

# Serum Project Brief Template

A practical planning template for custom serum development, covering product direction, skin goals, texture, active ingredients, packaging, MOQ, samples and launch requirements.

## What this resource helps you do

- Organize your serum concept before sampling.
- Clarify formula, texture and packaging expectations.
- Reduce back-and-forth during quotation and sample development.

## 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. Project Overview

Brand / Company	_____
Contact Person	_____
Email / Phone	_____
Target Market	_____
Launch Channel	_____
Target Launch Date	_____

# 2. Serum Product Direction

<input type="checkbox"/> Hydrating Serum	<input type="checkbox"/> Brightening Serum	<input type="checkbox"/> Anti-Aging Serum
<input type="checkbox"/> Barrier Repair Serum	<input type="checkbox"/> Soothing Serum	<input type="checkbox"/> Oil Control Serum
<input type="checkbox"/> Pore Refining Serum	<input type="checkbox"/> Glow Serum	<input type="checkbox"/> Ampoule Serum
<input type="checkbox"/> Oil Serum	<input type="checkbox"/> Gel Serum	<input type="checkbox"/> Milky Serum

## Main Skin Concern

<input type="checkbox"/> Dryness / dehydration	<input type="checkbox"/> Dullness
<input type="checkbox"/> Uneven-looking tone	<input type="checkbox"/> Fine lines
<input type="checkbox"/> Weak barrier feel	<input type="checkbox"/> Sensitive-feeling skin
<input type="checkbox"/> Oily skin	<input type="checkbox"/> Visible pores
<input type="checkbox"/> Post-blemish marks	<input type="checkbox"/> Other: _____

# 3. Formula & Texture Expectations

Item	Your Notes
Preferred texture	Watery / gel / milky / oil / biphasic / rich treatment / other
Skin feel target	Fast-absorbing / low-sticky / dewy / soft / rich / matte / fresh
Fragrance preference	Fragrance-free / low fragrance / natural-inspired scent / custom scent
Color or appearance	Clear / translucent / milky / tinted / biphasic / other
Reference product	Brand or product name, texture notes, packaging reference

## 4. Ingredient Direction

List preferred hero ingredients and any ingredients you want to avoid. Zerun can review the suitability based on texture, stability, skin feel, claim direction and target market.

<b>Preferred hero ingredients</b>	_____
<b>Supporting ingredients</b>	_____
<b>Ingredients to avoid</b>	_____
<b>Claim direction</b>	_____
<b>Sensitivity concerns</b>	_____

## 5. Packaging Direction

<input type="checkbox"/> Dropper bottle	<input type="checkbox"/> Airless pump bottle
<input type="checkbox"/> Pump bottle	<input type="checkbox"/> Glass ampoule
<input type="checkbox"/> Plastic ampoule	<input type="checkbox"/> Fine mist bottle
<input type="checkbox"/> Roller bottle	<input type="checkbox"/> Squeeze tube
<input type="checkbox"/> Outer box	<input type="checkbox"/> Serum set / kit
<input type="checkbox"/> Need Zerun recommendation	

<b>Preferred volume / fill size</b>	_____
<b>Bottle color or finish</b>	_____
<b>Label / printing direction</b>	_____
<b>Outer box idea</b>	_____
<b>Target order quantity</b>	_____

## 6. Information to Send Zerun

<input type="checkbox"/> Completed brief	<input type="checkbox"/> Reference product photos
<input type="checkbox"/> Preferred bottle or packaging image	<input type="checkbox"/> Target quantity
<input type="checkbox"/> Target market	<input type="checkbox"/> Desired sample timing
<input type="checkbox"/> Special claim or document needs	

**After we receive your project notes, Zerun can help review formula direction, packaging options, sample planning and next steps.**