

Serum Sample Feedback Sheet

A sample evaluation worksheet for reviewing serum texture, absorption, scent, color, viscosity, packaging experience and revision needs after testing.

What this resource helps you do

- Evaluate samples in a clear and structured way.
- Record texture, skin feel and packaging feedback.
- Communicate revision requests more accurately.

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. Sample Information

Brand / Project Name	_____
Sample Code	_____
Serum Type	_____
Date Received	_____
Tested By	_____
Test Conditions	_____

2. Evaluation Scale

Score	Meaning
1	Not acceptable
2	Needs major revision
3	Acceptable but needs adjustment
4	Good with minor notes
5	Approved / very close to target

3. Formula & Skin Feel Feedback

Review Item	Score 1-5	Comments / Revision Request
Texture thickness		
Absorption speed		
Stickiness		
Spreadability		
Skin finish		
Fragrance level		
Color / appearance		
After-feel		

4. Packaging Experience Feedback

Review Item	Result / Notes
Dropper pickup / pump output	
Dispensing amount	
Bottle appearance	
Cap fit / leakage risk	
Label or decoration direction	
Outer box or set presentation	

5. Revision Request

<input type="checkbox"/> Make texture lighter	<input type="checkbox"/> Make texture richer
<input type="checkbox"/> Reduce stickiness	<input type="checkbox"/> Improve absorption
<input type="checkbox"/> Adjust fragrance	<input type="checkbox"/> Adjust color
<input type="checkbox"/> Change viscosity	<input type="checkbox"/> Change packaging
<input type="checkbox"/> Review ingredient direction	<input type="checkbox"/> Prepare next sample

Top 3 revision priorities	_____

What you liked about the sample	_____

What must be improved	_____

Reference product or target feel	_____

6. Decision

<input type="checkbox"/> Approved for production planning
<input type="checkbox"/> Needs minor revision
<input type="checkbox"/> Needs new sample direction
<input type="checkbox"/> Packaging needs review
<input type="checkbox"/> Hold project for further discussion

Tip: Test the sample more than once and note how it layers with cream, sunscreen or makeup. For ecommerce projects, also test packaging use and leakage concerns.