

BONUS
#2

THE NIGERIAN FRESHNESS SHOPPING GUIDE

OLA-VINCENT

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How to Choose the Right
Hygiene Products
Without Wasting Money on Hype



SMART CHOICES.
REAL RESULTS.
LASTING
FRESHNESS.

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The Nigerian Freshness Shopping Guide

How to Choose the Right Hygiene Products Without Wasting Money on Hype

Welcome

Walk into any supermarket, pharmacy, or beauty store in Nigeria and you'll see hundreds of products claiming they'll keep you fresh all day.

Some promise "48-hour protection", while others claim to stop sweating instantly. Some are very expensive, others are surprisingly cheap. The question is **which ones are actually worth your money?**

The truth is, there is no single product that works perfectly for everyone. That's why this guide isn't about telling you to buy the most expensive brand. It's about helping you make smarter choices based on your needs, your skin, your lifestyle, and your budget.

Let's get started.

Rule #1: Don't Buy Based on Advertisements Alone

Advertisements are designed to sell products. They are not designed to understand your body.

A celebrity using a deodorant on TV doesn't mean it will be the best choice for you. Instead of asking, "*What's the most popular product?*" ask yourself, "*Does this product fit my needs?*"

That one question can save you thousands of naira over time.

Understanding the Difference Between Products

Many people use the words *deodorant* and *anti-perspirant* as if they mean the same thing. They don't.

Deodorant

A deodorant helps reduce body odour by limiting odor-causing bacteria and adding fragrance. It does **not** necessarily reduce sweating.

Choose a deodorant if:

- Your main concern is body odour.
- You don't sweat excessively.
- You simply want to stay fresh during a normal day.

Antiperspirant

An antiperspirant helps reduce sweating by temporarily blocking some sweat glands. Many products combine deodorant and antiperspirant in one.

Choose an antiperspirant if:

- You sweat more than average.
- Sweat stains are your biggest concern.
- You need extra protection during busy days.

Always follow the product instructions for safe and effective use.

Choosing the Right Soap

Soap isn't magic. Its job is to cleanse your skin—not permanently stop body odour.

When choosing a soap, look for one that:

- ✓ Cleans effectively
- ✓ Suits your skin type
- ✓ Doesn't leave your skin feeling painfully dry or irritated

If you have sensitive skin, consider fragrance-free or gentle cleansing products if fragranced soaps cause irritation. The best soap is the one you can use consistently without harming your skin.

What About Body Wash?

Body wash can be a great option, especially if you prefer liquid cleansers.

When choosing one, think about:

- How your skin feels after use.
- Whether the fragrance is too strong.
- Whether it leaves your skin comfortable.

A pleasant scent is nice but healthy skin is even better.

Choosing the Right Clothing

One of the smartest investments you can make isn't a deodorant. It's your wardrobe. Whenever possible, choose fabrics that allow your skin to breathe.

These often include:

- Cotton
- Linen
- Moisture-wicking fabrics designed for exercise

You don't have to replace all your clothes overnight. Simply begin making smarter choices, especially for hot days or long work hours.

Your Laundry Routine Matters

Many people blame themselves when the real problem is their laundry routine.

Ask yourself:

- Am I washing sweaty clothes soon after wearing them?
- Am I allowing clothes to dry completely before storing them?
- Are my towels clean?
- Do my shoes have enough time to air out?

Fresh clothes help you start the day with confidence.

Shopping on a Budget

You don't need the most expensive products to feel fresh.

Before buying anything, ask yourself:

- ✓ Do I actually need this?
- ✓ Am I replacing something that already works?
- ✓ Am I buying because of an advertisement?
- ✓ Does this product fit my routine?

Building a consistent routine is usually more valuable than constantly trying new products.

A Simple Freshness Shopping List

If you're just getting started, here's a practical checklist.

Daily Essentials

- ☐ Gentle soap or body wash
- ☐ Deodorant or antiperspirant that suits your needs
- ☐ Clean towel
- ☐ Toothbrush and toothpaste
- ☐ Clean underwear
- ☐ Breathable clothing
- ☐ Clean socks
- ☐ Water bottle

These basics often make a bigger difference than filling your bathroom with dozens of products.

Where to Buy Hygiene Products in Nigeria

You can usually find quality hygiene products at:

- Supermarkets
- Pharmacies
- Health and beauty stores
- Trusted online retailers

Whenever possible:

- ✓ Check expiry dates.
- ✓ Buy from reputable sellers.
- ✓ Be cautious of unusually cheap products that may be counterfeit.

Your health is worth protecting.

Products You Don't Always Need

Marketing can make us feel we need everything. In reality, many people do well without buying every trending product.

Before spending money, ask: *"Will this solve a real need, or is it just another impulse purchase?"*

That simple question can save you a lot over the course of a year.

Building Your Own Freshness Kit

Instead of owning dozens of products, create one simple kit.

Mine would include:

- ✓ Soap or body wash
- ✓ Deodorant or antiperspirant
- ✓ Toothbrush and toothpaste
- ✓ Clean towel
- ✓ Comb or hairbrush

- ✓ Handkerchief or tissues
- ✓ Water bottle
- ✓ Spare shirt for long days

Simple. Affordable. Practical.

Smart Shopping Tips

Before you leave the store, remember these five rules:

1. Buy What You Need

Don't buy products just because they're on promotion.

2. Read the Label

Always follow the manufacturer's instructions, especially for products designed to reduce sweating.

3. Test New Products Carefully

If you have sensitive skin, try a new product on a small area first. Stop using it if it causes irritation and seek medical advice if needed.

4. Replace Empty Products Before You Run Out

Don't wait until the last minute. Running out of essentials can disrupt your routine.

5. Invest in Habits, Not Hype

The best product in the world can't replace good hygiene habits.

Consistency will always outperform impulse buying.

Final Thoughts

Remember what you've learned throughout this guide:

Freshness doesn't come from owning the most expensive products. It comes from understanding your body, making thoughtful choices, and staying consistent with your routine.

A modest budget, combined with good habits, can often take you much further than a shelf full of products you'll never use.

Every purchase should support your **4T Freshness Framework™**, not distract you from it.

Shop wisely, use products correctly and stay consistent. Let your confidence—not clever advertising—guide your decisions.

With warm wishes,

Ola-Vincent