

RESOURCE 1

Dry & Frizzy Haircare Formula Planning Checklist

A practical checklist for planning formula direction, texture, fragrance, ingredient preferences, claims, and sample review before development.

Purpose: Help haircare brands prepare clearer project details before discussing formula development, sampling, packaging, and production with Zerun.

Best used for: dry hair, frizzy hair, smoothing care, moisturizing haircare, anti-frizz styling, leave-in treatment, mask, serum, oil, and full routine planning.

This resource is designed for B2B product planning. It does not replace formula testing, claim review, label review, or market-specific regulatory evaluation.

How to use this checklist

- Complete the items that are already clear for your brand.
- Mark uncertain items as open for supplier discussion.
- Use the sample review section after the first lab sample is prepared.

1. Target Hair Concern

- Dry, rough, dull, or moisture-lacking hair
- Frizzy, puffy, or humidity-prone hair
- Coarse, thick, curly, wavy, or textured hair
- Heat-styled, bleached, colored, or chemically treated hair
- Fine hair that needs lightweight smoothing without flatness
- Dry ends with oily scalp or mixed hair concerns

2. Product Type

Product Format	Planning Notes
Moisturizing Shampoo	Define cleansing mildness, foam level, rinse-off feel, scalp comfort, and post-wash softness.
Smoothing Conditioner	Define slip, detangling, wet combing, richness, residue level, and daily-use feel.
Deep Hair Mask	Define treatment perception, creaminess, pickup from jar/tube, rinse-off comfort, and shine.
Leave-In Conditioner	Define cream/lotion/spray format, spreading, dry-down, residue, and styling support.

Product Format	Planning Notes
Anti-Frizz Serum	Define silicone-based or silicone-free direction, shine, smoothness, and humidity positioning.
Hair Oil	Define oil weight, dry-end care, shine, fragrance, pump/dropper compatibility, and non-greasy finish.

3. Formula Direction

- Moisture replenishing - softer feel and dry hair comfort
- Frizz control - smoother surface feel and easier styling
- Smooth finish - shine, polish, and manageability
- Curl-friendly care - moisture retention and definition support
- Repair-inspired care - stronger care perception for damaged-looking hair
- Lightweight smoothing - soft feel without heavy residue

4. Texture and Sensory Targets

Review Area	Options to Define
Texture	Clear gel, cream, lotion, rich mask, lightweight serum, oil, spray, or balm-like finish.
Weight	Lightweight, medium-rich, rich treatment, non-greasy, silicone feel, or silicone-free feel.
Hair Feel	Softness, slip, detangling, smoothness, shine, dry-end comfort, or curl definition.
Rinse-off	Easy rinse, slight conditioning deposit, rich after-feel, or clean daily-use finish.
Residue	No sticky feel, low buildup, controlled richness, or salon-level coating feel.

5. Fragrance Direction

- Clean fresh fragrance
- Salon-style fragrance
- Botanical or herbal fragrance
- Luxury perfume-like fragrance
- Low-fragrance direction
- Fragrance-free direction, if technically and commercially appropriate

6. Ingredient Preferences

- Humectants such as glycerin, panthenol, aloe, or hyaluronic-acid-inspired positioning
- Oils such as argan, camellia, coconut, avocado, squalane, or blended oil concepts
- Conditioning agents for slip, detangling, softness, and smoother combing
- Proteins or amino acids for repair-inspired positioning and smoother hair feel
- Butters or lipids for coarse, dry, curly, or textured hair concepts
- Film-forming or smoothing systems for anti-frizz and styling-support products
- Silicone-based direction, silicone-free direction, or open to recommendation

7. Claim Boundaries

Use careful cosmetic wording and avoid unsupported medical or treatment claims. Final claims should be reviewed according to your target market and product documentation.

Safer Cosmetic Language	Use With Caution
Helps hair feel softer	Repairs all hair damage
Supports smoother-looking hair	Permanently eliminates frizz
Improves manageability	Treats scalp disease
Helps reduce dry-feeling ends	Clinically cures hair breakage
Supports shine and smooth finish	Guaranteed transformation claims

8. Sample Review Notes

Sample Review Item	Your Notes
Foam / rinse-off feel	
Slip / detangling	
Texture / viscosity	
Fragrance acceptance	
Residue or weight	
Shine and finish	
Packaging compatibility	
Requested adjustment	

Next Step

Send your completed checklist to Zerun with any benchmark products, packaging references, target market details, and expected order quantity. This helps us recommend a more practical development route.