

Zerun Cosmetics

Custom Haircare Manufacturing Checklist

Evaluate formula direction, product format, packaging, MOQ, compliance, sample development, and production planning.

Resource 1	Custom Haircare Manufacturer Planning Tool
-------------------	--

Use this document to prepare clearer project information before requesting formula, packaging, MOQ, sample, or production support.

Formula R&D; | Packaging Matching | OEM/ODM Production | Quality Control
| Export Support

Custom Haircare Manufacturing Checklist

Use this checklist before asking for quotation, samples, or production planning. A clearer brief helps the manufacturer evaluate formula route, packaging feasibility, MOQ, timeline, and document needs more accurately.

1. Project Readiness

<input type="checkbox"/> Target market is confirmed	<input type="checkbox"/> Main sales channel is confirmed
<input type="checkbox"/> Product category is selected	<input type="checkbox"/> Hero SKU is identified
<input type="checkbox"/> Estimated order quantity is planned	<input type="checkbox"/> Reference product is available
<input type="checkbox"/> Launch timeline is realistic	<input type="checkbox"/> Budget range is internally discussed

2. Formula Direction

Checklist Item	What to Prepare
Product function	Strengthening, scalp care, repair support, dry hair, oily scalp, volume, color care, flake-care positioning, or salon care.
Hair or scalp concern	Hair fall concern, breakage, dryness, frizz, oily scalp, flakes, sensitive scalp feel, damaged hair, or dull-looking hair.
Formula route	Mature formula adjustment, reference product direction, or fully custom formulation.
Sensory target	Foam level, rinse-off feel, slip, softness, viscosity, residue level, after-dry finish, and fragrance intensity.
Ingredient preference	Caffeine, peptides, botanical extracts, amino acids, proteins, oils, panthenol, mild surfactants, silicone-free-style, sulfate-free-style, or vegan-style positioning.
Claim boundary	Avoid medical-style wording unless reviewed for the target market. Keep scalp and hair-growth-style claims practical and cosmetic-positioned.

3. Product Format Checklist

<input type="checkbox"/> Shampoo	<input type="checkbox"/> Conditioner
<input type="checkbox"/> Scalp serum or tonic	<input type="checkbox"/> Hair oil or hair serum
<input type="checkbox"/> Hair mask or treatment	<input type="checkbox"/> Leave-in spray
<input type="checkbox"/> Curl cream or leave-in lotion	<input type="checkbox"/> Hotel amenity set
<input type="checkbox"/> Salon professional line	<input type="checkbox"/> Multi-SKU routine

4. Packaging and Brand Presentation

Area	Questions to Confirm
Primary packaging	Bottle, tube, jar, pump, spray, dropper, scalp applicator, nozzle, sachet, or travel-size packaging.
Formula compatibility	Can the formula be filled smoothly? Does viscosity fit the pump, cap, spray, tube, or jar structure?
Decoration	Label, silk printing, hot stamping, UV printing, matte finish, glossy finish, custom color, outer box, or carton.

Area	Questions to Confirm
MOQ impact	Standard packaging is usually easier for first orders. Custom bottles, colors, or special decoration may require higher MOQ.
Brand consistency	Check whether shampoo, conditioner, mask, oil, and serum packaging look like one coherent line.

5. MOQ, Timeline, and Sample Planning

<input type="checkbox"/> 1000 pcs/SKU first order considered	<input type="checkbox"/> 3000 pcs/SKU repeat order target considered
<input type="checkbox"/> 5000+ pcs/SKU scaling quantity considered	<input type="checkbox"/> Sample shipping address prepared
<input type="checkbox"/> Packaging lead time considered	<input type="checkbox"/> Artwork confirmation time considered
<input type="checkbox"/> Payment and production milestones understood	<input type="checkbox"/> Import and local clearance arranged by buyer or importer

6. Documents and Quality Review

<input type="checkbox"/> INCI list needed	<input type="checkbox"/> MSDS/SDS needed
<input type="checkbox"/> COA needed	<input type="checkbox"/> Stability testing support needed
<input type="checkbox"/> Microbial testing support needed	<input type="checkbox"/> Label information review needed
<input type="checkbox"/> Claim boundary review needed	<input type="checkbox"/> Target market document review needed

Project Notes

Your notes, risks, or open questions