



Tsuki Liquid Sanitary Napkin



Max One International (HK) Co Ltd

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Manufacturer Background

- In 1997, Yingzhi independently developed sanitary napkins.
- In 2013, Yingzhi International Co., Ltd was relocated and established in Hong Kong and rebranded as "Tsuki". The company underwent a large-scale reform. Adhering to the philosophy of "health, comfort, and innovation," they provide care and support for women by researching, developing, and manufacturing women's health products. Their product range includes liquid sanitary napkins, ultra-thin sanitary napkins, daily use sanitary napkins, overnight sanitary napkins, mini sanitary napkins, comfort pants, and liners. They also offer high-quality daily care products.
- The company has obtained relevant technology patents and product quality certifications. Their factory is located in Conghua Economic and Technological Development Zone, Guangzhou, with an annual production capacity of up to 1 billion pieces.
- The flagship product is **Tsuki 007 liquid sanitary napkin**, which is widely sold through online and offline channels in China and highly favored by customers.

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Product Background

- Tsuki is a registered brand in Hong Kong.
- In 2013, Tsuki's production base, Guangzhou Sakura Paper Industry Co., Ltd., was established.
- Tsuki liquid sanitary napkins are a collaborative product developed in partnership with Oji Paper Co., Ltd. and Sumitomo Chemical Co., Ltd. of Japan. They utilize Seven Channel Liquid Flow Technology and have been granted a national patent certificate at China in 2020 (Patent No.: ZL 2020 2 0038068.X).
- Seven Channel Liquid Flow Technology enables quick absorption menstrual blood, enhancing comfort during use, reducing bacterial growth in napkin, and effectively lowering hygiene risks.
- Tsuki liquid sanitary napkins have partnered with over 1,000 C-store retailers in China and gained wide recognition among more than 20 million consumers, earning a good reputation. Now, the current annual sales volume has over 800 million pieces.

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What is Tsuki 007 Liquid Sanitary Napkins?

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What is "Tsuki"?

The Chinese name of Tsuki is "羽根". "羽" means "Feather" and it represents lightness, no sensation, and comfort. "根" sounds similar to "巾," which means "pad" or "napkin." Therefore, "羽根" represents sanitary napkins that are lightweight, comfortable, and provide a sensation-free experience.

What is 007?

It refers to the thickness of the absorbent layer in sanitary napkins, which is only 0.07cm, making it extremely thin and lightweight.

What is a liquid sanitary napkin?

A liquid sanitary napkin is a type of sanitary napkin that differs from regular napkin in terms of usage and functionality. Regular sanitary napkins typically consist of absorbent materials, leak-proof layers, and a top surface layer. The absorbent material is usually made of cellulose fibers, which are responsible for absorbing menstrual fluids.

In contrast, a liquid sanitary napkin has an additional layer which is typically made of super absorbent polymer gel material. Tsuki is made using a high-performance polymer absorption material with a patented Seven Channel Liquid Flow Technology. It rapidly absorbs liquid and locks it inside, keeping the surface dry and preventing leakage.

Factory Environment:

The factory adopts imported fully automated assembly lines, ensuring safety, efficiency, and hygiene with a sterile environment



The workshop is designed as an integrated space



A fully enclosed and dust-free assembly line



Staff air shower disinfection area

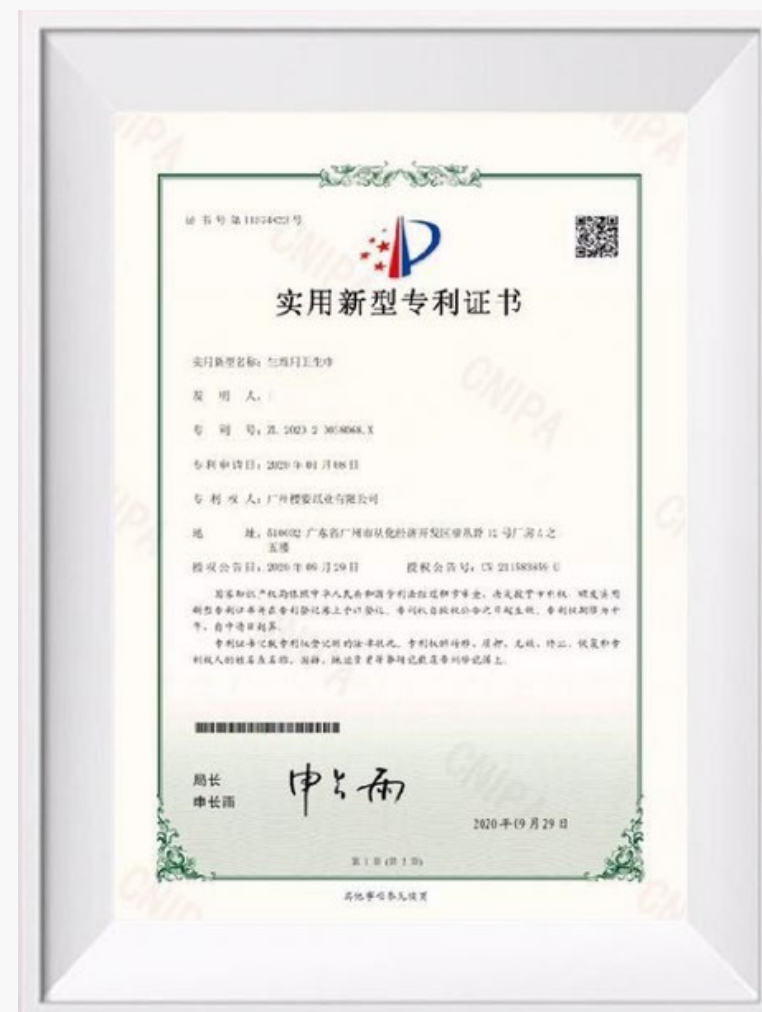


Microbiological testing room

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Patent Certificate:

Seven Channel Liquid Flow Technology obtained a national patent certificate at China in 2020 (Patent Number: ZL 2020 2 0038068.X)



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01 Pioneering & Patented Seven Channel Liquid Flow Technology



Achieving 3.5 second instant absorption time (under experimental conditions), zero leakage, and odorlessness.

