

How to use this formula

Step 1: The 1-Liter Trial Batch

Start by creating a **1-liter trial batch**. This is your first test to see if the formula works. Carefully check the quality and all other parameters of the final product.

To create a high-quality product, you must pay attention to three key things:

1. **The Formula:** The exact recipe and measurements.
2. **Material Quality:** The quality and grade of your raw ingredients.
3. **Method and Skill:** The production process and the skill of the person making it.

Once you are completely satisfied with the quality of your 1-liter batch, compare it to a well-known brand. Then, repeat this process at least three times to ensure you can consistently achieve the same quality. **Consistency is more important than a single perfect batch.**

During this stage, you should finalize all the details:

- The exact grade and quality of materials you will use.
- Whether the cost of these materials fits within your budget.
- The specific fragrance, its quantity, and how long the scent lasts (its retention).

This initial period is for **product development**, not for sales or profit. Your goal is to perfect the product.

Step 2: Freeze the Formula

After you are satisfied with your consistent results, **freeze the formula**. This means documenting every detail: all materials, their exact quantities, their grade, the fragrance, and any dilution factors. This finalized document is your master formula.

Step 3: The 5-Liter or 10-Liter Pilot Batch

If you are getting consistent quality with the 1-liter trials, scale up by doing a **pilot batch of 5 or 10 liters**. After producing this larger batch, get feedback from others to see if they are happy with the quality.

If the quality is not good in the larger batch, there are two likely reasons:

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1. **You are not following the frozen formula.** This includes changing the quality of materials, the grade, the fragrance, or any other detail.
2. **You lack the necessary skill or mastery** to scale up production.
If you consistently get good quality with the 1-liter batches using the same materials, you **must** be able to get good quality with the larger batches. If not, you need to identify where you're making mistakes before you plan for a bulk run.
Once you are satisfied with your 5- or 10-liter batch, repeat it continuously at least three more times to verify quality consistency.

Step 4: Scale Up for Business

When you are confident in your product's consistent quality, you can start planning for business and larger production batches (e.g., 100 liters, 500 liters, 1000 liters, and so on).

Conclusion:

- **Establish the formula** based on your chosen materials and methods.
- Once you start your business, you should **never change the core formula**. Minor updates are allowed, but major revisions can affect your business negatively.
- After you've launched, your time should be focused on **marketing, sales, and profit**, not on revising your product's formulation.

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