

Face Mask Packaging Planning Guide

Plan primary packaging, decoration, outer box, and set structure.

Private label / OEM / ODM face mask project preparation resource. Use this PDF before inquiry, sampling, packaging confirmation, or bulk production planning.

Note: This resource supports project communication and preparation. Final formula, packaging, testing, document, and local market requirements should be reviewed according to the confirmed project and target sales channel.

1. Primary Face Mask Packaging Planning

Primary packaging should match formula viscosity, usage method, filling process, MOQ, leakage risk, and user experience.

Packaging Route	Suitable Mask Products	What This Helps Achieve	Zerun Review Focus
Sheet mask bag	Sheet masks and multi-piece sheet mask sets	Protect fabric, hold essence, support single-use presentation	Fabric size, serum amount, pouch material, sealing strength, box planning
Sachet / single-use pouch	Trial packs, gel masks, cream masks, wash-off concepts	Support trial use, travel packs, and sample-friendly presentation	Filling amount, viscosity, sealing, leakage risk, outer box
Tube	Clay masks, wash-off masks, charcoal masks, cream masks	Support controlled dispensing and ecommerce-friendly shipping	Viscosity, squeeze-back, cap type, sealing, filling feasibility
Jar	Cream masks, sleeping masks, jelly masks, gel masks	Show visual texture and support premium sensory experience	Closure tightness, inner lid, spatula option, texture appearance
Airless jar	Premium cream masks, sleeping masks, barrier-support masks	Create a cleaner, more controlled premium dispensing impression	Formula compatibility, dispensing behavior, cost, MOQ
Mini jar / trial pack	Discovery kits, gift sets, travel routines	Help brands test several textures before full-size launch	Filling accuracy, label space, carton layout, set planning
Multi-pack box	Sheet mask sets, mixed mask collections	Organize multiple SKUs for retail-ready presentation	SKU mix, box structure, inner layout, carton packing
Gift set packaging	Premium collections, seasonal launches, DTC bundles	Raise perceived value and support gift-ready product storytelling	Outer box, insert tray, protection, artwork coordination

2. Printing and Decoration Options

☐ Pressure-sensitive label	☐ Silk screen printing	☐ Hot stamping / foil detail
☐ Matte finish	☐ Glossy finish	☐ Frosted effect
☐ Color coating	☐ Metallic cap matching	☐ Printed sheet mask pouch
☐ Outer box printing	☐ Emboss / deboss detail	☐ Window box structure

3. Outer Box and Set Packaging

- Multi-piece sheet mask box sets for retail and ecommerce.
- Trial mask kits for sampling, travel, or discovery set positioning.
- Mixed format sets combining sheet mask, clay mask, gel mask, and sleeping mask.
- Gift boxes for seasonal launches, premium bundles, and SPA retail products.

Packaging Planning Worksheet

Primary packaging choice	
Capacity / filling amount	
Decoration method	
Outer box needs	
Set structure	
MOQ expectation	
Shipping / carton notes	
Questions for Zerun	