

The Freshness Loop™

MIKKY OLAYINKA



The Freshness Loop™

THE 7-DAY BLUEPRINT
for Better Underarm Freshness

— Even If You've Tried Everything —

Understand
your freshness
pattern, build a
simple 7-day routine,
and stay fresher
and more confident
all day long.



Know
Your Pattern



Build Your
7-Day Routine



Stay Fresher
& Confident



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WELLNESS CONTENT CREATOR HELPING WOMEN
BUILD SIMPLE, PRACTICAL SELF-CARE ROUTINES

THE FRESHNESS LOOP™

The 7-Day Blueprint for Better Underarm Freshness — Even If You've Tried Everything

Find out why your underarm freshness keeps breaking down, identify your personal Freshness Loop™, and build a simple routine to help you stay fresher and more confident throughout the day.

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wellness content creator helping women build simple, practical self-care routines

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INTRODUCTION

Girl, If You're Showering and Still Worried About Smelling... We Need to Talk

There is a particular kind of worry that can follow you around all day.

You shower in the morning.

You use your deodorant.

You put on clean clothes.

You leave the house feeling fresh.

Then, somewhere between getting through traffic, walking into the office, climbing a few stairs, sitting through a long meeting, or simply moving through a hot day, you notice something.

You start wondering:

“Can I smell?”

Maybe you quietly lift your arm.

Maybe you check your clothes.

Maybe you wipe your underarms in the bathroom.

Maybe you spray perfume.

And if you're standing close to other people, the worry becomes even stronger.

You start thinking about hugs.

You think about raising your arms.

You think about whether someone sitting beside you has noticed.

That kind of worry can affect your confidence in ways people don't always see.

And I want to start this guide by telling you something important:

You are not automatically dirty because you experience underarm odour.

Sweating is a normal body function.

Your skin naturally has microorganisms living on it.

Your underarms are warm areas of the body, and they can become sweaty for many completely normal reasons.

So if you have ever felt ashamed because your freshness didn't last as long as you wanted, please don't start this guide by blaming yourself.

Start with curiosity.

Because there is a difference between asking:

“Why am I so dirty?”

and asking:

“What is causing my freshness to break down?”

The second question gives us somewhere useful to go.

Smelling Good Is Not the Same as Being Afraid of Smelling Bad

I think this distinction matters.

You may not even be trying to smell like expensive perfume all day.

You may simply want to move through your day without constantly wondering whether your underarms are becoming noticeable.

You want to sit beside someone without worrying.

You want to wear your favourite blouse.

You want to go through Lagos traffic and arrive somewhere without immediately looking for a bathroom.

You want to attend church, work, a date, a wedding, an interview, or a social event without carrying that little voice in your head.

“What if I smell?”

That is what we're really working on here.

Not perfection.

Not smelling like perfume every second.

Not stopping your body from being a human body.

We're working toward **understanding your freshness pattern and building a simple routine that works with your real life.**

Why Another Deodorant May Not Be the Whole Answer

If you've ever bought another deodorant because the previous one seemed to stop working, you're not alone.

You may have tried:

- a different brand
- a stronger formula
- a spray
- a roll-on
- a stick
- perfume
- body mist
- extra washing
- extra scrubbing
- home remedies

Sometimes one of these changes may help.

But sometimes the problem keeps returning because you're only treating one part of a bigger pattern.

What if your biggest issue is not simply your deodorant?

What if heat is making you sweat more?

What if your underarms stay damp for a long time?

What if your clothing is holding onto odour?

What if your product isn't designed for the problem you're actually trying to control?

What if stress is one of your biggest triggers?

These questions lead us to a much better approach.

Welcome to the Freshness Loop™

The **Freshness Loop™** is a simple five-point system for understanding where your underarm freshness may be breaking down.

We'll look at:

TRIGGER → MOISTURE → MICROBE → PRODUCT → FABRIC

The goal isn't to make you obsess over every point.

It's actually the opposite.

The goal is to help you stop guessing.

Once you understand your own pattern, you can focus on the areas that matter most instead of constantly changing everything.

Over the next chapters, I'll walk you through each part of the loop.

You'll also complete a **Freshness Loop Scorecard™**, identify your biggest problem areas, and finish with a practical seven-day reset.

You don't need a perfect routine.

You don't need a bathroom full of products.

You don't need to punish your skin.

You simply need a better way to understand what is happening.

So let's start there.

CHAPTER 1

“But I JUST Showered!”

Why Does the Smell Keep Coming Back?

Let's begin with a situation many women know well.

You shower.

You wash properly.

You dry yourself.

You use your deodorant.

You put on clean clothes.

Everything feels fine.

Then later in the day, you notice moisture under your arms.

A few hours after that, you notice an odour.

And suddenly you're thinking:

“But I just showered.”

