

**From:** Brandon

Hi PM3,

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:

- translation of "All Day Odor Control" as "Contrôle des odeurs pendant 24hr": Studies show that Lume can suppress odors for up to 72 hours, but we don't want to promise this here--that's why we just said "all day"
- "développé par un gynécologue": Maybe this should be rendered as a more gender-neutral term as well, just like "underboob." Men may not want to buy a product advertised as designed by a gynecologist!
- "Ce n'est pas juste de couvrir les odeurs, mais de s'en protéger.": Lume doesn't just protect and block, it prevents and squashes odors at the level of chemical inception. The word "protéger" implies more of the former.

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.

Also, just FYI, we ended up going with the translation that said "(upper) body" for a gender-neutral translation of the term "underboob." It was a good idea--kudos to you guys.

Thanks,

Brandon

**From:** Project Manager 3

Hi Brandon,

Thank you for this feedback. I will circle back with our French linguist to see what adjustments he might want to propose in light of your comments.

I'll be back.

Project Manager 3

**From:** Project Manager 3

Hi Brandon,

Thank you for your patience. Our French linguist has now implemented the amendments you requested. See the new file attached.

Below I have also highlighted the specific renderings he decided to go with.

1) translation of "All Day Odor Control" as "Contrôle des odeurs pendant 24hr": Studies show that Lume can suppress odors for up to 72 hours, but we don't want to promise this here--that's why we just said "all day"

Contrôle des odeurs du matin au soir = Morning to Night Odor Control

2) "développé par un gynécologue": Maybe this should be rendered as a more gender-neutral term as well, just like "underboob." Men may not want to buy a product advertised as designed by a gynecologist!

Développé par un scientifique = Developed by a scientist

(alternative for your consideration) Développé par un spécialiste de la santé =  
Developed by a health specialist

3) "Ce n'est pas juste de couvrir les odeurs, mais de s'en protéger.": Lume doesn't just protect and block, it prevents and squashes odors at the level of chemical inception. The word "protéger" implies more of the former.

Ce n'est pas juste de couvrir les odeurs, mais de les éliminer =... to eliminate them

Do let us know should any further modifications be necessary.

Thank you and have a good weekend,

Project Manager 3

**From:** Brandon

Fantastic! Thank you. This looks great.