

**Zerun Cosmetics**

# Haircare Product Brief Template

Prepare target market, hair type, scalp concern, product concept, fragrance direction, packaging, and quantity details.

<b>Resource 2</b>	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

# Haircare Product Brief Template

Complete this template before starting formula development. It helps Zerun review your target market, product concept, hair concern, formula direction, packaging preference, MOQ, and launch requirements.

## 1. Brand and Project Overview

<b>Brand name / project name</b>
<b>Company name and country</b>
<b>Target market and sales channel</b>
<b>Expected launch date</b>
<b>Estimated quantity per SKU</b>

## 2. Product Category

<input type="checkbox"/> Shampoo	<input type="checkbox"/> Conditioner	<input type="checkbox"/> Scalp serum
<input type="checkbox"/> Scalp tonic	<input type="checkbox"/> Hair oil	<input type="checkbox"/> Hair serum
<input type="checkbox"/> Hair mask	<input type="checkbox"/> Leave-in spray	<input type="checkbox"/> Leave-in cream
<input type="checkbox"/> Curl cream	<input type="checkbox"/> Hotel amenity product	<input type="checkbox"/> Full haircare line

## 3. Target Hair and Scalp Profile

<input type="checkbox"/> Dry hair	<input type="checkbox"/> Damaged hair	<input type="checkbox"/> Color-treated hair
<input type="checkbox"/> Frizzy hair	<input type="checkbox"/> Fine or flat hair	<input type="checkbox"/> Curly hair
<input type="checkbox"/> Oily scalp	<input type="checkbox"/> Flaky scalp concern	<input type="checkbox"/> Sensitive scalp feel
<input type="checkbox"/> Hair fall concern	<input type="checkbox"/> Breakage concern	<input type="checkbox"/> Dull-looking hair

## 4. Formula Direction

Brief Area	Your Requirement
Main product positioning	Example: scalp comfort, strengthening, repair support, frizz control, dry hair care, salon professional, clean beauty.
Preferred ingredients	Example: caffeine, peptides, amino acids, proteins, botanical extracts, panthenol, oils, mild surfactants, or fragrance-free direction.
Formula restrictions	Example: sulfate-free-style, silicone-free-style, vegan-style, low fragrance, no colorant, no certain ingredient.
Reference product	Provide product name, photos, ingredient list, target texture, packaging, and what you want to improve.
Claim boundary	Confirm cosmetic-style wording and avoid medical treatment claims unless reviewed for your target market.

## 5. Sensory and Performance Target

<input type="checkbox"/> Rich foam	<input type="checkbox"/> Low foam
<input type="checkbox"/> Fast rinse-off	<input type="checkbox"/> Strong cleansing
<input type="checkbox"/> Mild cleansing	<input type="checkbox"/> Lightweight feel
<input type="checkbox"/> Rich conditioning	<input type="checkbox"/> Strong slip
<input type="checkbox"/> Smooth finish	<input type="checkbox"/> Non-greasy finish
<input type="checkbox"/> Low residue	<input type="checkbox"/> Fresh scalp feel
<input type="checkbox"/> High shine	<input type="checkbox"/> Soft after-dry feel
<input type="checkbox"/> Salon fragrance	<input type="checkbox"/> Fragrance-free or low fragrance

## 6. Packaging Preference

<input type="checkbox"/> Bottle	<input type="checkbox"/> Pump bottle	<input type="checkbox"/> Tube
<input type="checkbox"/> Jar	<input type="checkbox"/> Spray bottle	<input type="checkbox"/> Dropper bottle
<input type="checkbox"/> Scalp applicator	<input type="checkbox"/> Nozzle applicator	<input type="checkbox"/> Outer box
<input type="checkbox"/> Label only	<input type="checkbox"/> Custom color	<input type="checkbox"/> Premium finish

### Packaging notes, size preference, color direction, or reference packaging

## 7. Final Project Summary

### Top 3 product goals

**Top 3 concerns to avoid**

--

**Questions for Zerun R&D; team**

--