

ZERUN COSMETIC

Repair Haircare Routine Planning Sheet

A planning sheet for building a complete damaged hair repair routine from cleansing to finishing care.

How to use this planner

Use this sheet when developing more than one SKU. It helps define the role of each product, avoid repeated claims, and keep the repair routine clear for customers and distributors.

1. Routine Structure

Step	Product Role	Function in Routine	Possible Positioning
01	Repair Shampoo	Cleanse gently without leaving dry, fragile, or color-treated hair feeling overly stripped.	Mild cleansing, soft after-feel, color-care repair
02	Repair Conditioner	Improve slip, detangling, softness, and smoother combing after washing.	Daily conditioning, softness, manageability
03	Deep Repair Hair Mask	Provide richer weekly or salon-style conditioning for dry, rough, or chemically processed hair.	Intensive nourishment, anti-frizz, premium repair
04	Leave-In Repair Cream	Support daily frizz control, styling comfort, smoother finish, and anti-breakage positioning.	Heat-damage care, smoother ends, leave-in protection
05	Hair Oil / Serum	Improve shine, softness, smoother-looking ends, and dry-hair finishing feel.	Finishing shine, softness, premium add-on
06	Treatment Product	Carry stronger repair concepts such as bond-support, protein repair, or salon treatment positioning.	Advanced repair story, hero SKU, premium line

2. SKU Planning Worksheet

SKU	Product Type	Main Claim	Texture Target	Packaging Idea
SKU 1				
SKU 2				
SKU 3				
SKU 4				

SKU 5				
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3. Avoid Claim Repetition

Product	Recommended Role	Planning Note
Shampoo	Mild cleansing, softer after-wash feel	Do not make it carry every deep repair claim alone.
Conditioner	Slip, detangling, softness, daily repair support	Avoid using the same claim language as the hair mask.
Hair Mask	Intensive repair, richness, nourishment, smoother finish	Best product for stronger repair and premium texture story.
Leave-In	Frizz control, heat-styling comfort, anti-breakage positioning	Needs careful lightweight texture control.
Oil / Serum	Shine, smoother ends, softness, finishing care	Should not feel greasy or too heavy for the target market.

4. Packaging Consistency Check

- Keep bottle, tube, jar, and box style visually consistent across the routine.
- Match packaging structure with formula viscosity and dispensing behavior.
- Decide whether the routine should look salon-grade, clean beauty, premium retail, or e-commerce friendly.
- Confirm whether product sizes fit the channel, usage frequency, and target price range.
- Prepare label space for claims, usage directions, ingredient list, and market-required information.

Next step

After completing the routine plan, share your preferred SKU list, target claims, packaging direction, and expected order quantity with Zerun for formula and production review.