

Product Brief Template

A fill-in template for target market, product concept, actives, texture, packaging, order quantity, and launch planning.

Private Label | Custom Formula | Packaging Coordination | Production Planning

Project Summary

Field	Your Information
Company / Brand Name	
Contact Name / Email / WhatsApp	
Target Market / Country	
Sales Channel	Amazon / DTC / Salon / Retail / Distributor / Other:
Project Type	Private label mature formula / Modified formula / Fully custom development
Product Name or Working Name	
SKU Role	Hero product / Starter SKU / Routine set / Line extension
Expected First Order Quantity	
Target Launch Timeline	

1. Product Concept

Prompt	Your Answer
What skincare problem should this product address?	
Who is the target user?	Age range, skin type, climate, price level, channel, etc.
What makes the product different from common market options?	
Is this a standalone product or part of a routine?	
What benchmark products, if any, should be reviewed?	

2. Formula Direction

Formula Field	Preferred Direction / Notes
Product Format	Serum / Cream / Lotion / Cleanser / Toner / Mask / Other:
Skin Concern Direction	Brightening / Anti-aging / Hydration / Acne & oil control / Sensitive skin / Sun & after-sun / Other:
Preferred Ingredients	

Formula Field	Preferred Direction / Notes
Ingredients to Avoid	
Texture Preference	Water-light / Gel / Milky / Creamy / Rich / Balm-like / Other:
Finish / Skin Feel	Matte / Dewy / Silky / Nourishing / Fast absorbing / Long-lasting moisture / Other:
Fragrance Direction	Fragrance-free / Low fragrance / Custom scent / Natural style / Other:
Color Preference	Clear / White / Light tint / Natural color / Other:
Claim Direction	Cosmetic claim wording or positioning you want to explore.

3. Reference Products

Reference Product	What You Like	What You Want to Change	Link / Notes

4. Packaging Direction

Packaging Field	Preferred Direction / Notes
Package Type	Bottle / Jar / Tube / Airless pump / Dropper / Sachet / Other:
Capacity / Fill Size	
Material Preference	PET / PP / PE / Glass / Aluminum / Other / Open to recommendation
Color and Finish	White / Clear / Frosted / Matte / Gloss / Custom color / Other:
Decoration Route	Label / Screen printing / Hot stamping / Outer box / Custom finish / Other:
Outer Packaging	Box / Carton / Sleeve / Gift set / No outer box / Other:
Artwork Status	Logo ready / Dieline needed / Label design needed / Not started

5. Sample, MOQ, and Commercial Planning

Planning Field	Your Information
Sample Quantity Needed	
Preferred Sample Deadline	
Estimated Bulk Order Quantity	1000 pcs / 3000 pcs / 5000 pcs / Other:
Target Unit Cost or Retail Price	
Preferred Incoterms / Shipping Destination	
Certificates or Documents Needed	INCI / COA / MSDS / Testing / Label review / Other:

Final Submission Checklist

- Product format and skin concern direction are clear.
- Target market, sales channel, and customer profile are provided.
- Preferred ingredients and ingredients to avoid are listed.
- Packaging direction, size, and decoration needs are described.
- Estimated quantity, sample needs, and launch timeline are included.