

Choosing the Right Format and Strength

A customer-friendly guide to product format, size, texture, and routine fit.

How to think about product strength

Medical Miracles products are available in multiple strengths and formats. The best choice depends on your routine, texture preference, product size, and how you like to apply topical products.

This guide avoids medical claims and focuses on practical shopping factors: format, feel, size, and routine fit.

Choosing by routine

Customer preference	Suggested format	Why it may fit
Richer skin feel	Salve	Usually thicker and more substantial
Easy spreading	Cream	Usually smoother and easier to apply over larger areas
Quick application	Roll-On	Portable and does not require using fingers
Home use	Salve or Cream	Easy to apply when you have more time
On-the-go use	Roll-On	Convenient for bag, desk, gym, or travel

Choosing by size

- ✓ **Smaller jars or bottles:** Good for trying a product or keeping in a travel kit.
- ✓ **Larger sizes:** Better for customers who already know which texture they prefer.
- ✓ **Roll-ons:** Useful when portability is more important than jar size.
- ✓ **Creams:** Often helpful when customers want something easier to spread over larger areas.

Customer decision path

- ✓ Step 1: Choose your preferred format: salve, cream, or roll-on.
- ✓ Step 2: Choose your preferred texture: richer, smoother, or quick-drying.
- ✓ Step 3: Choose your product size based on how often you plan to use it.
- ✓ Step 4: Read the product label and directions before use.
- ✓ Step 5: Store the product in a cool, dry place to help preserve texture.

Best website use

Use this guide near product collections, quiz pages, product pages, and email welcome flows to help shoppers choose without making health claims.

Compliance note: This guide is educational and is not medical advice. Medical Miracles topical products are cosmetic/personal care products. Always read and follow the product label.