

Serum Packaging Selection Guide

A quick guide for comparing serum packaging formats, dispensing methods, viscosity fit, visual positioning, shipping needs and outer box planning.

What this resource helps you do

- Compare common serum bottle and packaging routes.
- Match packaging with formula texture and brand positioning.
- Prepare clearer packaging notes before quotation or sampling.

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. Serum Packaging Comparison

Packaging Type	Best For	Key Value	Review Before Production
Dropper Bottle	Watery, oil, glow, brightening serum	Classic premium serum look; controlled use	Works best for low to medium viscosity
Airless Pump Bottle	Repair, anti-aging, sensitive skin serum	Cleaner dispensing; professional image	Check pump output and air exposure needs
Glass Ampoule	Premium treatment sets	High-value and concentrated-looking	Plan usage amount and safety handling
Plastic Ampoule	Travel sets, samples, routine packs	Lightweight and convenient	Good for trial programs and smaller volumes
Pump Serum Bottle	Gel, milky, medium-viscosity serum	Easy daily use; broad retail fit	Pump output must match formula thickness
Dual-Chamber Bottle	Premium or dual-phase concepts	Visual differentiation and storytelling	Structure and filling need early review
Fine Mist Bottle	Watery serum, body serum, glow mist	Refreshing application experience	Formula must be spray-compatible
Roller Bottle	Eye, spot, massage serum	Targeted application on small areas	Texture should glide without clogging
Squeeze Tube	Gel, eye or thicker serum	Portable and practical	Useful when pump or dropper is not ideal
Outer Box Set	Ampoule set, gift set, premium launch	Improves presentation and shipping protection	Box structure should match bottle and shipping needs

2. Packaging Decision Checklist

<input type="checkbox"/> Formula is low viscosity	<input type="checkbox"/> Formula is medium viscosity
<input type="checkbox"/> Formula is gel texture	<input type="checkbox"/> Formula is milky texture
<input type="checkbox"/> Formula is oil-based	<input type="checkbox"/> Formula is biphasic
<input type="checkbox"/> Formula needs light protection	<input type="checkbox"/> Formula needs cleaner dispensing
<input type="checkbox"/> Product is for ecommerce shipping	<input type="checkbox"/> Product is for premium retail shelf
<input type="checkbox"/> Product is part of a set	<input type="checkbox"/> Outer box or insert is needed

3. Packaging Brief Notes

Preferred bottle type	_____
Fill volume	_____
Cap / pump / dropper style	_____
Bottle finish	_____
Label or printing method	_____
Outer box direction	_____
Shipping concerns	_____

4. Decoration Options to Discuss

<input type="checkbox"/> Silk screen printing	<input type="checkbox"/> Pressure-sensitive label
<input type="checkbox"/> Hot stamping / foil detail	<input type="checkbox"/> Frosted bottle effect
<input type="checkbox"/> Matte finish	<input type="checkbox"/> Glossy finish
<input type="checkbox"/> Color coating	<input type="checkbox"/> Metallic cap
<input type="checkbox"/> Outer box printing	<input type="checkbox"/> Set packaging

Tip: Choose packaging after reviewing texture, viscosity, dispensing method, active protection needs and target product image. Zerun can help review compatibility before production.