It can feel confusing.

It can also feel embarrassing.

But the first thing I want you to understand is this:

Underarm odour does not automatically mean you are unclean.

Sweat Is Not the Whole Story

Sweating is one of the ways your body helps manage heat.

You can sweat because the weather is hot.

You can sweat because you've been moving around.

You can sweat during exercise.

You can sweat when you're nervous.

You can sweat during stressful moments.

And yes, you can sweat simply because you're having a very warm day.

Anyone who has spent time in Nigerian heat knows how quickly a normal morning can become a sweaty afternoon.

You leave the house feeling fresh.

Then traffic happens.

The sun is strong.

The vehicle is crowded.

You arrive at your destination and suddenly you're wondering whether your freshness has survived the journey.

That does not mean your morning shower failed.

It means your body continued doing what bodies do.

So Where Does the Odour Come From?

Sweat itself is not always the whole reason for body odour.

Odour can develop when substances in sweat interact with microorganisms that naturally live on the skin.

That is an important distinction.

Because if you believe that **sweat = dirt**,

you may respond by washing harder, scrubbing more aggressively, or begin to use increasingly harsh products.

But if you understand that odour can involve several factors, you can approach the problem differently.

You can investigate.

And that is exactly what we're going to do.

Notice the Three Moments

For the next few days, pay attention to three moments:

1. When you're completely fresh

When do you feel your freshest?

Right after your shower?

After getting dressed?

An hour later?

2. When you first become sweaty

What was happening?

Were you outside?

Were you walking?

Were you stressed?

Were you in traffic?

Were you exercising?

3. When you first notice odour

This is especially useful.

Does odour appear immediately after sweating?

Does it take several hours?

Does it happen only with certain clothes?

Does it happen mainly on stressful days?

The timing gives us clues.

Your Five-Question Freshness Check

Ask yourself:

1. **When do I usually first notice moisture?**
2. **When do I usually first notice odour?**
3. **What am I normally doing at that time?**
4. **What am I wearing?**
5. **What product did I use that day?**

Don't try to solve anything yet.

Just observe.

This is important because we don't want to change five things and then have no idea what actually helped.

A Quick Word About Deodorant and Antiperspirant

These products are often treated as if they do exactly the same job.

They don't always.

In general:

- **Deodorants** are designed primarily to help manage body odour.
- **Antiperspirants** are designed to reduce sweating.
- Some products are designed to do both.

The important question is:

What are you actually trying to control?

Odour?

Sweat?

Or both?

Knowing that will make your product choices much more intentional.

Please Don't Punish Your Skin

You may come across home remedies recommending things like lemon, baking soda, vinegar, or strong acids for underarm odour.

I would not make random kitchen ingredients the centre of your routine.

Underarm skin can become irritated, especially when you combine strong substances with shaving, friction, heat, or repeated application.

More aggressive does not automatically mean more effective.

A simple, consistent routine is often a better place to start.

Your First Big Shift

You don't need to ask:

“How do I stop being smelly?”

Start asking:

“Where does my freshness start breaking down?”

That question changes everything.

YOUR ACTION STEP

For the next three days, write down:

- When you first sweat
- When you first notice odour
- What you were doing
- What you were wearing
- What product you used

No judgement.

Just clues.

THE TAKEAWAY

Your underarm odour is a problem to investigate, not a reason to feel ashamed.

You are not automatically dirty because you sweat.

You are not failing because a product stops working at some point in your day.

And you don't need to keep scrubbing, spraying, masking, and buying random products without understanding what is actually happening.

Freshness starts with understanding your pattern.

In the next chapter, we're going to look at the things you may already have tried — switching deodorants, scrubbing harder, spraying perfume, and constantly buying new products — and why those approaches can leave you stuck.

CHAPTER 2

You've Tried Everything...

So Why Are You Still Stuck?

If you've been dealing with recurring underarm odour for a while, there's a good chance you've already experimented.

Maybe you've changed deodorants.

Then changed again.

Maybe you bought the one your friend recommended.

Maybe you started using perfume under your arms.

Maybe you scrubbed harder in the shower.

Maybe you decided you simply needed a “stronger” product.

And when none of that gave you the result you wanted, you probably wondered:

“What am I doing wrong?”

Let's slow that down.

You may not be doing anything wrong.

You may simply be trying to solve the wrong part of the problem.

The Deodorant-Switching Trap

One of the easiest things to do when something isn't working is buy another product.

It feels productive.

You see a new product promising long-lasting freshness, and you think:

“Maybe this is the one.”

Sometimes it is helpful to change a product.

But if you don't know why the previous product wasn't working, you can end up repeating the same cycle.

New product.

Hope.

A few days.

Disappointment.

Another product.

The issue is not that you are not trying hard enough.

The issue is that you're changing the tool without understanding the job.

