

SPF & After-Sun Product Brief Template

Overview: Template to outline all critical information for custom SPF and After-Sun product development.

Checklist / Content
Company Name & Contact
Product Type — SPF, After-Sun, or both
Target Market / Region — EU, US, AU, or other
Desired SPF Level — If applicable
Skin Type — Sensitive, dry, normal, combination
Texture Preference — Cream, gel, lotion, spray, stick
Fragrance / Scent Preference
Packaging Format — Tube, jar, pump, spray, stick
Order Quantity / MOQ
Additional Notes / Branding Considerations