a pea-size amount and apply it like a lotion to your privates. Then kiss your stinky butt goodbye."	YouTube	Lume Youtube Top Vids
11	"I used to dread when my daughter would take off her shoes in the car because of the dead rat smell, but after the second day of using Lume, no odor!"	YouTube	Lume Youtube Top Vids
12	"Remember when feminine hygiene ads were like this?"	YouTube	Lume Youtube Top Vids
13	"Foot odor is a normal part of being human."	YouTube	Lume Youtube Top Vids
14	"No more compromising antiperspirants for anti-odor."	Organic reel, competitor (Carpe)	Organic Viral Reels doc
15	"Excuse me, can I judge you?"	Organic reel, competitor (Native)	Organic Viral Reels doc

#	Hook (verbatim)	Format	Source
16	"I'm gonna ask you a couple scenarios, and I want you to let me know if you think you'd feel like a hot girl or hot mess."	Organic reel, competitor (Secret)	Organic Viral Reels doc
17	"Here's a personal hygiene hack I will not gatekeep as a dermatologist."	Organic reel, derm creator	Organic Viral Reels doc
18	"If your armpits stink. Mine don't, because I've had them Botoxed."	Organic reel, derm creator	Organic Viral Reels doc
19	"You know those girls that always smell so delicious, so good that they turn heads?"	Organic reel, derm creator	Organic Viral Reels doc
20	"What is something that made you sweat just thinking about it?"	Organic reel, competitor (Native)	Organic Viral Reels doc

Hooks 1 to 13 are Lume's own tested, controlled assets. Hooks 14 to 20 are competitor and adjacent-creator organic content, included for pattern reference only, not for reuse verbatim.

Section 4: Proof Map

4.1 Clinical / Data Proof

- Controlled odor-score demo: soap alone scores 6 out of 10 at 12 hours, soap plus Lume scores 0. (Ad 1, the control)
- “72-hour clinically proven odor protection” claim, self-flagged n=33 sample under controlled conditions. (Landing page, Brand Master Doc)
- “100% experienced all day odor protection.” (Landing page stat circle)
- “3.5x better” smelling claim versus traditional soap, for the Acidified Body Wash. (YouTube, Top 1)

4.2 Authority / Credential Proof

- Board-certified OB-GYN founder, Dr. Shannon Klingman, 10 years developing the product. (Landing page, Brand Master Doc)
- Formulation patents on file. (Brand Master Doc)
- “Doctor Developed” trust-bar callout on the homepage. (Landing page)

4.3 Scale / Social Proof

- 300,000+ five-star reviews, used as the primary homepage headline instead of a product shot. (Landing page, Brand Master Doc)
- “#1 whole body deodorant brand in the US.” (Landing page)
- Featured on The Doctors, BuzzFeed, and Bustle, over three million units sold. (YouTube, Top 5)
- Retail validation: 1,800+ Target stores, plus Walmart and CVS. (Brand Master Doc)

4.4 Named Customer Story Proof

- Deborah, full-time wheelchair user, all-day comfort with no irritation. (Brand Master Doc, proof stack)
- Jenny, three surgeries, no odor across multi-day non-shower periods. (Brand Master Doc, proof stack)
- Sue, multi-year customer, replaced a second daily shower. (Brand Master Doc, proof stack)
- Jane G., age 69, “the nose of a bloodhound,” total odor elimination lasting into the next morning. (HuffPost roundup, Lume Customer Reviews)

4.5 Risk Reversal Proof

- 60-day “Love It or Leave It” money-back guarantee on all US orders. (Brand Master Doc, landing page)
- Recommended, not yet live: an “Odor-Free Guarantee, keep the product” reframe to out-flank Carpe’s forced-video-cancel reputation. (C4 Competitor Landscape recommendation)

4.6 Competitive Comparison Proof

- “How We Stack Up” table versus Dove Sensitive Skin and Native Unscented, on longest-lasting odor control, stops odor before it starts, doctor developed, and baking-soda free. (Landing page)
- Lume is the only major player naming exact body zones (under-boob, privates, feet) plainly, where Secret uses “pits to bits” and Native and Dove stay on scent and skin feel. (C4 Competitor Landscape Analysis)

Section 5: Wedge Angle (One-Page Summary)

The Wedge

Every major competitor in the whole-body deodorant category, Secret, Native, Dove, Necessaire, Each & Every, is fighting on the same two axes: clean ingredients and pleasant scent. Not one of them is fighting on life-stage-specific, whole-body odor. That is the wedge, and the VOC data is loudest exactly there: menopause-related intimate odor straining a marriage, postpartum mothers showering twice a day, mobility-limited and chronically ill customers managing odor without full showers. Competitors are selling “a better-smelling deodorant.” Lume’s own customers are describing a whole-body, life-stage-specific problem nobody else is naming directly.