Stronger Does Not Always Mean Better

A stronger-smelling product isn't necessarily the answer.

If your main problem is heavy sweating, a product focused mainly on masking odour may not address the part of the loop causing the frustration.

If your product works normally but fails during hot, stressful days, the product may not be the only factor.

If your skin is irritated, adding stronger products may make the situation less comfortable.

This is why I want you to stop asking:

“What's the strongest thing I can use?”

and start asking:

“What does my situation actually need?”

Scrubbing Harder

There is also the temptation to scrub.

If washing once doesn't make you feel fresh for long, maybe scrubbing twice will.

But your underarm is still skin.

More friction isn't automatically better.

If you repeatedly irritate the skin, especially after shaving, you may end up with discomfort that creates another problem to manage.

Your goal is not to win a battle against your underarms.

Your goal is to care for them well.

Perfume Is Not a Reset Button

Perfume can make you smell lovely.

But perfume does not necessarily solve the reason an odour keeps returning.

If you are using fragrance to cover a problem that keeps restarting, you may find yourself layering more and more fragrance throughout the day.

That can become stressful.

And it can make it harder to understand what's actually happening.

There is nothing wrong with enjoying fragrance.

Just don't confuse **covering an odour** with **understanding its source**.

Don't Change Everything at Once

This is one of the most useful rules in this guide:

Change one meaningful thing at a time.

If you change your deodorant, soap, perfume, clothes, laundry detergent, shaving routine, and shower routine on the same day, then notice an improvement, you won't know what made the difference.

And if things get worse?

You won't know what caused that either.

A simple routine gives you better information.

Your Product Audit

Take a moment and write down:

My current product: _____

Is it mainly a deodorant, antiperspirant, or both?

What am I hoping it will help with?

- ☐ Odour
- ☐ Sweat
- ☐ Both

When do I apply it?

What does the label say about use?

Does my problem happen mainly on:

- ☐ Normal days
- ☐ Hot days
- ☐ Exercise days
- ☐ Stressful days
- ☐ Long days outside
- ☐ Other: _____

This small audit can reveal more than another random shopping trip.

You Don't Need to Panic. You Need to Investigate.

Recurring odour can feel personal.

It can make you think something is wrong with you.

But once we break the problem into smaller pieces, it becomes much easier to work with.

Maybe your biggest issue is heat.

Maybe it's moisture.

Maybe it's product choice.

Maybe it's clothing.

Maybe it's a combination.

That's why we're about to introduce the system that ties everything together.

THE TAKEAWAY

More products do not automatically mean more freshness.

The goal isn't to keep searching for something stronger.

The goal is to understand what you're actually trying to control and identify where your freshness keeps breaking down.

In the next chapter, I'll introduce you to your **Freshness Loop™** and show you the five places to look.

CHAPTER 3

Meet Your Freshness Loop™

The 5 Places Your Freshness Can Break Down

Now we're getting to the heart of this guide.

The **Freshness Loop™** is a simple way to understand recurring underarm odour without reducing the entire issue to “you need to wash better.”

Think of it as a chain:

TRIGGER → MOISTURE → MICROBE → PRODUCT → FABRIC

These five points can interact.

And not every woman will have the same pattern.

That's important.

Your friend may swear by one routine.

Your sister may use a completely different product.

Someone online may recommend another solution.

That doesn't automatically mean their routine is right for you.

Your job is to discover **your pattern**.

Point 1: TRIGGER

A trigger is something that makes sweating more likely or changes the situation around your freshness.

Common examples include:

- heat
- exercise
- movement

- commuting
- stress
- nervousness
- long days outside
- certain personal situations

If you always notice a problem after a particular trigger, that's useful information.

Point 2: MOISTURE

Sweating is normal. The body sweats for a reason.

But staying damp for a long time can become part of your freshness pattern.

Think about:

- how quickly you dry after bathing
- how long your underarms stay sweaty
- tight clothing
- airflow
- hot weather
- sweaty clothing staying against your skin

The question isn't:

“How do I manage to never sweat?”

It's:

“What happens after I sweat?”

Point 3: MICROBE

Your skin naturally has microorganisms living on it.

Odour can develop when substances in sweat interact with microorganisms on the skin.

This doesn't mean you need to make your skin sterile.

It means we need to understand that body odour is more complicated than sweat alone.

Point 4: PRODUCT

Your product is a tool.

A deodorant and an antiperspirant are not necessarily doing the same job.

Your product should make sense for what you're trying to manage.

And using more of a product than directed isn't automatically better.

Point 5: FABRIC

Sometimes the skin isn't the only place where odour is involved.

Clothing can absorb sweat and may retain odour.

Have you ever noticed that one particular top seems to become a problem much faster than others?

That's a clue.

It may be worth investigating the clothing and laundry side of your routine.

