

FORMULA BRIEF

# Scalp Care Formula Brief

A practical project brief template for brands preparing dandruff-prone, itchy-feeling, oily, dry, or sensitive scalp care products before sampling.

Use this document before contacting Zerun to prepare a clearer project brief, reduce back-and-forth, and make sample development more focused.

Prepared for scalp care, haircare, salon, DTC, ecommerce, and private label brand projects.

# How to Use This Brief

Complete the sections that match your project stage. The goal is not to finalize every detail immediately, but to help Zerun understand the product role, formula route, packaging direction, and sampling priorities before development begins.

Recommended use: prepare one brief per SKU. For multi-SKU scalp care routines, complete one sheet for the shampoo, tonic, serum, conditioner, mask, or pre-wash product separately.

## 1. Brand and Market Information

### Project Basics

- Brand name and company name
- Contact person and email
- Target market: US, EU, Australia, Middle East, Asia, or other
- Sales channel: Amazon, Shopify, salon, professional retail, distributor, spa, or offline retail
- Expected launch window
- Estimated quantity per SKU
- Preferred MOQ route or trial order expectation

## 2. Target Scalp Concern

Scalp Concern	Formula Focus	Suitable Formats
Flaky scalp	Visible flakes, scalp freshness, anti-flake positioning, balanced cleansing	Shampoo, tonic, pre-wash care
Itchy-feeling scalp	Comfort-focused feel, mild cleansing, controlled cooling, fragrance control	Shampoo, serum, scalp tonic
Oily scalp with flakes	Oil freshness, low-residue cleansing, clean roots, balanced foam	Shampoo, scrub, scalp spray
Dry scalp discomfort	Mild surfactants, comfort feel, reduced dryness perception, soft rinse-off	Shampoo, conditioner, serum
Sensitive scalp	Low fragrance, gentle texture, comfort direction, claim caution	Shampoo, tonic, serum
Buildup-prone scalp	Clarifying feel, pre-wash routine, fresh scalp finish, residue management	Pre-wash care, scrub, shampoo

### 3. Product Format and Product Role

Product Format	Product Role	Sample Review Priorities
Dandruff-prone shampoo	Core cleansing product for flaky or oily scalp positioning	Foam, rinse-off feel, cleansing balance, bottle compatibility
Itchy scalp shampoo	Comfort-focused cleansing product for mild scalp care routines	Fragrance level, scalp feel, cooling intensity, mildness perception
Scalp serum or tonic	Targeted leave-on product for comfort, freshness, or routine extension	Light texture, residue, absorption feel, nozzle or spray packaging
Scalp conditioner	Rinse-off conditioning product that supports hair softness without scalp heaviness	Slip, rinse-off finish, residue control, packaging viscosity
Scalp mask or treatment	Weekly care format for richer scalp routine positioning	Texture density, usage frequency, jar or tube packaging
Pre-wash care	Before-shampoo step for buildup, oily scalp, or fresh-root positioning	Application method, direct scalp use, removal after shampoo

### 4. Formula Direction Checklist

#### Formula Preferences

- Cleansing strength: mild, balanced, clarifying, or oil-control focused
- Foam target: low foam, creamy foam, rich foam, or quick rinse foam
- Scalp feel: fresh, comfortable, cooling, soothing, non-tight, or low residue
- Hair after-feel: soft, clean, light, smooth, non-heavy, or easy to comb
- Fragrance preference: fragrance-free, low fragrance, herbal, fresh, salon, or custom
- Cooling level: none, mild, medium, or stronger cooling sensation
- Texture expectation: clear liquid, gel, cream, lotion, serum, scrub, or mask texture
- Ingredient preferences or ingredients to avoid

### 5. Ingredient Direction Notes

Ingredient Option	Typical Project Use	Development Reminder
Tea Tree Extract	Scalp freshness, botanical clean-feel, oily scalp concepts	Review fragrance intensity and sensitive scalp suitability
Zinc PCA	Oil-control and fresh scalp positioning	Match with cleansing system and realistic claim language
Salicylic Acid	Buildup, oily scalp, and flake-prone appearance concepts	Review pH, level, tolerance, and target market wording
Anti-Flake Actives	Dandruff-prone or anti-flake positioning in certain markets	Regulatory suitability depends on region and claims

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Ingredient Option	Typical Project Use	Development Reminder
Niacinamide	Scalp comfort, balanced scalp care, barrier-feel positioning	Pair with suitable formula base and claim direction
Cooling Agents	Freshness perception and cooling sensory routes	Control intensity for sensitive scalp projects

## 6. Packaging and Branding Inputs

### Packaging Details to Prepare

- Preferred product capacity
- Bottle, pump, nozzle, spray, tube, jar, or other packaging preference
- Label-only or label plus outer box
- Any reference packaging style
- Preferred color, finish, and visual direction
- Need help coordinating label or outer box production
- Known packaging MOQ restrictions
- Shipping or carton requirements for multi-SKU orders

## 7. Sample Review Form

Review Point	Your Evaluation	Notes
Foam quality	Too low / balanced / too high	
Viscosity	Too thin / suitable / too thick	
Fragrance	Too weak / suitable / too strong	
Cooling level	None / mild / medium / strong	
Scalp feel	Dry / comfortable / fresh / tight	
Rinse-off finish	Difficult / balanced / too stripped	
Hair after-feel	Heavy / clean / soft / dry	
Residue perception	Low / medium / high	
Packaging fit	Suitable / needs change	

## 8. Submission Checklist

### Before Sending to Zerun

- Completed project brief
- Target market and sales channel confirmed
- Product format and capacity selected
- Scalp concern and formula direction described
- Ingredient preferences listed
- Packaging references or direction included

- Estimated order quantity per SKU provided
- Expected launch timeline included