

**From:** Brandon

Hi PM1,

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!
- Throughout the document "Lume" alternates with "le Lume." Just "Lume" is preferable.
- We noticed at one point that the full brand name (Lume Whole Body Deodorant) was omitted in a place where the source text included it. It should be included, either translated or untranslated. What do you think?
- In part of the word document, the English source text has been included along with the French translation!

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. I think we could still use this translation, but it needs to be revised.

Also, don't worry about the style guide. Thank you though.

Thanks,

Brandon

**From:** Project Manager 1

Hi Brandon,

Thank you for sharing your concerns.

While I don't believe there are French-language issues, I will double check this. In regard to replacing "le Lume" with "Lume", I believe including "le" in some instances is needed for correct grammar. My thought would be to include the full brand name translated to French in all places it was included in the source text. If you agree, we will update this as well. My sincere apologies about the untranslated text — this was a formatting error on my part, and this will be updated.

Please let me know your thoughts. Thanks!

Project Manager 1

**From:** Brandon

Hi PM1,

Hmm. Okay, I'll trust you on the French grammar issue. I also agree with your assessment for when to include the full brand name; let's just make sure we follow that rule.

Looking forward to seeing a new version soon!

Thanks,

Brandon

**From:** Project Manager 1

Hi Brandon,

Please see the new version attached.

Thanks,

Project Manager 1

**From:** Brandon

Looks great, thank you!