THE FRESHNESS LOOP SCORECARD™

Now let's identify your strongest loop points.

Give each statement a score:

0 = Not really me

1 = Sometimes

2 = Often

3 = Definitely me

TRIGGER

I notice sweating after heat, movement, exercise, stress, commuting, or other predictable situations.

Score: ____

MOISTURE

My underarms stay damp for a long time after I sweat.

Score: ____

MICROBE

I notice that odour can appear even though I have washed normally.

Score: ____

PRODUCT

I'm not completely sure whether my product is mainly targeting odour, sweat, or both.

Score: ____

FABRIC

Certain clothes seem to hold or bring back odour more easily.

Score: ____

Now look at your scores.

My highest score:

My second-highest score:

These are your two biggest loop points **for now**.

That doesn't mean the other points don't matter.

It simply tells you where to look first.

Your Freshness Loop Profile

Complete this:

My biggest loop point is:

My second loop point is:

The situation where I notice the problem most is:

The product I'm currently using is:

A clothing pattern I've noticed is:

THE TAKEAWAY

Your freshness problem may not have one single “bad” ingredient, product, or behaviour behind it.

It can be a loop.

And once you identify where your loop is strongest, you can stop trying to fix everything at once.

In the next chapter, we'll start with **Point #1: Triggers**.

CHAPTER 4

Point #1: Find Your Triggers Before They Catch You Out

Have you noticed that your underarm freshness is not exactly the same every day?

Maybe Monday is fine.

Tuesday is fine.

Then Wednesday is hot, stressful, busy, and completely different.

That pattern matters.

A trigger is simply something that tends to increase sweating or make your freshness routine harder to maintain.

Heat

Heat is an obvious one.

On a hot day, your body may sweat more.

If you're moving around Lagos, standing outside, waiting in traffic, walking between buildings, or travelling in a crowded vehicle, your body may respond to the conditions.

You don't need to feel ashamed of that.

You need to plan for it.

Movement and Exercise

Walking quickly.

Taking stairs.

Working out.

Running errands all afternoon.

Moving from one appointment to another.

These are normal activities.

If they consistently lead to more sweating, you can build your routine around them.

Stress Sweat

Stress can also affect sweating.

Think about:

- presentations
- interviews
- important meetings
- dates
- public speaking
- difficult conversations
- crowded social situations

You may notice that your body reacts differently when you're nervous.

Again, that's information.

Not failure.

YOUR TRIGGER MAP™

For the next three days, complete this table using the example below as guide.

Situation	What happened?	Sweating level	What did I notice?
Work meeting	Felt nervous	Medium	Started sweating

Try to identify your top three triggers.

My top trigger:

My second trigger:

My third trigger:

Now ask:

What could I do before this situation begins?

Maybe you can:

- allow extra time
- carry a spare top when practical
- dress for the weather
- use your normal product according to its directions
- plan a chance to cool down
- avoid arriving already overheated
- have a simple freshening option available

The Important Event Rule

Please don't experiment with a completely new routine on the morning of your wedding, interview, date, presentation, or other important event.

That is not the best time to test something unfamiliar.

Instead, learn what works for you during ordinary days.

Then use the routine you already understand when the important day arrives.

Your Triggers Can Change

Your body isn't a machine that behaves exactly the same every day.

Weather changes.

Your schedule changes.

Your stress levels change.

Your activity changes.

So don't worry if your trigger map changes over time.

You are learning your current pattern.

YOUR ACTION STEP

My biggest sweating trigger:

The situation where I worry most about freshness:

One thing I can do before that situation:

One thing I can stop doing:

WHEN TO GET EXTRA HELP

If you suddenly develop a major change in sweating, experience unexplained excessive sweating or night sweating, or have persistent irritation, rash, pain, swelling, sores, or another unusual change, consider speaking with a healthcare professional.

Those situations deserve more than a self-care experiment.

THE TAKEAWAY

Sweating isn't a personal failure.

When you understand your triggers, you can prepare instead of being surprised.

You don't have to control every drop of sweat.

You simply need to understand what tends to start your loop.

Next, we'll look at what happens **after the sweating begins: moisture.**

CHAPTER 5

Point #2: Your Underarms Don't Need to Live in a Moisture Trap

Let's make an important distinction.

There is a difference between:

“I sweat.”

and:

“My underarms stay damp for a long time.”

Sweating is normal.

The second situation gives us something practical to investigate.

The Moisture Loop

Imagine this:

Sweat → Dampness → Clothing → Heat/Moisture → Odour → Worry

Then the worry can lead to more checking, more wiping, more spraying, and more stress.

That is the kind of cycle we're trying to interrupt.

Start After Your Shower

Your shower may not be the problem.

But what happens afterwards can matter.

