



Custom Toner Planning Guide & Project Worksheet

A friendly guide to help skincare brands turn a toner idea into a clearer formula, packaging and sampling direction.

Choose Your Toner Direction Compare daily toner, essence-style toner, milky toner, targeted toner, mist toner and toner pads.	Understand Formula & Skin Feel Learn how ingredients, pH, texture, absorption, residue and comfort work together.
Plan Packaging Early Review why bottles, sprays, pumps, jars, capacity and outer boxes affect product success.	Use the Simple Worksheet Organize only the details you already know before starting a toner discussion.

This guide is not a strict requirement form.

You do not need a complete technical formula before contacting Zerun. Use this guide to understand the key planning points and share whatever information you already have.

How to Use This Guide

Many toner projects start with a simple idea, a reference product, an ingredient direction or a packaging image. This guide helps you organize those early thoughts in a practical way, so the first discussion can focus on formula direction, texture, packaging feasibility and sample goals.

The goal is to make your project clearer, not harder.

You can read the guide first, then use the worksheet at the end if you want to share a short brief with Zerun. It is fine if some fields are still undecided.

Contents

Section	Topic	What it helps you do
1	Choose Your Toner Direction	Understand common toner routes and how they fit different brand goals.
2	Understand Formula & Skin Feel	Learn why ingredients, texture, pH and after-feel should be reviewed together.
3	Plan Packaging Early	See how packaging affects dispensing, leakage risk, shipping and product presentation.
4	Simple Project Worksheet	Use a short worksheet to organize your current idea before sample discussion.

What a clearer brief can help move forward

Formula Direction

It helps identify whether the project is closer to a mature formula adjustment, a semi-custom toner or a more differentiated custom development route.

Packaging Feasibility

It helps review whether the selected bottle, spray, pump or toner pad jar matches the formula texture, filling method and shipping needs.

Sample Focus

It helps define what the first sample should confirm, such as texture, scent, absorption, residue, pH, clarity, toner pad wetness or packaging fit.

Project Planning

It helps make quantity, MOQ, timeline, packaging route and production discussion more practical from the beginning.

1. Choose Your Toner Direction

A toner project does not need to start with a complete formula. It can start from a product role: daily hydration, skin prep, pore-care appearance, gentle exfoliation, soft milky comfort, mist application or toner pads. The first step is to understand which direction your idea is closest to.

Common toner routes to compare

Route	Examples	When it may fit
Daily / Skin-Prep Route	Daily hydrating toner, fresh watery toner, skin-prep toner, comfort toner.	Good for entry launches, routine-support SKUs, lightweight daily care and easy customer understanding.
Targeted Benefit Route	Oil-balance toner, pore-care toner, gentle exfoliating toner, brightening appearance toner, barrier-support toner.	Good when the brand wants one clearer skin benefit direction instead of a basic toner.
Texture-Led Route	Essence-style toner, soft milky toner, cushioned hydration toner.	Good for premium hydration, K-beauty inspired routines, dry-skin positioning or softer skin feel.
Format-Led Route	Mist toner, toner pads, dual-texture pads, dual-phase toner.	Good for differentiated use experience, ecommerce content, travel use or product set expansion.

Questions that help narrow the direction

What role should the toner play? Is it a basic daily step, a hero SKU, a product line extension, a treatment-style step or part of a skincare set?	Who will use it? Dry-skin users, oily or combination skin, sensitive-positioned users, dull-looking skin routines or daily skin-prep customers may need different formula logic.
How will customers use it? Will they pour it onto hands, use it with cotton pads, spray it, or wipe with toner pads? The usage method changes packaging and formula decisions.	How much differentiation is needed? A simple daily toner may need a practical route, while a DTC or marketplace product may need stronger texture, format or ingredient storytelling.

Planning note

The toner type does not have to be decided alone. The product direction, target skin needs, formula texture and packaging format should be reviewed together before sampling.

2. Understand Formula & Skin Feel

A toner should not be planned only by adding popular ingredients. Water-based toner formulas need balance across ingredient compatibility, pH, preservation, clarity, color stability, fragrance, texture and after-feel. This is why a clear formula direction is more useful than a long ingredient list.

What you should know before sampling

Planning Point	What it means for your toner project
Ingredient Direction	Preferred ingredients are useful, but they should fit the toner type, pH range, solubility, skin feel and product story.
Texture Type	Most toner textures fall into fresh watery, essence-style and soft milky directions. Each one requires different viscosity, appearance and packaging review.
Skin Feel	Low residue, fast absorption, non-tight after-feel, hydration cushion and layering comfort often matter more to customers than the ingredient list alone.
pH & Comfort	Acid toners, exfoliating directions, brightening appearance concepts and mild daily-use toners may need different pH and comfort review.
Appearance & Odor	Botanical extracts, ferments, acids, fragrance and color concepts may affect clarity, color, odor and visual stability over time.

Examples of formula direction matching

Hydrating Toner Focus on humectant balance, absorption, low residue and layering comfort. The formula should not feel empty or sticky.	Gentle Exfoliating Toner Focus on acid direction, pH, comfort, usage frequency and supporting hydration or soothing ingredients.
Oil-Balance Toner Focus on freshness, low residue, oil-balance support and a non-tight after-feel rather than an overly drying formula.	Milky Toner Focus on soft feel, milky appearance stability, viscosity, bottle compatibility and sample-to-bulk consistency.

