From: Brandon

Hi PM2,

Just getting back to you about this translation. We have evaluated it in parallel with the English version and there are apparently some worries related to end-user suitability. Specifically, our team had the following observations:

- There are multiple major French-language issues with the grammar and word forms. Gender, conjugation, particles, things like that. That alone is enough to hold up our process.

- While it's technically true that Lume was developed by an OB-GYN, maybe this should be rendered as a more gender-neutral term in the target text. I fear that men won't want to buy a product advertised as designed by a gynecologist!

- I'm also told that, elsewhere, the word used for "doctor" in this translation implies that it was a woman doctor. Is there any way to use a gender neutral term to refer to the doctor who created Lume (who, as it happens, was indeed a woman)?

- I'm told that French titles usually capitalize only the first letter of the title and any proper nouns therein. The provided document is an American-style title. Can you check on this?

- For the phrase "sous la poitrine," our team had this note: This could be insulting to a male audience (think manboobs), or at the very least confusing. This needs some measure of adaptation to make it more suitable for male readers.

Do you have any response for our team about these points? We just want to make sure that what we end up distributing is as reader-friendly as possible.

Thanks,

Brandon

From: Project Manager 2

Hi Brandon,

Thank you very much for this thorough and thoughtful feedback. It's exactly the kind of collaborative review that leads to a sharper final product, and I really appreciate your team taking the time to evaluate the translation in such detail.

Here's a point-by-point response to the concerns raised:

1. Grammatical and linguistic accuracy:
You're absolutely right to flag issues like incorrect gender, verb conjugation, and article use. These are critical for fluency and credibility, and I'll conduct a full language review to correct these immediately. I'll make sure every sentence reads smoothly and naturally to a French native speaker, with particular attention to grammar and idiomatic usage.

2. Use of "OB-GYN" in French:
That's a very perceptive observation. The original translation referenced a *gynécologue-obstétricienne*, which indeed directly evokes women's health and might unintentionally alienate a male audience. We can resolve this by rephrasing more neutrally. A good option could be something like "développé par un médecin spécialiste," which keeps the sense of medical authority without gendered or specialty-specific associations.

3. Gender-marked word for "doctor":
The current version uses *une médecin*, which is grammatically acceptable but still relatively new and clearly gendered. In this context, where the doctor's gender is not central to the product's appeal, we can revise this to *un médecin* (traditionally masculine but now used neutrally in many professional contexts) to preserve neutrality and reader comfort.

4. Title capitalization:
Absolutely agreed. French titling conventions capitalize only the first word and proper

nouns. I'll revise all section titles to align with standard French typography—this will help the flyer feel more authentic and professionally localized.

5. "Sous la poitrine" and its suitability for men:
Great catch here. "Sous la poitrine" may indeed sound out of place or even off-putting to a male audience. A better alternative could be *zones du torse sujettes à la transpiration* or *zones du buste*, depending on how much anatomical specificity you want. It conveys the same function but in a way that's less gendered and more broadly relatable.

I'll go ahead and implement all these adjustments in a revised version and send it over for your review shortly. Again, thank you for this excellent feedback—it's crucial to making sure the translated message lands the right way with your audience.

Warm regards,

Project Manager 2

From: Brandon

Hi PM2,

These are all good points. I think if we could get a revised version based on the things you detail here, that would resolve a lot of our concerns.

Thanks,

Brandon

From: Project Manager 2

Hi Brandon,

Perfect—thank you for confirming. I'll get to work right away on the revised version of the translation, incorporating the following adjustments:

Grammatical corrections throughout for gender, conjugation, particles, and overall fluency.

A gender-neutral reference to the medical expert, using un médecin spécialiste to maintain authority while avoiding a gendered or specialty-specific impression.

Standard French title casing (capitalize only the first word and any proper nouns) for all headers.

Replace sous la poitrine with a more universally appropriate phrase like zones du torse sujettes à la transpiration, tailored to a male audience without sounding clinical or awkward.

You can expect the updated version within two business days. If anything new comes to mind in the meantime, feel free to let me know—I'll make sure it's taken into account.

Thanks again for your partnership on this!

Best regards,

Project Manager 2

From: Project Manager 2

Hi Brandon,

As promised, please find attached the updated French translation of your Lume marketing flyer, now revised to address all of your team's concerns:

- Grammatical issues have been corrected throughout.
- The reference to the doctor who created Lume is now gender-neutral and avoids specialty associations that could dissuade male readers.
- Section titles now follow standard French capitalization rules.
- The phrase referring to *underboob* has been adapted to *zones du torse sujettes à la transpiration* to better suit a male audience.

The translation has been reviewed for tone, flow, and suitability for the intended Metropolitan French male audience, and it should now be ready for your team's final validation.

Please don't hesitate if there are any further tweaks or preferences you'd like us to incorporate. It's a pleasure working with you on this.

Warm regards,

Project Manager 2

From: Brandon

Fantastic! Thank you. This looks great.