Make sure you rinse normally and dry your underarms properly before getting dressed.

You don't need to scrub aggressively.

You simply want the area clean and comfortably dry.

Then use your normal deodorant or antiperspirant according to its directions.

Your Dry & Fresh Routine™

MORNING

1. Shower or wash normally.
2. Rinse well.
3. Dry your underarms gently and properly.
4. Apply your usual product according to the label.
5. Put on clean, dry clothing.
6. Think about your day's likely triggers.

DURING THE DAY

Notice when you begin sweating.

If you've had a very active or hot period, give yourself a chance to cool down and freshen up when practical.

If your clothing becomes heavily sweaty, changing when possible can also help.

The goal is not to panic every time you sweat.

The goal is to avoid staying unnecessarily damp for long periods.

A Simple Moisture Detective Challenge

For three days, notice:

- How quickly you become sweaty
- How long you remain damp
- Which clothes feel most comfortable
- Whether certain days are worse
- Whether the issue happens mainly after particular triggers

My moisture pattern:

The situation where I stay damp longest:

One practical change I can make:

Don't Turn “Dry” Into “Extreme”

You don't need to use harsh substances to make your underarms dry.

Avoid turning your routine into a collection of DIY drying experiments.

Your skin still needs to be treated gently.

THE TAKEAWAY

The goal is not to fear sweat.

The goal is to understand what happens after you sweat.

Manage moisture. Don't punish your body for producing it.

Next, we're going one level deeper into the freshness loop: **microbes**.

CHAPTER 6

Point #3: Stop Blaming the Sweat

Let's Talk About Microbes

This is one of the most useful ideas in the entire guide.

Your skin is not a sterile surface.

Tiny microorganisms naturally live on your skin.

That's normal.

So when we talk about microbes, I don't want you to imagine something dirty or frightening.

Think of them as part of the normal skin environment.

So Why Does This Matter?

Odour can develop when substances in sweat interact with microorganisms on the skin.

That means sweat alone doesn't explain every odour experience.

This is one reason two people can sweat in similar conditions and experience freshness differently.

It also explains why simply saying:

"I need to wash more."

may not always be the complete answer.

Clean Doesn't Mean Sterile

Washing normally is important.

But your goal isn't to sterilise your underarms.

You don't need to wage war against every microorganism living on your skin.

Your goal is to maintain a clean, comfortable routine without repeatedly irritating the area.

That's why I like this rule:

CLEAN, DON'T ATTACK.

Wash normally.

Rinse properly.

Dry gently.

Use appropriate products as directed.

Pay attention to your skin.

That's enough to start.

Be Careful With Aggressive Scrubbing

If you scrub hard every day because you're worried about odour, take a step back.

Especially if you've shaved recently.

Friction and irritation can make your skin uncomfortable.

And once your skin is irritated, adding strong products or DIY mixtures can make the situation even more unpleasant.

What About “Underarm Detox”?

You may see recommendations involving lemon, baking soda, vinegar, acids, or other strong mixtures.

Please don't assume that because something is natural, it is automatically suitable for your skin.

Underarm skin can be sensitive.

If something burns or causes significant irritation, that's not a sign that it's “working.”

It's a reason to stop.

Your Skin-Friendly Freshness Reset™

For the next few days:

1. Clean normally.

Don't turn your shower into a scrubbing competition.

2. Rinse well.

Remove product and cleanser properly.

3. Dry gently.

Don't leave the area unnecessarily damp.

4. Keep your routine simple.

Avoid adding several new products at once.

5. Pay attention.

Notice what changes.

A Useful Clue

Suppose you feel completely fresh after bathing.

Then, later in the day, you sweat.

After some time, odour develops.

That doesn't automatically tell us exactly what the cause is.

But it tells us the problem is happening **after** your initial cleaning routine.

That's useful.

It means we should investigate the rest of the loop rather than simply washing again and again.

YOUR ACTION STEP

Complete these:

I feel freshest:

Odour usually appears:

One thing that happens before the odour:

One thing I will stop doing to my skin:

WHEN TO SEEK PROFESSIONAL ADVICE

If you experience a sudden or major unexplained change in odour, unexplained excessive sweating, persistent rash or irritation, swelling, pain, sores, or other unusual symptoms, speak with a healthcare professional.

THE TAKEAWAY

Underarm odour is not simply a cleanliness test.

Your skin has a natural environment.

Your job is to care for it, not attack it.

Clean.

Dry.

Keep things simple.

Observe.

And get professional advice when something seems unusual.

Next, we'll look at two final pieces of the loop that are easy to overlook:

your product and your clothes.

CHAPTER 7

Point #4 & #5: Your Deodorant and Your Clothes Could Be Part of the Loop

By now, you've looked at your triggers, moisture, and the role of microorganisms.

