

Mask Format Selection Checklist

Compare face mask formats before choosing a sampling route.

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.

How to Use This Checklist

Compare mask formats by usage scene, texture expectation, packaging route, channel fit, and launch purpose. Select one primary format first, then add optional formats for a set project.

Mask Format	Suitable Product Direction	Texture / User Experience	Packaging Route	Review Before Sampling
Sheet Mask	Hydrating, soothing, brightening appearance, travel packs, multi-piece sets	Watery serum, comfortable wear, soft after-feel	Sheet mask bag, multi-piece box	Serum amount, fabric fit, residue, pouch sealing
Clay Mask	Oil-control feel, pore-care positioning, weekly care routines	Smooth mineral texture, controlled drying, easy rinse-off	Tube, jar, trial sachet	Clay blend, drying speed, rinse-off comfort, filling feasibility
Gel Mask	Hydration, cooling feel, after-sun comfort, visual clarity	Clear or tinted gel, lightweight, refreshing	Jar, tube, mini jar	Gel clarity, viscosity, color stability, bubble control
Sleeping Mask	Overnight moisture, barrier support, premium routine	Soft film feel, rich but non-sticky	Jar, airless jar, tube	Stickiness, pillow-transfer concern, morning after-feel
Wash-Off Mask	Weekly routines, comfort care, spa-style products	Smooth application, comfortable waiting time, clean removal	Tube, jar, sachet	Spreadability, residue, rinse-off speed, softness after use
Cream Mask	Premium nourishment, dry-feeling skin, mature routines	Cushiony cream, rich but refined	Jar, airless jar, tube	Oil phase balance, glide, non-greasy after-feel
Jelly Mask	Fresh visual texture, DTC launches, summer concepts	Bouncy, spoonable, cooling, content-friendly	Jar, mini jar, gift set	Gel strength, spoonable texture, stability
Mixed Mask Set	Retail collections, gift sets, multi-SKU routines	Multiple textures with clear SKU roles	Multi-pack box, gift set packaging	SKU logic, packaging consistency, carton planning

Decision Checklist

☐ Target user is clearly defined	☐ Main skin concern is clear
☐ Product format fits the sales channel	☐ Texture expectation is realistic
☐ Packaging route fits formula viscosity	☐ MOQ expectation is aligned with packaging
☐ Sample feedback criteria are ready	☐ Required documents are listed
☐ Reference product is available	☐ Launch timeline is realistic

Recommended Starting Point

Primary mask format	
Optional second format	
Recommended formula route	
Recommended texture direction	
Recommended packaging route	
Notes for Zerun review	