**Product Development Guidelines**

**Step 1: Select A Product**

**Step 2: Determine the Benefits**

Begin by selecting 3 benefits that you like to focus on

**Step 3: Determine the Feature (AKA Ingredients)**

Select 1 to 2 feature that will support the benefit you have selected to focus on.

For example: Pycnogenol – helps with inflammation

**Step 4: Application: How to use it?**

Learn how to use the product. Experiment on the products. Ask others how they use it besides the instructions – explore other usage as well.

**Step 5: Marketing**

How would you market the products? Find out who and what category of people wants it.

Design method of marketing. How would you market it and where would you market it.

**Step 6: The Competition**

Who has the same products? Compare pricing and ingredients. Is it easy to use? Would you use it? Would you buy it? Find 3 things that differs you from the competition)

**Step 7: Results**

Share a testimonial of people using it. If you have one kindly do so.