Now let's talk about two very practical parts of your routine:

what you put on your underarms and **what you put over them**.

In other words:

Product + Fabric.

Your Product Is a Tool

Your deodorant isn't supposed to do every job.

As a general guide:

Deodorant is mainly intended to help manage odour.

Antiperspirant is intended to reduce sweating.

Some products combine both functions.

The right choice depends on what you're actually trying to manage.

Before You Buy Another Product

Ask yourself:

What is my main problem?

- ☐ Odour
- ☐ Sweating
- ☐ Both

Then ask:

What is my current product designed to do?

This simple question can save you from buying products based purely on advertising language.

Follow the Label

More product is not automatically better.

Use your product according to its instructions.

If you experience significant burning, irritation, rash, swelling, or discomfort, stop using the product and consider professional advice if needed.

Your routine should support your skin, not make it miserable.

The Fresh-After-Shower Mystery

Here's another useful clue.

Imagine:

You shower.

You feel fresh.

You put on your usual product.

You put on a particular blouse.

A few hours later, you notice odour.

What if the blouse is part of the story?

I'm not saying every clothing problem is the explanation.

I'm saying it's worth investigating.

That One Top

Most of us have probably had one.

The top that somehow seems to become "that top."

You wash it.

It looks clean.

You wear it again.

And somehow, the smell returns much faster than it does with another top.

If that happens repeatedly, pay attention.

Your Fabric Test

Choose three clean tops.

TOP A

A top you rarely associate with odour.

TOP B

A top that sometimes becomes a problem.

TOP C

Another clean top for comparison.

Wear them on reasonably similar days when practical.

Notice:

- how quickly you sweat
- how the fabric feels
- when you notice odour
- whether the pattern repeats

You are not trying to run a laboratory experiment.

You're simply looking for a pattern.

Clothing Can Become Part of the Loop

Think of this:

Sweat → Shirt absorbs it → Shirt stays damp → Odour remains → Shirt is worn again → Smell returns → You blame your body → You buy another deodorant

If this pattern sounds familiar, your clothes deserve some attention.

Laundry Matters Too

Wash, rinse, and dry clothing properly according to the care instructions.

Don't assume that adding more fragrance means clothing is cleaner.

And when possible, avoid repeatedly re-wearing heavily sweaty clothing before it has been properly washed.

Your Product + Fabric Reset™

For the next few days:

PRODUCT

- Know whether you're using deodorant, antiperspirant, or a combination.
- Know whether you're targeting odour, sweat, or both.
- Follow the label.
- Don't automatically choose the strongest product.

FABRIC

- Start with clean, dry clothes.
- Pay attention to repeat problem tops.
- Wash and dry clothing properly.
- Avoid repeatedly re-wearing heavily sweaty clothing.
- Don't confuse fragrance with cleanliness.

Your Detective Sheet

My main product goal:

My product type:

My main clothing clue:

A top I want to observe:

One thing I'll change:

One thing I'll stop doing:

Now take another look at your Freshness Loop.

My biggest point:

My second biggest point:

You may notice that your pattern is beginning to make much more sense.

THE TAKEAWAY

Your deodorant is a tool.

Your clothing is part of your daily freshness environment.

And your job is not to keep buying stronger products until something magically works.

Know the problem. Choose the appropriate tool. Use it properly. Pay attention to your fabric.

Now we're ready to put everything together.

In the final chapter, you'll follow your **7-Day Freshness Reset**.

CHAPTER 8

Your 7-Day Freshness Reset

Let's Break the Loop

You've done the detective work.

You've looked at your triggers.

You've thought about moisture.

You've learned why microbes can be part of the odour process.

You've checked your product.

You've investigated your clothing.

Now we're going to put all of that into one simple seven-day plan.

The most important rule?

Don't try to change everything at once.

Each day has one main focus.

Let's begin.

DAY 1 — FIND YOUR LOOP

Today is about observation.

Complete your **Freshness Loop Scorecard™**.

Score:

- Trigger
- Moisture
- Microbe
- Product

- Fabric

Then identify your top two points.

My top point:

My second point:

Don't try to fix everything today.

Just understand your starting point.

Today's goal: clarity.

DAY 2 — BREAK THE MOISTURE LOOP

Today, focus on what happens after you sweat.

Your checklist:

- ☐ Shower or wash normally
- ☐ Rinse well
- ☐ Dry your underarms properly
- ☐ Use your normal product according to directions
- ☐ Wear clean, dry clothing
- ☐ Notice when you become sweaty
- ☐ Cool down or freshen up after heavy sweating when practical
- ☐ Change heavily sweaty clothing when possible

Remember:

Sweating is not the enemy. Staying unnecessarily damp is what we're investigating.

Today's goal: better moisture awareness.

DAY 3 — FIX THE PRODUCT LOOP

Look at your current product.

