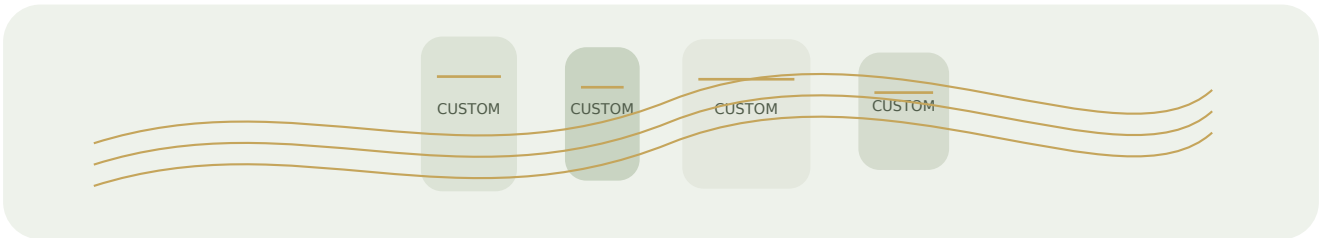


Volume Haircare Formula Brief

A practical project brief template for volumizing shampoo, lightweight conditioner, root lift spray, thickening serum, mousse and fine hair treatment development.



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.

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Volume Haircare Formula Brief

A practical project brief template for brands preparing volumizing shampoo, lightweight conditioner, root lift spray, thickening serum, mousse, or fine hair treatment development.

1. Project Snapshot

Brand or project name:		Target market:	
Launch channel:		Estimated launch timing:	
Main product format:		Expected order quantity:	
Target retail price:		Reference product or competitor:	

2. Target Hair Concern

- Fine or flat hair
- Oily-prone scalp
- Roots lose volume quickly
- Hair feels heavy after conditioner
- Need airy foam and fresh cleansing
- Need fuller-looking appearance
- Need styling support without stiffness
- Daily use or frequent wash routine
- Salon-style finish
- DTC / Amazon image-friendly selling point

3. Product Format and Routine Role

Product format	Routine role	Preferred texture target
Volumizing shampoo	Cleanse scalp and hair while supporting airy foam, freshness and low-residue after-feel.	Clear or translucent gel, light viscosity, fresh rinse-off feel.
Lightweight conditioner	Add softness and detangling without coating fine hair.	Light cream, quick rinse, non-heavy finish.
Root lift spray	Provide root-area lift and styling support before blow-drying.	Fine mist, fast dry-down, flexible hold.
Thickening serum	Support fuller-looking appearance and scalp-focused care language.	Lightweight leave-on, non-greasy, easy absorption.
Volume mousse	Create airy body, styling lift and soft hold.	Foam delivery, light feel, touchable finish.
Fine hair treatment	Support care positioning while avoiding a heavy, coated finish.	Gel-cream or lightweight mask, easy rinse.

Formula Direction Planning

4. Formula Goals

- Airy foam and clear cleansing feel
- Balanced cleansing strength for fine hair
- Low-residue after-feel
- Light conditioning without flatness
- Smooth combing and soft touch
- Fresh scalp feel after washing
- Flexible styling support for root lift
- Good viscosity for chosen packaging
- Stable fragrance level
- Suitable appearance for product photography

5. Ingredient Direction

Direction	Possible product story	Development reminder
Hydrolyzed proteins	Used for care-positioned hair products where softness, manageability and fiber feel are important.	Confirm level, hair feel and residue perception.
Panthenol	Commonly used in haircare for conditioning feel and moisture-related positioning.	Avoid overloading if the product must feel weightless.
Biotin	Often used in fuller-looking or strengthening-style marketing concepts.	Use appearance-support language, not medical hair growth promises.
Caffeine	Can support scalp-care or energized routine concepts.	Review claim wording carefully by target market.
Film-forming / styling polymers	Useful for root lift, mousse, styling spray and body-building products.	Test stiffness, flaking, brushability and humidity feel.
Botanical extracts	Can support clean, fresh, scalp comfort or plant-based story angles.	Keep formula stability and scent profile in mind.

6. Texture, Foam or Dry-Down Target

Foam level:		Foam feel:	
Viscosity target:		Rinse-off feel:	
Dry-down speed:		Hold level:	
Finish after use:		What should be avoided:	

Packaging, Sampling and Feedback

7. Fragrance and Sensory Direction

- Fragrance-free
- Lightly fragranced
- Fresh green / botanical
- Clean salon style
- Citrus / watery fresh
- Warm premium scent
- No strong perfume after-use
- Sensitive scalp consideration

8. Packaging Direction

Preferred component:		Capacity:	
Cap or pump style:		Label space needed:	
Color direction:		Outer box requirement:	
Ecommerce photo needs:		Special shipping notes:	

9. Sample Preparation Notes

- Confirm product format before sample making
- Share reference product if available
- Clarify fragrance level early
- Confirm texture and viscosity expectations
- Confirm packaging route before final label design
- Prepare sample feedback by performance, not only appearance

Sample feedback focus

After testing, review foam quality, cleansing feel, root lift, softness, dry-down, residue, fragrance level, scalp freshness, product appearance and packaging usability. This helps R&D adjust the formula route more accurately.

