

ZERUN COSMETIC

Hair Repair Formula Brief Template

A structured brief for brands preparing custom damaged hair repair formulas with Zerun Cosmetic.

How to use this template

Fill in as much information as possible. Clear product direction helps the R&D team evaluate formula route, texture, packaging suitability, sampling needs, and production planning more efficiently.

1. Brand and Project Information

Field	Your Notes
Company / Brand Name	
Contact Person	
Email / WhatsApp	
Target Market / Country	
Sales Channel	Salon / DTC / Amazon / retail / distributor / other
Expected Launch Time	

2. Product Concept

Brief Item	Your Direction
Product Type	Shampoo / Conditioner / Hair Mask / Leave-In Cream / Hair Oil / Serum / Treatment
Single SKU or Routine	Single hero product / 2-SKU set / 3-step routine / full line
Target Hair Condition	Bleached / dyed / dry / frizzy / brittle / heat-damaged / chemically processed
Main Repair Concept	Keratin / protein / bond-support / deep nourishment / color-care repair / anti-breakage
Benchmark Products	List reference products, textures, packaging, price point, or ingredient story

3. Formula Requirements

Requirement	Your Notes
Texture Preference	Light / medium / rich / cream / gel-cream / oil / serum / lotion

Hair Feel Target	Softness / slip / smoothness / shine / detangling / anti-frizz / lightweight finish
Ingredient Preferences	Hydrolyzed keratin, proteins, amino acids, panthenol, plant oils, botanical extracts, etc.
Ingredients to Avoid	Silicone-free / sulfate-free / paraben-free / mineral oil-free / fragrance-free / other
Fragrance Direction	Fresh / salon / floral / fruity / clean / unscented / custom
Color / Appearance	White cream / translucent gel / clear oil / pearl effect / other

4. Packaging and Order Planning

Item	Your Notes
Primary Packaging	Bottle / tube / jar / pump / dropper / spray / salon pack
Size / Fill Volume	Example: 100ml, 250ml, 500ml, 1000ml
Outer Packaging	Box / sleeve / carton / no outer box / custom gift set
Label Design Status	Need design support / already have artwork / need packaging direction
Estimated Quantity	Expected order quantity per SKU
Documentation Needs	INCI, COA, MSDS/SDS, basic product information, export-related support

5. Sample Review Checklist

- Texture and spreadability during application
- Foam level and rinse-off feel for shampoo
- Slip, softness, detangling, and after-feel for conditioner or mask
- Weight, finish, and greasiness control for leave-in products or oils
- Fragrance strength and market fit
- Packaging dispensing performance and filling suitability

Submission note

Attach benchmark photos, packaging references, ingredient preferences, and any existing product brief when sending this document to Zerun.