

## ZERUN COSMETIC

# Damaged Hair Repair Product Checklist

A practical checklist for preparing your repair haircare product concept before formula development and sampling.

## How to use this checklist

Use this document before contacting a manufacturer. It helps clarify product type, target hair condition, repair concept, formula direction, packaging needs, and launch requirements.

## 1. Product Direction

Done	Planning Item	Notes
<input type="checkbox"/>	Define the main product type	Shampoo / Conditioner / Hair Mask / Leave-In / Oil / Serum / Treatment
<input type="checkbox"/>	Decide whether this is one hero SKU or a full routine	Single product / 3-step set / complete product line
<input type="checkbox"/>	Clarify target channel	Salon / DTC / Amazon / retail / distributor / professional line
<input type="checkbox"/>	Prepare benchmark references	Texture, ingredient story, packaging style, price range, product claims

## 2. Target Hair Condition

Select	Hair Condition	Development Focus
<input type="checkbox"/>	Bleached or highlighted hair	Needs softness, smoother feel, reduced roughness, color-care positioning
<input type="checkbox"/>	Dyed or color-treated hair	Needs mild cleansing, shine support, smoother after-feel
<input type="checkbox"/>	Heat-styled hair	Needs frizz control, smoother finish, leave-in or styling support
<input type="checkbox"/>	Dry and brittle hair	Needs nourishment, flexibility, softness, richer conditioning
<input type="checkbox"/>	Frizzy or rough hair	Needs surface smoothing, slip, combing feel, polished finish
<input type="checkbox"/>	Breakage-prone hair	Needs protein, amino acid, conditioning, or anti-breakage positioning

## 3. Repair Concept

Select	Concept	Best Use
<input type="checkbox"/>	Keratin repair	Good for smoothing, salon-style repair, chemically treated hair
<input type="checkbox"/>	Protein repair	Good for brittle, fragile, or weak-feeling hair
<input type="checkbox"/>	Bond-support concept	Suitable for premium repair positioning; claims need careful review
<input type="checkbox"/>	Deep nourishment	Best for dry, rough, coarse, or dull-looking hair
<input type="checkbox"/>	Color-care repair	Balances mild cleansing, softness, shine, and color-treated positioning
<input type="checkbox"/>	Heat-damage care	Often fits leave-in creams, sprays, serums, and styling support products

#### 4. Packaging and Production Inputs

Done	Item	Notes
<input type="checkbox"/>	Packaging format selected	Bottle / tube / jar / pump / dropper / salon-size pack
<input type="checkbox"/>	Viscosity needs considered	Formula flow should match filling and dispensing requirements
<input type="checkbox"/>	MOQ and launch quantity estimated	Share expected quantity per SKU for cost and production review
<input type="checkbox"/>	Label and outer box direction prepared	Provide design direction, target market, and compliance needs
<input type="checkbox"/>	Sample feedback process ready	Prepare who will test texture, fragrance, after-feel, and packaging usability

#### Next step

Send your selected product type, target hair condition, repair concept, packaging preference, and estimated order quantity to Zerun for formula route review.