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02 Imported Water-Absorbent Paper and SAP Materials from Japan



Using water-absorbent paper imported from Oji Paper Co., Ltd. in Japan and SAP (Super Absorbent Polymer) materials imported from Sumitomo Chemical Co., Ltd. These materials are incorporated into our products with an instant absorption core, enabling 5 times faster water absorption, a high water absorption capacity, a large water locking capacity, and achieving zero leakage.

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03 Ultra-Thin 0.07cm + Silk Fabric



We incorporate an ultra-fine, soft, and breathable layer made from silk fibers. With zero contact sensation, our product provides comfort and protection for sensitive skin.

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04 Butterfly Wings + Guiding

Grooves



Tsuki liquid sanitary napkin features butterfly wings and guiding grooves, providing side leak protection and maintaining its shape without deformation.

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Print Advertisement

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羽根つぎ

羽根 007液体卫生

我的世界·随心而动

时尚设计团队

张子梅

自恋·美

轻呵护
0触感

新品上市

轻薄
0.07mm

7条液体
导流技术

不添加
荧光剂

羽根 007液体卫生

羽根 007液体卫生

经期间也追求精致生活的闺蜜，
一起来变美吧！

羽根つぎ

羽根 007液体卫生

我的世界·随心而动

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TV Commercial (1)

Zero contact sensation,
provides comfort and
protection for sensitive skin

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https://youtu.be/zKl_xH4bGkQ



TV Commercial (2)

Zero contact sensation,
provides comfort and
protection for sensitive skin

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<https://youtu.be/rnXdEa9ck-E>



Common feedback from users

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Traditional sanitary napkin:

With traditional sanitary napkin, the menstrual blood tends to clot and thicken over time, resulting in a thicker and harder texture. Additionally, the elastic back portion may tangle and fold during movement.

Tsuki liquid sanitary napkin:

The "sliding effect" design of Tsuki liquid sanitary napkin addresses the issue of menstrual blood not clotting and becoming softer with use. Additionally, the elastic back portion ensures a snug fit and remains smooth during movement.

Using Tsuki for one month will make you recognise with it, and after three months of use, you may become accustomed to it to the point where using other brands feels uncomfortable



National Ranking (Rank 2 ~ 4)

<https://web.phb123.com/pinpai/top46577.html>

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Video (1)

Tsuki – Testing the Effectiveness of patented Seven Channel Liquid Flow Technology

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<https://youtu.be/dnQb7RsrO4g>

First, pour in 50 ml of liquid, and you'll notice that both sides and wings of the Tsuki liquid sanitary napkin prevent leakage. As liquid slowly permeates, the surface of the napkin gradually turns white, indicating that Tsuki liquid sanitary napkin can absorb and retain all liquid, keeping the surface dry.

Next, pour in an additional 20 ml into a half-cut Tsuki liquid sanitary napkin, and from the cross-section, you can see the shiny crystals, which are the Super Absorbent Polymers (SAP) - the instant absorption core. It has gaps in the middle, so even when it absorbs water and expands, it doesn't get overly squeezed, and its thickness remains relatively thin.

Video (2)

Tsuki - Absorption Capacity Testing

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<https://youtu.be/gxolA1Y2GmQ>



In both instances, the liquid is instantly absorbed, and it is not a concern even for ladies with heavy menstrual flow.

Video (3)

Comparison of Inner Materials:

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<https://youtu.be/QRIVx9DKNms>

Tsuki	Other Brands
Ultra-fine silk fabric with a smooth texture. Two top layers are non-woven fabric, and inside, the absorbent material is compressed into Seven Channel Liquid Flow Technology.	The surface layer is slightly rough, and inside, there is a single cotton layer that easily disperses lint.

Video (4)

Comparison of Thickness:



<https://youtu.be/GXdTDzgzMVA>

Tsuki	Other Brands
Compact and thin. Can fit up to 5 pieces in a purse or phone pouch.	Large and thick. Only able to fit 2 pieces in a purse or phone pouch.

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Video (5)

Comparison of Adhesive Quality:



我现在新拆一包

<https://youtu.be/gUsD4B2HxAY>

Tsuki	Other Brands
<p>The packaging is securely sealed, with a generous amount of adhesive on the back.</p> <p>The wings are protected by dedicated stickers inside the packaging. Once applied, the adhesive sticks well, with a perfect fit around edges. It stays in place and is not</p>	<p>The adhesive on the back does not stick securely, causing it to lift and easily tear off.</p>

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Video (6)

Comparison of Absorption Performance:



<https://youtu.be/w6vsVSe7cdI>

Tsuki	Other Brands
Instant absorbent core, absorbs water 5 times faster, with a high absorption capacity and excellent water-locking ability, preventing leakage.	Water can be squeezed out.

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