Personal Care OEM/ODM RFQ Template

This template is designed for skincare, hair care, body care and related personal care OEM/ODM projects.

You can send this file to your supplier after filling in the information, together with any reference photos or brand guidelines.

How to use this template:

1. Fill in Section 1 with your company and project information.

2. For each product you want to develop, copy Section 2 – Product RFQ Details and fill in one block per product.

3. If you are not sure about some items (e.g. actives, tests), you can leave them blank or write "need recommendation".

Section 1 – Buyer and Project Information

Buyer Company Name	
Buyer Website	
Contact Person	
Contact Email	
Contact Phone / WhatsApp / WeChat	
Buyer Country / Region	
Main Sales Channels (Amazon, DTC, Retail, Salon, Clinic, etc.)	
Target Markets / Regions for This Project	
Project Name / Internal Code	
Preferred Cooperation Type (Private Label / Custom Formula / Re-formulation / Packaging Only)	
Any Existing Brand Guidelines or Style References	

Section 2 – Product RFQ Details

For each product you want to develop, copy the following block and fill in one set of details per product.

Product # ___

Product Category (Facial, Hair, Body, etc.)	
Product Type (e.g. brightening serum, anti-dandruff shampoo)	
Target End User (gender, age range)	
Target Skin / Hair Type (e.g. dry, oily, sensitive, curly)	
Main Problems / Benefits (max 3–5 bullet points)	
Benchmark Product Name	
Benchmark Product Link (URL)	
Key Actives You Prefer (if any)	
Claims You Want to Make (cosmetic language only)	
Texture Preference (gel, cream, lotion, oil, foam, etc.)	
Fragrance Direction (fragrance-free / light floral / citrus / herbal, etc.)	
Colour Preference (if any)	
Packaging Type (bottle, tube, jar, pump, stick, etc.)	
Packaging Material Preference (PET, HDPE, glass, tube, jar, etc.)	
Packaging Style / Colour Direction	
Pack Size (ml / g)	
Estimated First Order Quantity (pcs)	
Estimated Annual Volume (pcs)	
Target EXW Price Range (USD/pc)	
Required Certifications / Standards (e.g. EU, US, cruelty-free, vegan, etc.)	
Required Tests (stability, micro, HRIPT, clinical, etc.)	
Target Launch Month / Deadline	
Other Notes from Buyer	