

Face Mask Product Brief Template

Prepare a clear face mask project brief before sampling.

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. Brand and Project Information

Brand name	
Contact person	
Email / WhatsApp	
Target market	
Sales channel	
Launch timeline	
Estimated order quantity	
Reference product link or sample	

2. Mask Type and Product Direction

Select the product direction that best matches your brand stage and launch plan.

☐ Sheet mask	☐ Clay mask	☐ Gel mask
☐ Sleeping mask	☐ Wash-off mask	☐ Cream mask
☐ Jelly mask	☐ Peel-off mask	☐ Mixed mask set

☐ Common face mask product	☐ Specialized care format
☐ Innovative / visual concept	☐ Stock formula adjustment
☐ Semi-custom development	☐ Custom formula development

3. Formula Route and Cosmetic Positioning

☐ Hydration	☐ Soothing comfort	☐ Barrier support
☐ Brightening appearance	☐ Oil-control / pore care	☐ Clarifying care

☐ Anti-aging appearance	☐ After-sun comfort	☐ Premium nourishment
Main skin concern / product positioning		
Hero ingredient preference		
Ingredients to avoid		
Claim direction to discuss		

4. Texture, Sensory Feel, and Appearance

☐ Watery serum	☐ Clear gel	☐ Cooling jelly
☐ Cream-gel	☐ Soft cream	☐ Rich cushion cream
☐ Smooth clay	☐ Peel-off film	☐ Bead / dual-texture gel
☐ Fragrance-free	☐ Low scent	☐ Fresh scent
☐ Botanical scent	☐ Spa-like scent	☐ Premium scent
☐ Transparent appearance	☐ Creamy white	☐ Clay color
☐ Pearl / luminous	☐ Botanical particles	☐ Capsules / beads

5. Packaging and Presentation

☐ Sheet mask bag	☐ Sachet / single-use pouch	☐ Tube
☐ Jar	☐ Airless jar	☐ Pump bottle
☐ Mini jar / trial pack	☐ Multi-pack box	☐ Gift set packaging
Preferred capacity / size		
Decoration preference		
Outer box / set packaging needs		
Required documents		

6. Sample Expectations

What should the sample prove?	
Texture points to review	
Scent / color preference	
Packaging sample expectation	
Other notes for Zerun	

How Zerun Uses This Brief

- Review whether the project direction is suitable for the selected mask type.
- Match formula route, texture target, and packaging plan before sampling.
- Reduce vague sample feedback and repeated revision rounds.

- Prepare clearer quotation, sample, and production communication.

Zerun Review Summary

Recommended mask type	
Recommended formula route	
Recommended texture direction	
Recommended packaging route	
Sampling notes	
Questions to confirm before sample	
Next step	

Next Step Checklist

☐ Send completed brief to Zerun	☐ Attach reference product photos
☐ Confirm expected order quantity	☐ Confirm preferred packaging route
☐ Confirm target market	☐ Confirm sample requirements