Why Competitors Structurally Cannot Claim It

Secret, Native, and Dove are mass-market incumbents built on scent variety and general freshness claims. Pivoting hero creative to menopause or postpartum odor would require repositioning their entire brand identity, not just launching a new campaign. Carpe owns the medical-sweat sub-avatar (hyperhidrosis) but explicitly ignores hormonal and life-stage odor. Dove touches menopause only in SEO and editorial content, never in hero ad creative. This leaves the life-stage lane fully open for the one brand already built on a doctor-founder story and an explicit “pits, privates, and beyond” permission structure.

The Emotional Payoff Nobody Else Is Selling

The category sells “smell nice.” Lume’s own customers describe something different: “I stopped monitoring my own body.” “I don’t give it a second thought anymore.” “72 and still fine.” This is a relief and mental-freedom payoff, not a scent payoff, and no competitor is currently buying that emotional territory.

How to Own It

Lead with the mechanism myth-bust (antiperspirants block, natural deodorants mask, Lume changes the pH so odor cannot form) to earn permission for the whole-body claim. Follow with the life-stage reframe (your body changed, your deodorant should too) using named, dated customer stories, Deborah, Jenny, Sue, instead of generic testimonials. Close on risk reversal, the 60-day guarantee or the bolder “keep the product” reframe, to neutralize the two most common objections: price, and “will it even work.”

What Would Kill This Wedge

Two live risks. First, the internal “odor from the inside out” supplement wave (O Positiv, Deos, GOdor) is aggressively teaching the audience that topical products only mask odor, which directly undercuts Lume’s own mechanism story if left unanswered. Second, if Dove escalates its menopause SEO content into hero ad creative before Lume claims the territory in paid social, the open white space closes. Recommendation: publish the anti-pill rebuttal (works on contact, not in

four weeks) and the founder-led menopause and postpartum concepts in the same flight, now, while both lanes are still uncontested.

Appendix: Links to Raw Research Files

I don't have live access to your Google Drive, so exact folder URLs could not be pulled in automatically. Below is the full file inventory mapped to the C1 through C6 folder structure. Paste the corresponding Drive link next to each once the files are uploaded to their folders.

Folder	File	Drive Link
C1 Controls	C1 Controls Pattern Analysis.docx	[insert Drive link]
C1 Controls	Lume - Intel Dump.docx (C1 breakdown section)	[insert Drive link]
C2 Customers	C2 Customer VOC Synthesis.docx	[insert Drive link]
C2 Customers	Lume - Customer Reviews.docx	[insert Drive link]
C3 Conversations	WHY PEOPLE BUY - Lume Whole Body Deodorant.docx	[insert Drive link]
C4 Competitors	C4 LUME Competitor Landscape Analysis.docx	[insert Drive link]
C4 Competitors	C4 STEP 3 - Manual Review of Ads.docx	[insert Drive link]
C5 Community / ICP	C5 [LUME] ICP Deep Dive.docx	[insert Drive link]
C6 Viral Content	C6 [Lume Deo] Viral Patterns Analysis - 8.16.26.docx	[insert Drive link]
C6 Viral Content	C6 LUME DEO Organic Viral Reels - 8.16.26.xlsx / .pdf	[insert Drive link]
Reference	LUME - Brand Master Doc.docx	[insert Drive link]
Reference	Community Verbatim Quotes.docx	[insert Drive link]
Reference	Lume Youtube Top Vids.docx	[insert Drive link]
Reference	Lume Top 10 Ads Transcript.docx	[insert Drive link]
Reference	Landing page screenshot, try lume deodorant (8.15.26)	[insert Drive link]