Ask:

Is it a deodorant?

An antiperspirant?

A combination?

Then ask:

What am I actually trying to control?

- ☐ Odour
- ☐ Sweat
- ☐ Both

Read the label.

Follow the directions.

Don't assume that using more will give you better results.

And don't continue using a product that causes significant irritation.

Today's goal: use your product intentionally.

DAY 4 — FIND YOUR TRIGGERS

Use your Trigger Map™.

Look for:

- heat
- exercise
- movement
- traffic
- stress
- long days

- personal situations

Then think ahead.

If tomorrow is going to be hot, can you prepare?

If you're going to be moving around all day, can you dress accordingly?

If you're going into a stressful situation, can you allow yourself enough time to arrive calmly?

Today's goal: prepare instead of react.

DAY 5 — RESET THE FABRIC LOOP

Today, pay attention to your clothing.

Choose your three comparison tops.

Notice which ones:

- stay comfortable
- become damp quickly
- seem to retain odour
- repeatedly create the same problem

Make sure clothing is properly washed and dried according to its care instructions.

If you've been re-wearing heavily sweaty clothes, change that habit where practical.

Remember:

A strong fragrance on clothing doesn't necessarily mean the clothing is clean.

Today's goal: remove unnecessary fabric clues from the loop.

DAY 6 — BUILD YOUR PERSONAL FRESHNESS ROUTINE

Now we make the routine yours.

Look at your top two Freshness Loop points.

For example:

If your biggest issue is **Trigger + Moisture**, your routine may focus on preparing for hot days and managing dampness.

If your biggest issue is **Product + Fabric**, your routine may focus more on choosing the right product for your goal and paying attention to repeat problem clothing.

If your biggest issue is **Trigger + Fabric**, your routine may focus on clothing choices around high-sweat situations.

Your routine does not need to look like anyone else's.

MY MORNING ROUTINE

- ☐ Shower/wash normally
- ☐ Rinse
- ☐ Dry underarms
- ☐ Apply product as directed
- ☐ Choose clean, dry clothing
- ☐ Check the day's likely triggers

MY HIGH-SWEAT PLAN

When I expect more sweating, I will:

MY CLOTHING PLAN

MY PRODUCT PLAN

Today's goal: create something you can actually maintain.

DAY 7 — FRESHNESS LOCK-IN

You've reached the final day.

Now look back.

What did you notice?

What changed?

What didn't?

What surprised you?

THE THREE THINGS THAT HELPED ME MOST

1. _____
2. _____
3. _____

Now choose your three non-negotiables.

These should be simple enough to maintain.

MY 3 FRESHNESS NON-NEGOTIABLES

1. _____
2. _____
3. _____

That's your starting routine.

Not a complicated routine.

Not a perfect routine.

Your routine.

YOUR 7-DAY RESET AT A GLANCE

Day	Focus	Main Action
1	Find Your Loop	Complete your Scorecard™

2	Moisture	Improve moisture awareness
3	Product	Match product to your goal
4	Triggers	Identify and prepare for triggers
5	Fabric	Investigate clothing patterns
6	Routine	Build your personal system
7	Lock-In	Keep what works

THE BIG LESSON

I want you to remember something beyond these seven days.

Freshness is not about never sweating.

It's not about smelling like perfume from morning until night.

It's not about having the most expensive deodorant.

And it certainly isn't about being afraid of your own body.

It's about understanding your pattern.

When the problem returns, don't immediately panic.

Pause.

Ask:

Where did my Freshness Loop™ restart?

Was it:

TRIGGER?

MOISTURE?

MICROBE?

PRODUCT?

FABRIC?

Then look at that part first.

You don't have to start the entire routine from zero.

And you don't need to change ten things at once.

THE TAKEAWAY

Freshness is not perfection.

The goal is to understand your body better, notice your patterns, and build simple habits that support you through real life.

You don't need to be afraid of your own body.

You just need to understand it better.

And now you have a framework for doing exactly that.

FRESHNESS ROUTINE CHEAT SHEET™

Your One-Page Freshness Loop™ Checklist

EVERY MORNING

- ☐ Shower/wash normally
- ☐ Rinse well
- ☐ Dry underarms properly
- ☐ Apply deodorant/antiperspirant as directed
- ☐ Wear clean, dry clothes
- ☐ Think about today's heat, movement, exercise, or stress triggers

DURING THE DAY

- ☐ Notice when you start sweating
- ☐ Notice when you become damp
- ☐ Cool down/freshen after heavy sweating when practical
- ☐ Change heavily sweaty clothing when possible
- ☐ Don't panic if you sweat

PRODUCT CHECK

- ☐ Do I use deodorant, antiperspirant, or both?
- ☐ Am I targeting odour, sweat, or both?
- ☐ Am I following the label?
- ☐ Am I using more because I'm worried?
- ☐ Is my skin becoming irritated?

