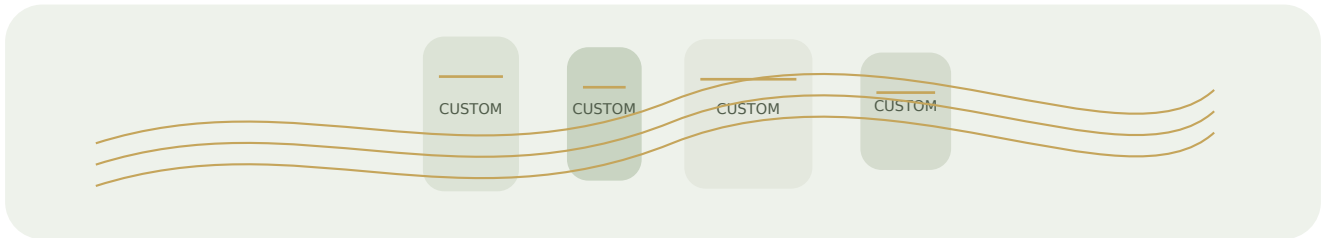


# Fine Hair Claim Checklist

A claim planning checklist for volume, body, bounce, root lift, fuller-looking appearance, thickening feel and hair growth-related wording.



## How to use this resource

Use this document before sending a product brief. It helps organize product goals, formula expectations, packaging direction, claim boundaries, sample feedback and production planning questions so the development discussion can move faster.

[Download Resource](#)

# Fine Hair Claim Checklist

A claim planning checklist helping brands separate volume, body, bounce, root lift, fuller-looking appearance, thickening feel and hair growth-related wording before product naming or label design.

## Important claim note

This checklist is for early marketing and label planning. Final wording depends on the target market, formula, product type, label review and local regulatory expectations. Avoid wording that makes a cosmetic product sound like it treats a medical condition.

## 1. Claim Direction Map

Claim route	What it usually communicates	Better product fit
Volume	Overall airy appearance and body after use.	Volumizing shampoo, mousse, conditioner, blowout mist.
Body	Hair looks and feels less flat, with more movement.	Routine sets, styling support products.
Bounce	Light, flexible movement after styling or drying.	Conditioner, mousse, styling cream, blowout products.
Root lift	Root-area lift or styling support near the scalp.	Root lift spray, mousse, volumizing mist.
Fuller-looking	Visual appearance language for hair that looks more full.	Scalp serum, thickening routine, DTC routine set.
Thickening feel	Hair feels more substantial or textured after use.	Styling polymers, leave-on products, sprays.
Hair growth	High-risk wording if it implies treating hair loss or stimulating growth.	Requires careful review; use cosmetic appearance language instead.

# Wording Review

## 2. Preferred, Cautious and Avoid Wording

Level	Examples
Preferred	Helps hair look fuller; supports airy volume; adds root lift; lightweight body; fresh cleansing feel; low-residue finish; fine hair friendly.
Use with caution	Strengthening; thickening; scalp support; density; anti-hair fall; growth support. These may need stronger substantiation or careful wording.
Avoid unless verified	Regrows hair; treats hair loss; cures thinning hair; prevents baldness; medically proven hair growth; repairs damaged follicles.

## 3. Product Naming Check

- Does the product name match the real formula role?
- Does the name overpromise hair growth or medical effects?
- Can the same claim be supported by sample testing and user perception?
- Is the claim suitable for the target sales channel?
- Is the wording consistent across label, website, Amazon listing and social content?
- Does the claim need additional substantiation before launch?

## 4. Claim Boundary Notes

**Words to keep, revise or avoid:**

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# Label and Digital Content Checklist

## 5. Label Direction Questions

<b>Main front-label claim:</b>		<b>Secondary support claim:</b>	
<b>Ingredient highlight:</b>		<b>Target hair type:</b>	
<b>Usage frequency:</b>		<b>Caution / instruction note:</b>	
<b>Target country or region:</b>		<b>Review owner:</b>	

## 6. Ingredient Wording Reminders

Ingredient	Useful wording direction	Reminder
Biotin	Good for fuller-looking and strengthening-style concepts.	Avoid implying direct hair regrowth unless properly supported and allowed.
Caffeine	Useful for scalp-care or energized routine concepts.	Review scalp and growth-adjacent wording carefully.
Hydrolyzed protein	Useful for care, softness, manageability and strength-feel language.	Avoid overpromising structural repair.
Panthenol	Works well with moisture, softness and conditioning language.	Keep weightless positioning if the target is fine hair.
Polymers	Support styling hold, root lift, texture and volume claims.	Check flaking, stiffness and comb-through feel.
Botanicals	Support clean, fresh, comfort or plant-based story.	Do not use therapeutic plant claims without review.

# Target Market Review

## 7. Channel-Specific Claim Review

Channel	Claim planning focus
Amazon	Front image and bullet claims must be clear, specific and not over-medical. Keep benefits easy to scan.
Shopify / DTC	Routine story, before-and-after perception and ingredient education can be broader but still needs claim discipline.
Salon retail	Professional styling benefit, root lift, body and finish can be emphasized with usage guidance.
Retail shelf	Front label must quickly communicate target user, product role and safe benefit language.
International launch	Review wording, warnings, ingredient highlights and label language for each target region.

## 8. Final Claim Review Checklist

- Main claim matches formula function
- Claim does not sound medical
- Ingredient story is not overstated
- Product name and front label are aligned
- Online content and label language are consistent
- Target market requirements are reviewed
- Before launch, claim wording is checked with the final formula and label

## 9. Open Notes

**Questions for claim review:**

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**Next step**

Send your draft product name, front-label claims and target market. Zerun can help review whether the formula direction, product story and packaging communication are aligned before sample preparation or label design.