

## Introduction

**This presentation is divided into 2 aspects. Slides 2-5 is about the huge potential market waiting to be tapped. The projected population for 2008 came from a reputable government agency, National Statistics Office. As part of our commitment to support our stockists, distributors and leaders, the management plan to be aggressive in nationwide campaign. These includes actual radio interviews, press releases on major broad sheets and distribution of marketing materials.**

**Last 7 slides is the latest test, Anti-Bacterial Effect of Anion Strip conducted by well known testing center in China using Japan Anti-Bacterium Test Standard. The result of the test is favorable thus it safe to claim that Love Moon Sanitary Napkins prevents the proliferation of bacteria.**

**Feel free to use all information as one of your marketing tools in promoting our product and confidently merchandise that Love Moon Sanitary Napkin is a product of intensive research & development.**



## MARKET SIZE

# 2008 Population Projection

## 90,457,200

Reference: National Statistics Office-Projected Population 2008



# MARKET SIZE

## 2008 Population Projection 90,457,200

**Male**      **45,483,100**

**Female**    **44,974,100**

Reference: National Statistics Office-Projected Population 2008



# MARKET SIZE

**Female** **44,974,100**

**58%** **14-49 years old**

**26,084,978**

Reference: National Statistics Office-Projected Population 2008



# MARKET SIZE

**26,084,978**

**10 pcs**                      **Love Moon Sanitary Napkin/cycle**  
**120 pcs**                     **One year**  
**3,130,197,360**              **Total number of Love Moon**

**59,473,749,840**

**SALES**

**(3,130,197,360 X 19.00)**



# MARKETING SUPPORT

## NATIONWIDE CAMPAIGN:

- Radio Interviews
- Articles to be published in newspapers/magazines
- Release of merchandising materials (from HQ)



# ***TEST: ANTI BACTERIAL EFFECT***

***Conducted by: South China***

***Testing Center of Textile Industry-A***

***Professional analysis & test organization which specializes in testing the anti bacterial property of a product.***

***Sample: Anion Strip***

***Test Done: May 2007***

**Standard: Japan Industrial Standards Committee  
Anti-Bacterium Test Standard**



## ***OBJECTIVE OF THE TEST:***

***To confirm antibacterial effect  
of Anion Strip.***



***Staphylococcus aureus*** , literally "Golden Cluster Seed" and also known as golden staph, is the most common cause of *staph infections*. It is a spherical bacterium, frequently living on the skin or in the nose of a person, that can cause a range of illnesses from minor skin infections, such as pimples, impetigo, boils, cellulitis and abscesses , to life-threatening diseases , such as pneumonia, meningitis, endocarditis, Toxic shock syndrome (TSS), and septicemia



# *Staphylococcus aureus*,



## ***TEST RESULTS:***

***“THIS TEST SAMPLE HAS  
ANTI-BACTERIAL PROPERTY TO  
STAPHYLOCOCCUS AUREUS”***

**\*Standard: Japan Industrial Standards Committee  
Anti-Bacterium Test Standard**



## ***TEST RESULTS:***

# ***99.9% RATE OF BACTERIUM KILLING***

**\*Standard: Japan Industrial Standards Committee  
Anti-Bacterium Test Standard**

