

**Zerun Cosmetics**

# Haircare Packaging Selection Guide

Compare bottles, pumps, sprays, jars, tubes, droppers, nozzles, labels, boxes, and MOQ considerations.

<b>Resource 3</b>	Custom Haircare Manufacturer Planning Tool
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Use this document to prepare clearer project information before requesting formula, packaging, MOQ, sample, or production support.

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

# Haircare Packaging Selection Guide

Use this guide to match product format, formula viscosity, applicator type, decoration route, MOQ, and brand positioning before packaging confirmation.

## 1. Packaging by Product Format

Product Format	Common Packaging Options	Key Checks Before Selection
Shampoo	PET/PE bottles, pump bottles, flip-top bottles, travel bottles	Viscosity, squeeze feel, pump output, cap leakage, label area, shower-use practicality.
Conditioner	Bottles, tubes, pump bottles, flip-top bottles	Thicker texture, dispensing force, residue around cap, refill or retail size plan.
Scalp serum / tonic	Dropper bottles, nozzle bottles, scalp applicators, spray bottles	Application precision, leakage, dosage control, scalp-use experience, formula clarity.
Hair oil / hair serum	Glass bottles, PET bottles, pumps, droppers, small-dose bottles	Oil compatibility, premium feel, leakage, cap seal, viscosity, travel safety.
Hair mask / treatment	Jars, tubes, wide-mouth bottles, airless packaging	Thick filling behavior, user access, sealing, carton fit, premium shelf presentation.
Leave-in spray	Spray bottles, fine mist pumps, trigger or pump spray	Spray pattern, clogging risk, formula viscosity, user application distance.

## 2. Applicator Matching

Applicator	Best For	Selection Notes
Pump	Shampoo, conditioner, leave-in lotion, hair serum	Check viscosity range, pump output, locked pump option, and shipping leakage risk.
Flip-top cap	Shampoo, conditioner, travel products	Practical for shower use but needs cap sealing and squeeze control.
Dropper	Scalp serum, hair oil, concentrated serum	Premium feel and dosage control, but not ideal for very thick formulas.
Nozzle / scalp applicator	Scalp tonic, scalp serum, treatment liquid	Good for direct scalp application and controlled placement.
Spray pump	Leave-in spray, scalp mist, lightweight tonic	Requires formula compatibility and spray-pattern testing.
Jar	Hair mask, treatment balm, rich conditioner	Good for thick texture and premium use, but hygiene and sealing should be considered.

## 3. Material and Finish Options

Option	Typical Use	Brand Value
PET / PE / PP	Most bottles, tubes, caps, jars	Practical, flexible, cost-efficient, suitable for first launch and scaling.
Glass	Hair oil, premium serum, luxury scalp care	Stronger premium feel, but higher shipping and breakage considerations.
Aluminum	Selected premium or sustainable-style projects	Distinct shelf look, but compatibility and MOQ need review.

Option	Typical Use	Brand Value
Matte finish	Premium shampoo, conditioner, salon lines	Soft, modern, high-end visual tone.
Hot stamping / UV printing	Premium retail and DTC packaging	Improves shelf presentation but may increase MOQ and lead time.
Outer box	Serum, oil, treatment, gift sets	Adds brand value and protects small or premium items.

## 4. Packaging Decision Checklist

<input type="checkbox"/> Formula viscosity matches packaging	<input type="checkbox"/> Applicator works with formula
<input type="checkbox"/> Sample packaging tested	<input type="checkbox"/> Leakage risk reviewed
<input type="checkbox"/> Label area is enough	<input type="checkbox"/> Bottle size matches price positioning
<input type="checkbox"/> Decoration route is confirmed	<input type="checkbox"/> MOQ impact is accepted
<input type="checkbox"/> Carton and outer box plan confirmed	<input type="checkbox"/> Full product line looks visually consistent

## Packaging Brief

<b>Preferred product size</b>
<b>Preferred bottle / tube / jar type</b>
<b>Preferred color and finish</b>
<b>Reference packaging link or notes</b>