Sample feedback tip

Instead of saying only "make it better," try to describe what you notice: too sticky, too watery, too strong, too fragrant, too slow to absorb, not cushioned enough, not clear enough or not suitable for the package.

3. Plan Packaging Early

Toner packaging should be considered before sampling is finalized. Packaging is not only about visual style. It can affect filling, dispensing, leakage risk, toner pad wetness, shipping protection, customer experience and cost planning.

Packaging points to review

Packaging Format	Best-Fit Projects	What should be checked
PET Bottle	Daily toner, watery toner, skin-prep toner	Cap sealing, pouring control, bottle durability, decoration method and shipping protection.
Glass / Frosted Bottle	Essence-style toner, premium toner, brightening appearance toner	Weight, breakage risk, closure fit, formula appearance, color stability and outer box protection.
Pump Bottle	Slightly viscous toner, professional-use toner	Pump output, viscosity range, clogging risk, residue around the neck and whether it fits toner-category use.
Spray Bottle	Mist toner, refreshing toner, travel toner	Viscosity, spray fineness, nozzle compatibility, clogging risk, fragrance level and leakage protection.
Toner Pad Jar	Hydrating pads, pore-care pads, exfoliating pads	Jar sealing, pad material, liquid loading, preservative balance, pad wetness and drying risk.
Outer Box	Retail toner, premium toner, ecommerce toner	Box fit, label space, carton protection, unboxing condition, set presentation and shipping durability.

Why this matters for your launch

User Experience The customer may pour, spray, pump or wipe the toner. The package should make that usage feel clean and convenient.	Shipping Safety Liquid products need sealing, cap security, carton protection and leakage review, especially for ecommerce and international shipping.
Formula Presentation Clear or frosted packaging can make color change, cloudiness, sediment or bubbles more visible, so appearance should be considered early.	Cost & MOQ Regular packaging, custom colors, special closures, toner pad jars and outer boxes can lead to different MOQ, lead time and unit cost.

Market note

Target market and label compliance should be reviewed by the brand and local regulatory side. Zerun can support factory-side product information communication according to project stage and order requirements.

4. Simple Project Worksheet

Use this worksheet to organize the details you already know. You do not need to complete every field before contacting Zerun. Even a short brief can help the first discussion become more practical.

A. Brand & Market Basics

Brand / Company Name	_____
Website / Social Page	_____
Target Country or Region	_____
Sales Channel	☐ Amazon / Marketplace ☐ Shopify / DTC ☐ Retail ☐ Spa / Salon ☐ Distributor

B. Product Direction

Toner Type	☐ Daily Hydrating ☐ Essence-Style ☐ Milky ☐ Mist ☐ Toner Pads ☐ Pore-Care ☐ Gentle Exfoliating ☐ Other: _____
Target Skin Needs	☐ Dry / Dehydrated ☐ Oily / Combination ☐ Sensitive-Positioned ☐ Dull-Looking ☐ Rough Texture ☐ Daily Skin Prep
Main Benefit Direction	_____ _____
Reference Product	Product name / link / photo note: _____ _____

C. Formula, Texture & Skin Feel

Preferred Ingredients	_____ _____
Ingredients to Avoid	_____ _____
Texture Preference	☐ Fresh Watery ☐ Essence-Style ☐ Soft Milky ☐ Not sure yet
Skin Feel Preference	☐ Low Residue ☐ Fast Absorbing ☐ Non-Tight ☐ Hydration Cushion ☐ Smooth Soft Finish ☐ Layering Comfort
Fragrance / Color / pH Notes	_____ _____

Project Worksheet - Packaging & Launch Plan

D. Packaging Ideas

Preferred Package	☐ PET Bottle ☐ Glass Bottle ☐ Frosted Bottle ☐ Spray Bottle ☐ Pump Bottle ☐ Flip-Top Bottle ☐ Toner Pad Jar ☐ Refill Pouch
Capacity	☐ 50 ml ☐ 100 ml ☐ 120 ml ☐ 150 ml ☐ 200 ml ☐ Other: _____
Brand Assets	☐ Logo ready ☐ Label reference ☐ Outer box idea ☐ Packaging reference photos
Packaging Notes	_____ _____

E. Quantity, Timeline & Sample Focus

Expected Quantity	First order estimate: _____ pcs / SKU
Sample Expectation	What should the sample help you review? _____ _____
Launch Timeline	Target launch month / date: _____
Project Role	☐ First Launch ☐ Hero SKU ☐ Line Extension ☐ Routine Set ☐ Trial Order
Factory-Side Info	If needed later, note the factory-side product information you may need to discuss: _____

Next step with Zerun

Send this worksheet together with any reference product photos, packaging images, ingredient ideas or brand notes you already have. You do not need every answer before the first discussion. Zerun can review the available information and help discuss formula direction, packaging feasibility, sample route and production planning.

Suggested file name when sending to Zerun: **Your Brand - Toner Project Worksheet**