CLOTHING CHECK

- ☐ Clean clothes
- ☐ Properly washed and dried
- ☐ Avoid repeatedly re-wearing heavily sweaty clothes
- ☐ Watch for repeat problem tops
- ☐ Remember: fragrance ≠ cleanliness

IF ODOUR COMES BACK

STOP.

DON'T PANIC.

FIND THE LOOP.

- ☐ Trigger
- ☐ Moisture
- ☐ Microbe
- ☐ Product
- ☐ Fabric

WHERE DID MY FRESHNESS LOOP™ RESTART?

MY 3 NON-NEGOTIABLES

1. _____
2. _____
3. _____

Remember: You are not dirty simply because you sweat.

If you notice a sudden major change, unusual persistent odour, unexplained excessive sweating, significant irritation, pain, swelling, sores, or other concerning symptoms, consider speaking with a healthcare professional.

WHEN THIS ISN'T JUST A FRESHNESS PROBLEM

Not every underarm odour concern is a hygiene issue.

Most everyday freshness problems can be approached with simple self-care and observation.

But sometimes a change deserves professional attention.

Consider speaking with a healthcare professional if you notice:

- a sudden or major change in your usual body odour
- unusually heavy or unexplained sweating
- persistent sweating that concerns you
- significant or persistent rash or irritation
- swelling
- pain
- sores
- an unusual smell that persists without an obvious explanation
- other symptoms happening alongside the change

This guide cannot tell you what a medical symptom means.

And the internet cannot reliably diagnose you from a description.

If something feels unusual or concerning, getting proper advice is the safer choice.

Don't Let Viral DIY Advice Make You Panic

You may see dramatic recommendations online telling you to “detox” your underarms with strong household ingredients.

You don't need to follow every viral remedy.

Lemon.

Baking soda.

Vinegar.

Strong acids.

Other harsh mixtures.

“Natural” does not automatically mean “gentle.”

If your skin burns, becomes significantly irritated, develops a rash, swells, or becomes painful, stop the product and consider professional advice.

Your skin does not need to suffer for you to feel clean.

THE TAKEAWAY

Listen to your body.

Most importantly, know when a freshness concern has moved beyond something you should try to solve on your own.

There is no shame in asking for professional help.

In fact, knowing when to ask is part of good self-care.

ABOUT THE AUTHOR

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wellness content creator helping women build simple, practical self-care routines

I created this guide because everyday body concerns can become much bigger confidence concerns than we sometimes admit.

Something as simple as wondering whether your underarms smell can affect how you move through your day.

You may start checking yourself constantly.

You may avoid certain clothes.

You may become uncomfortable around people.

And sometimes, the more worried you become, the more complicated your routine gets.

I wanted to create something different.

Something practical.

Something easy to understand.

Something that doesn't make women feel ashamed of having normal bodies.

That's why I developed the **Freshness Loop™**.

Instead of simply saying, "Try this product," the framework helps you look at the different places where your freshness may be breaking down.

You learn to notice patterns.

You learn to ask better questions.

You learn to make small changes instead of changing everything at once.

And most importantly, you learn to approach your body with a little more understanding.

Because self-care shouldn't leave you feeling confused or punished.

It should help you feel more comfortable, informed, and confident.

I hope this guide gives you exactly that.

Simple steps. Better understanding. More confidence.

— Mikky Olayinka

DISCLAIMER

This guide is provided for **general educational and informational purposes only**.

It is not medical advice, diagnosis, treatment, or a substitute for care from a qualified healthcare professional.

The information in this guide is not intended to diagnose, treat, cure, or prevent any disease or medical condition.

Every person's body and skin are different. A routine that works well for one person may not work the same way for another.

Always follow the directions provided with personal-care products.

If a product causes significant burning, irritation, rash, swelling, pain, or another concerning reaction, stop using it and consider seeking appropriate professional advice.

You should also consider speaking with a healthcare professional if you experience a sudden or major change in body odour, unexplained excessive sweating, persistent or unusual symptoms, or significant changes to the skin.

Do not use this guide to self-diagnose a medical condition.

The Freshness Loop™ is an educational framework designed to help you observe common factors that may contribute to recurring underarm freshness concerns. It does not guarantee a particular result.

This guide does not promise that every reader will experience the same outcome.

The goal is to provide practical self-care education, encourage thoughtful observation, and help you make more informed everyday choices.

When you are unsure about a health concern, seek advice from a qualified healthcare professional.

A final note from Mikky

Take care of your body with patience.

You don't have to understand everything immediately.

You don't have to get every routine perfect.

Start with what you notice.

Make one sensible change at a time.

And remember:

Your body is not something you need to be ashamed of.

Understanding it is part of caring for it.