

Category Benefit Map (Sleep-Linked Personal Care)

Sleepmaxxers / Menomaxxers / Sweatmaxxers

JTBD: *When I'm winding down for sleep, I want to support my mind and body to get the best rest and replenish overnight, so I can wake up primed and protected to perform at my best, every day.*

Functional Cluster	Deodorant	Oral Care	Skin Cleansing
Mind-Calming Neuroactives	Helps you unwind with calming scents and skin-soothing ingredients	Eases your mind and mouth into sleep with soothing botanicals and melatonin or chamomile	Turns your evening cleanse into a moment of calm with neuro-active ingredients
Skin/Oral Recovery Complex	Nourishes delicate underarm skin overnight with hydrating/restoring agents	Comforts gums and teeth while you sleep with rebuilding formulas	Helps skin bounce back with barrier-strengthening, moisture-locking ingredients
Microbiome Balance Agents	Keeps odor in check while supporting skin's microbiome	Supports a healthy mouth microbiome overnight	Cleans without stripping; maintains balanced skin ecosystem
Anti-Stress & Adaptogens	Infused with adaptogenic botanicals for balance and calm	Adds calming ritual via stress-soothing extracts	Plant-powered adaptogens to reduce stress from mind and skin
Cellular Longevity Boosters	Boosts skin resilience and vitality overnight	Supports long-term oral health while sleeping	Promotes overnight skin renewal with breakthrough actives
Freshness & Odor Control	Lasting odor protection that doesn't disrupt rest	Fights bad breath overnight with purifiers	Keeps skin cool/fresh with light botanicals without stripping
Sensory & Experience Enhancers	Smooth, gliding texture and elegant scents for wind-down	Creamy textures and gentle flavors make brushing a soothing ritual	Rich lathers, soft finishes, calming aromas

Circadian Rhythm Synchronizers	Supports natural sleep cycle non-disruptively	Time-aligned flavors and ingredients prep for rest	Syncs with night repair mode using chrono-actives
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Functional Cluster x Ingredient & Actives Table

Functional Cluster	Deodorant Ingredients	Oral Care Ingredients	Skin Cleansing Ingredients
Mind-Calming Neuroactives	Lavender oil, Chamomile extract, Melatonin, Neurophroline®, Neroli, Magnesium	Melatonin, Tulsi, Chamomile, L-theanine, 5-HTP	Lavender oil, Magnesium, Rhodiola rosea, Neurophroline®
Skin/Oral Recovery Complex	Panthenol, Peptides, Hyaluronic acid	Nano-hydroxyapatite, Aloe vera, Chamomile, Panthenol	Peptides, Hyaluronic acid, Ceramides, Panthenol
Microbiome Balance Agents	Prebiotics, Zinc salts, Witch hazel, Saccharomyces ferment	Lactobacillus ferment, Xylitol, Inulin, Prebiotics	Prebiotics, Postbiotics, Lactobacillus ferment, Oat extract
Anti-Stress & Adaptogens	Ashwagandha, Ginseng root extract	Holy basil, Rhodiola rosea, Adaptogenic mint blends	Rhodiola rosea, Holy basil, Schisandra extract
Cellular Longevity Boosters	Quercetin, Polyphenols (green tea), Resveratrol	Melatonin (night toothpastes), CoQ10, Antioxidant botanicals	Senolytics (e.g., Fisetin, Quercetin), NAD+ boosters
Freshness & Sweat Control	Zinc salts, Sage extract, Menthol, Witch hazel	Mild mint, Clove oil, Licorice root extract	Eucalyptus oil, Mint, Mild surfactants, Menthol
Sensory & Experience Enhancers	Silky emollients, Fast-absorbing carriers, Lavender, Vanilla	Creamy base agents, Vanilla or mint flavor oils, Xylitol	Creamy surfactants, Soft emollients, Aromatherapeutic oils

Circadian
Rhythm
Synchronizers

Melatonin, Chrono-
peptides, Low-
interference scent

Melatonin, Circadian-
aligned flavors,
Calming aromatics

Chrono-peptides,
Melatonin, Time-
release actives