

Zerun Cosmetics

Formula Development Roadmap

Understand the path from product idea and sample development to sensory adjustment, packaging confirmation, and production.

Resource 4	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.

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

Formula Development Roadmap

This roadmap explains how a custom haircare formula moves from idea to sample, adjustment, packaging confirmation, production preparation, and bulk manufacturing.

Roadmap Overview

Stage	Main Work	Output
1. Project Brief Review	Review target market, product type, hair/scalp concern, reference product, packaging, MOQ, and launch timing.	Confirmed project direction and development route.
2. Formula Strategy	Select mature base adjustment, reference-product direction, or fully custom formulation.	Formula target, ingredient direction, sensory goals, and claim boundary.
3. Lab Sample Development	Prepare initial samples based on cleansing, conditioning, scalp-care, oil, mask, or leave-in formula requirements.	First sample set for evaluation.
4. Feedback and Adjustment	Review foam, viscosity, scent, slip, softness, rinse-off, residue, scalp feel, and after-dry finish.	Adjusted sample and confirmed technical direction.
5. Packaging Compatibility	Check filling behavior, pump output, spray pattern, leakage, texture match, and packaging appearance.	Packaging route and formula-packaging compatibility review.
6. Production Preparation	Confirm final sample, artwork, order quantity, material lead time, QC plan, packing, and shipment details.	Ready for bulk production and delivery planning.

Key Inputs Needed at Each Stage

Stage	Buyer Should Prepare
Project brief	Target market, sales channel, product concept, hair/scalp concern, reference product, and expected order quantity.
Formula direction	Preferred ingredients, texture direction, fragrance level, restrictions, product claims, and budget position.
Sample evaluation	Clear feedback on foam, scent, viscosity, slip, softness, scalp feel, residue, and overall user experience.
Packaging review	Preferred bottle, tube, jar, pump, spray, dropper, applicator, label, box, and size.
Production confirmation	Approved sample, approved packaging, artwork files, order quantity, shipping address, and import plan.

Sample Feedback Checklist

<input type="checkbox"/> Foam level	<input type="checkbox"/> Foam texture
<input type="checkbox"/> Cleansing strength	<input type="checkbox"/> Rinse-off feel
<input type="checkbox"/> Conditioner slip	<input type="checkbox"/> Softness
<input type="checkbox"/> Smoothness	<input type="checkbox"/> Fragrance level
<input type="checkbox"/> Fragrance style	<input type="checkbox"/> Viscosity
<input type="checkbox"/> Color or clarity	<input type="checkbox"/> Residue level
<input type="checkbox"/> Scalp feel	<input type="checkbox"/> After-dry finish
<input type="checkbox"/> Packaging use experience	<input type="checkbox"/> Overall acceptance

Formula Route Selection

Route	Best For	Notes
Mature formula adjustment	Brands that need faster sampling and lower development complexity.	Good for first launch, Amazon, DTC testing, or private label projects.
Reference-product direction	Brands with a clear benchmark and expected user experience.	Useful when texture, scent, foam, or finish is already defined by a market reference.
Fully custom formula	Brands seeking stronger differentiation and long-term product identity.	Requires deeper communication, more feedback cycles, and more technical development.
Multi-SKU line planning	Brands building shampoo, conditioner, mask, serum, oil, or leave-in routines.	Helps keep formula roles, packaging style, and brand positioning consistent.

Roadmap Notes

Preferred formula route

Key sample feedback standards

Major development risks to avoid