

Formula & Sample Brief

Prepare the cleanser sample details needed for formula route review and sample development.

Use this worksheet to define what your cleanser sample should look, feel and perform like before Zerun reviews formula route and sample development.

1. Project Snapshot

Brand / Company	
Contact Person	
Target Market	
Sales Channel	Amazon / Shopify / retail / salon / distributor / other
Estimated Launch Time	

2. Cleanser Format

☐ Gel cleanser	☐ Foaming cleanser
☐ Cream cleanser	☐ Cleansing milk
☐ Low-foam cleanser	☐ Powder cleanser
☐ Polish cleanser	☐ Men's cleanser
☐ Teen cleanser	☐ Other

3. Target User and Skin Direction

☐ Dry skin	☐ Oily skin
☐ Combination skin	☐ Sensitive-skin-positioned
☐ Teen skin	☐ Men's grooming
☐ Spa / professional routine	☐ Daily gentle cleansing
☐ Blemish-prone skin positioning	☐ Other

4. Texture, Foam and After-Wash Feel

Preferred Texture	Clear gel / cream / milk / mousse / powder / polish / other
Foam Level	Low foam / soft foam / rich foam / foam pump / no strong foam preference
Cleansing Feel	Fresh / gentle / strong clean feel / soft / premium / low-residue
After-Wash Feel	Non-tight / soft / clean / hydrated-feeling / no slippery residue
Fragrance Preference	Fragrance-free / low scent / fresh / botanical / custom direction

5. Ingredient Direction

For cleanser projects, ingredients should support product positioning without overloading the rinse-off formula.

☐ Hydration support: glycerin, betaine, HA direction
☐ Comfort support: panthenol, centella, oat, allantoin direction
☐ Oil and sebum-care direction: zinc PCA, niacinamide, BHA direction
☐ Barrier-friendly direction: amino acid surfactant direction, ceramide support direction
☐ Low-scent or fragrance-free direction
☐ Fine polish texture or enzyme direction
☐ Botanical comfort direction
☐ Ingredients to avoid / restrictions

6. Reference Product Notes

Reference Product 1	Name / link / photo / what you like
Reference Product 2	Name / link / photo / what you want to avoid
Benchmark Texture	What texture or foam should the sample resemble?
Restrictions	Ingredients, fragrance, color, claims or packaging directions to avoid

What Zerun Can Review

- Suitable cleanser format and formula route
- Surfactant system, texture, foam and pH direction
- Ingredient system and fragrance direction
- Sample development path and feedback points
- Packaging compatibility before bulk production

[Submit Sample Details](#)