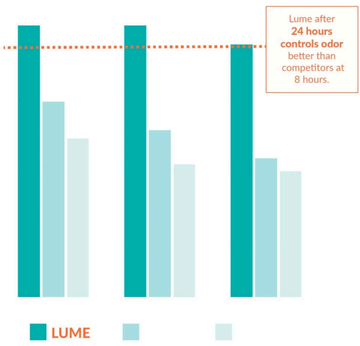
CLINICAL TESTING

Lume was really onto something remarkable, especially for an aluminum-free deodorant!
How remarkable? We let the experts decide.

WHAT YOU NEED TO KNOW

Princeton Consumer Research put Lume to the test in one of the hottest cities in the country, St. Petersburg, FL, during the hottest time of the summer (August) with some real stinkers (like us).

Barrie Drewitt, the worldwide "odor guru," has been testing deodorants (and sniffing pits) for over 20 years, and works with all of the industry leaders. He is tough. He is trusted...and it seems Lume took him by surprise!



*Study performed by Princeton Consumer Research on unscented varieties purchased April 30, 2020. Study performed May 2020. Odor control defined by percentage of odor controled by product.

TESTING PROCEDURE

Real women, with real body odor, underwent a 10-day "wash out" where they refrained from using any deodorant or antiperspirant product on their underarms (can you even imagine?).

They then "primed their pits" for 3 days and on the 4th day, after Lume application, were given a clean, white cotton t-shirt to wear for the next 24 hours.

Subjects were evaluated for body odor and graded at 24 and 72 hours, after proper Lume application, by expert B.O. detector, Barrie Drewitt and his team.

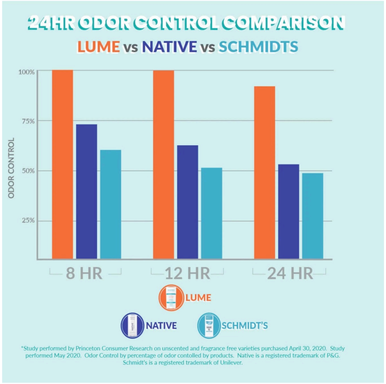
Lume dramatically reduced underarm odor at 24 hours and that control just kept going up to 72 hours.

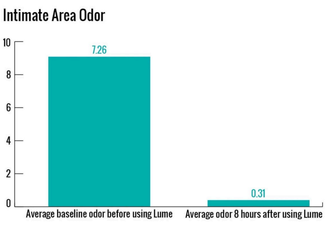
THE RESULTS

In a head-to-head against Native™ and Schmidt's™ (the unscented versions), we found that Lume controls odor 6x longer than these leading natural deodorants.

How did we achieve such great results as an aluminum-free deodorant? It's the science behind Lume that makes us different!

Most deodorants attempt to neutralize or cover up odor, but Lume actually stops odor before it starts.





IT DOESN'T STOP THERE

Lume isn't just for underarms! That's why it's called Lume Deodorant for Underarms and Private Parts.

We all develop odor between showers. Lume can be used as a traditional deodorant on underarms, but it can also be used anywhere you have odor but wish you didn't: under breasts, tummy folds, thigh creases, belly buttons, feet, and between our butt cheeks (we all have em).

Lume has been life changing for thousands of people who now have a bionic odor control confidence they have never had before.

94%

94% of testers felt this product exceeded their expectations for odor control!

8 out of 10

8 out of 10 women reported feeling "more confident" while using Lume Deodorant for Underarms & Private Parts.

97%

97% of testers reported it washed cleanly off their skin and out of clothing leaving no residue behind.

94%

94% of testers said it was well tolerated by their skin.

MOST POPULAR PRODUCTS

Custom Bundle

Starter Pack Bundle
Build Your Bundle
Choose Your Scents ~~$50.96~~ $34.98

Custom Bundle

Mix + Match Stick 3-Pack
Build Your Bundle
Choose Your Scents ~~$44.97~~ $36.96

Custom Bundle

Cream Deodorant Tube 3-Pack
Build Your Bundle
Choose Your Scents ~~$59.97~~ $49.95

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Deodorant Wipes (45 count)
Add To Cart $15.99
Subscribe ~~$15.99~~ $13.99