

OEM Brief sections checklist

Section	What to include	Completed? (Yes/No)
1. Brand & project overview	Brand story, channels, price tier, launch markets, timing	
2. Line mapping	List of planned SKUs, roles, skin types and concerns	
3. Benchmark products	Links, liked/not liked points for each reference	
4. Textures & sensorials	Desired textures, finishes, absorption, fragrance directions	
5. Hero actives & black list	Preferred actives, “avoid” ingredients or categories	
6. Claims & compliance boundaries	Target claims, no-go claim types, required markets	
7. Packaging system	Pack families, volumes, materials, visual codes	
8. MOQ & budget level	First MOQs, budget levels per SKU	
9. Testing expectations	Stability, compatibility, extra tests if needed	
10. Logistics & documentation	Shipping preferences, documents required (COA, MSDS, certs)	