

Custom Skincare Manufacturing Checklist

A practical checklist for formula, packaging, MOQ, compliance, samples, and production readiness.

Private Label | Custom Formula | Packaging Coordination | Production Planning

How to Use This Checklist

- Use this document before contacting a skincare manufacturer or before confirming a new private label project.
- Mark each item as Ready, Needs Review, or Not Applicable.
- Share the completed checklist with your R&D, sourcing, packaging, or purchasing team to reduce back-and-forth communication.

| Planning Area | Checklist Item | Status | Notes |
|------------------|--|-----------------------|---|
| Project Strategy | Target market and sales channel are clear. | Ready / Review / N.A. | Country, region, Amazon, DTC, salon, retail, distributor, etc. |
| Project Strategy | Main skin concern or formula direction is defined. | Ready / Review / N.A. | Brightening, anti-aging, hydration, acne, sensitive skin, sun/after-sun, etc. |
| Project Strategy | Hero SKU or full routine plan is confirmed. | Ready / Review / N.A. | Single product, starter set, or complete line. |
| Project Strategy | Launch timeline and decision deadline are realistic. | Ready / Review / N.A. | Include sampling, packaging, artwork, production, and shipping time. |

Formula Development Checklist

| Formula Item | What to Confirm | Status | Notes |
|-----------------------|---|-----------------------|---|
| Development route | Mature private label base, modified base, or custom formula from scratch. | Ready / Review / N.A. | Clarify speed, differentiation, and development budget. |
| Product format | Serum, cream, lotion, cleanser, toner, mask, or other skincare format. | Ready / Review / N.A. | Match format to routine role and packaging. |
| Active structure | Preferred ingredients, ingredient exclusions, and marketing direction. | Ready / Review / N.A. | Avoid medical or over-promising claims. |
| Texture and skin feel | Absorption, richness, viscosity, finish, fragrance level, and color. | Ready / Review / N.A. | Define what should feel premium to your target users. |
| Claim boundary | Cosmetic claims are reviewed for practical label and market use. | Ready / Review / N.A. | Final review depends on market regulations and label wording. |

Packaging and Artwork Checklist

| Packaging Item | What to Confirm | Status | Notes |
|-----------------|---|-----------------------|--|
| Primary package | Bottle, jar, tube, airless pump, dropper, sachet, or other container. | Ready / Review / N.A. | Consider viscosity, filling, leakage, light exposure, and user experience. |
| Outer package | Box, carton, sleeve, insert card, or no outer box. | Ready / Review / N.A. | Required information and retail presentation affect artwork layout. |

| Packaging Item | What to Confirm | Status | Notes |
|------------------|---|-----------------------|--|
| Decoration route | Label, screen print, hot stamping, matte finish, custom color, or custom mold. | Ready / Review / N.A. | Custom routes usually affect MOQ, cost, and lead time. |
| Artwork files | Logo, label design, dieline, ingredient list, barcode, and warning text are prepared. | Ready / Review / N.A. | Final content should be checked against target market needs. |

MOQ, Cost, and Production Checklist

| Commercial Item | What to Confirm | Status | Notes |
|-----------------|--|-----------------------|--|
| Quantity plan | Estimated first order quantity per SKU is defined. | Ready / Review / N.A. | Common planning levels: 1000 pcs, 3000 pcs, 5000 pcs, or larger. |
| SKU plan | Number of formulas, package sizes, and fragrance/color variants is clear. | Ready / Review / N.A. | More SKUs usually increase coordination and material complexity. |
| Target cost | Target ex-factory cost range or retail price expectation is shared. | Ready / Review / N.A. | Useful for selecting formula and packaging routes. |
| Sample approval | Final formula sample and package direction are confirmed before bulk production. | Ready / Review / N.A. | Keep an approved sample as the production reference. |
| Shipping plan | Destination country, Incoterms preference, and logistics contact are prepared. | Ready / Review / N.A. | Shipping cost depends on volume, weight, and route. |

Documents and Quality Readiness Checklist

| Document / QC Item | Purpose | Status | Notes |
|----------------------------------|---|-----------------------|---|
| INCI list | Supports label planning and ingredient review. | Ready / Review / N.A. | Final wording depends on formula and market use. |
| COA / Batch records | Supports quality tracking and production traceability. | Ready / Review / N.A. | Confirm available documents before shipment. |
| MSDS / SDS | Supports shipping, warehousing, and safety communication. | Ready / Review / N.A. | Some logistics routes may request it. |
| Microbial testing | Checks microbiological quality for the product type. | Ready / Review / N.A. | Especially important for water-based skincare. |
| Stability / compatibility review | Helps evaluate formula stability and package matching. | Ready / Review / N.A. | Testing scope depends on product and market requirements. |

Questions to Send With Your Inquiry

- Can you support this formula direction and packaging route?
- What information do you need before quoting sample cost or bulk price?
- Which MOQ is realistic for this package and decoration route?
- Which documents can be prepared for the target market and shipment destination?
- What should be confirmed before moving from sample approval to bulk production?