

Serum Ingredient Direction Checklist

A planning checklist for turning ingredient ideas into a clearer serum formula direction before sample development begins.

What this resource helps you do

- Select hero ingredients based on skin goals.
- Organize supporting ingredients and claim direction.
- Review compatibility, pH, texture and packaging considerations.

How to use it

Use this worksheet before contacting Zerun or while reviewing samples. Complete the sections that are relevant to your project, then share the completed file or key notes with our team so we can review the next development step more efficiently.

Suggested next step: Share your target serum type, texture expectation, preferred ingredients, packaging idea, quantity and launch market with Zerun.

1. Start with the Skin Goal

<input type="checkbox"/> Hydration	<input type="checkbox"/> Brightening	<input type="checkbox"/> Dark spot appearance care
<input type="checkbox"/> Anti-aging	<input type="checkbox"/> Firming	<input type="checkbox"/> Barrier repair
<input type="checkbox"/> Sensitive skin comfort	<input type="checkbox"/> Oil control	<input type="checkbox"/> Pore appearance care
<input type="checkbox"/> Glow and texture care	<input type="checkbox"/> Body serum care	<input type="checkbox"/> Scalp serum care

2. Hero Ingredient Shortlist

Ingredient	Common Serum Direction	Development Note
Hyaluronic Acid	Hydrating, glow, water essence serum	Control tackiness and layering feel
Niacinamide	Brightening, oil control, pore care	Match usage level with skin comfort
Vitamin C Derivatives	Brightening, antioxidant, glow serum	Review stability and packaging protection
Tranexamic Acid	Dark spot and post-blemish mark care	Keep claim wording cosmetic
Peptides	Anti-aging, firming, wrinkle care	Use refined texture and premium positioning
Ceramide Support	Barrier repair, milky serum	Avoid heavy lotion-like finish
Centella Asiatica	Soothing, sensitive skin comfort	Consider low-fragrance positioning
Salicylic Acid	Oil control and pore care	Review pH, usage level and claim language

3. Ingredient Planning Notes

Main hero ingredient	_____
Supporting ingredients	_____
Ingredient story	_____
Ingredients to avoid	_____
Target claim direction	_____

4. Compatibility Review Checklist

<input type="checkbox"/> Usage level needs review	<input type="checkbox"/> pH direction needs review
<input type="checkbox"/> Texture may become sticky	<input type="checkbox"/> Formula may need soothing support
<input type="checkbox"/> Ingredient may affect color	<input type="checkbox"/> Ingredient may affect scent
<input type="checkbox"/> Packaging protection may be needed	<input type="checkbox"/> Claim wording needs review
<input type="checkbox"/> Sensitive skin positioning needs review	<input type="checkbox"/> Sample stability observation needed

5. Formula Direction Summary

Question	Your Notes
What skin concern should the serum focus on?	
Which ingredients are must-have?	
Which ingredients are optional?	
What texture should the serum have?	
Which packaging direction is preferred?	
Which market or claim limits should be considered?	

Tip: More active ingredients do not always create a better serum. A clear ingredient direction, stable formula structure and comfortable texture usually create a stronger product experience.