

## PHASE 3: CROP-TO-PRODUCT LINE MAPPING

*Supplements • Skin Care • Hair Care • Massage & Therapeutic Products*

### Purpose of This Phase

- Link **farming decisions directly to end products**
- Help members choose crops based on **product demand**
- Enable WEMPOWER GLOBAL to design **focused supply contracts**
- Reduce ambiguity between agriculture and manufacturing

### A. ALTERNATIVE MEDICINE & NUTRACEUTICAL SUPPLEMENTS

**Product forms:** capsules, tablets, powders, teas, syrups, extracts

#### Key Crops Feeding This Product Line

- Moringa
- Turmeric
- Ginger
- Ashwagandha
- Ginseng
- Maca
- Neem
- Artemisia
- Echinacea
- Dandelion (leaf & root)
- Licorice root
- Baobab fruit

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- Amla
- Spirulina
- Chlorella
- Reishi, Cordyceps, Lion's Mane

**Primary health focus:**

- Immunity
- Energy & vitality
- Hormonal balance
- Anti-inflammatory support
- Detox & digestion
- Brain & nerve support

## B. FOOD & FUNCTIONAL NUTRITION PRODUCTS

**Product forms:** superfood powders, protein blends, nutrition bars, drink mixes

### Key Crops

- Moringa
- Baobab
- Cocoa
- Coffee (functional extracts)
- Avocado (oil & powder)
- Coconut
- Pumpkin seeds
- Sunflower seeds
- Chia seeds
- Flaxseed

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- Spirulina

**Primary market use:**

- Daily nutrition
- Sports & endurance
- Anti-aging nutrition
- Mineral & vitamin supplementation

## C. SKIN CARE & COSMETIC PRODUCTS

**Product forms:** creams, lotions, oils, soaps, serums, balms, masks

### Key Crops

- Aloe vera
- Shea nuts
- Coconut
- Avocado
- Sesame
- Sunflower
- Castor
- Cocoa butter
- Rose
- Lavender
- Calendula
- Chamomile
- Neem
- Frankincense
- Myrrh

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### **Primary cosmetic functions:**

- Moisturizing & skin barrier repair
- Anti-aging & wrinkle reduction
- Acne & blemish control
- Wound healing & skin regeneration
- Anti-inflammatory & soothing

## **D. HAIR GROWTH & HAIR CARE PRODUCTS**

**Product forms:** hair oils, scalp tonics, shampoos, conditioners, masks

### **Key Crops**

- Castor seeds
- Coconut
- Sesame
- Black seed (Nigella sativa)
- Rosemary
- Neem
- Aloe vera
- Hibiscus
- Fenugreek
- Onion (extracts)
- Pumpkin seeds

### **Primary hair functions:**

- Hair growth stimulation
- Follicle nourishment

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- Scalp health & dandruff control
- Hair strengthening & shine
- Hair loss reduction

## **E. THERAPEUTIC, BODY MASSAGE & PAIN RELIEF PRODUCTS**

**Product forms:** massage oils, balms, liniments, ointments

### **Key Crops**

- Lemongrass
- Ginger
- Turmeric
- Eucalyptus
- Rosemary
- Peppermint
- Frankincense
- Myrrh
- Cinnamon bark
- White willow bark

### **Primary therapeutic uses:**

- Muscle relaxation
- Joint & arthritis relief
- Circulation improvement
- Stress relief
- Sports recovery

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## F. AROMATHERAPY & WELLNESS PRODUCTS

**Product forms:** essential oils, diffusers, inhalers, candles

### Key Crops

- Lavender
- Lemongrass
- Eucalyptus
- Peppermint
- Rosemary
- Ylang-ylang
- Jasmine
- Rose

### Primary benefits:

- Stress & anxiety reduction
- Sleep improvement
- Mental clarity
- Mood balance

## G. MULTI-PRODUCT, HIGH-STRATEGIC CROPS

These crops feed **multiple product lines** and are ideal for **priority contracting**.

| Crop      | Product Lines Served                  |
|-----------|---------------------------------------|
| Aloe vera | Supplements, skin, hair, therapeutics |
| Coconut   | Food, skin, hair, massage             |
| Moringa   | Supplements, nutrition, cosmetics     |

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|          |                                 |
|----------|---------------------------------|
| Avocado  | Food, skin, hair                |
| Turmeric | Supplements, therapeutics, skin |
| Ginger   | Supplements, massage, food      |
| Neem     | Supplements, skin, hair         |
| Sesame   | Oils, skin, hair, massage       |

## HOW MEMBERS SHOULD USE THIS PHASE

1. Identify **which product category interests them most**
2. Select crops that:
  - o Match that product line
  - o Are suitable to their climate (Phase 2)
3. Prioritize **multi-product crops** for income diversification

## STRATEGIC VALUE TO WEMPOWER GLOBAL

- Enables **crop-specific contracts**
- Prevents oversupply of low-demand inputs
- Aligns farming with **manufacturing forecasts**
- Supports branding and product line expansion

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