

BATH BOMB

DEVELOPMENT

PLANNING GUIDE

Key Factors Behind Formula, Product Experience And Packaging

A practical reference for private label bath bomb planning, sampling and packaging development.

HOW TO USE THIS GUIDE

Use the following pages to connect your product idea with the key decisions behind formula balance, sensory experience, physical format, packaging protection and sample review. You do not need to finalize every detail before starting a project discussion.

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Start With The Experience, Not Only The Ingredient List

A clearer product concept begins with what consumers should notice before, during and after use.

Before selecting individual ingredients, define the experience the bath bomb should create. This gives the formula, fragrance, color, product structure and packaging a shared direction.

WHAT SHOULD CONSUMERS SEE?

Surface finish, product color, fizz activity, foam, movement or in-water visual change.

WHAT SHOULD CONSUMERS SMELL?

A clear fragrance character that fits the brand, target consumer and complete bath experience.

WHAT SHOULD CONSUMERS FEEL?

A lighter, silky or richer bathwater direction, with residue and cleanup expectations considered.

Define The Product Positioning

- Core everyday bath product or premium self-care concept
- Men's, unisex, spa, gifting, ecommerce or lifestyle direction
- Single hero product or coordinated multi-SKU collection

Define The Experience Priority

- Fizz and visual activity
- Fragrance identity
- Bathwater feel and after-feel
- Interactive or gift-led experience

PLANNING PRINCIPLE

A strong concept does not need every feature to be maximized. The goal is to decide which experience should lead, then balance the supporting formula, visual and packaging choices around it.

A simple starting sentence can be enough:

EXAMPLE PROJECT DIRECTION

A premium unisex bath bomb with a clean aquatic fragrance, balanced fizz, a lighter bathwater feel, a refined color release and moisture-protective individual packaging.

Balance Formula Systems Around The Intended Performance

Changes in one system can influence structure, fizz, bathwater feel, residue and storage behavior.

Bath bomb development is not about adding the highest possible level of each ingredient. Effervescent components, structural support, optional foam and dispersion systems, oils, butters, salts and powders need to work together.

System	Main Influence	Balance To Review
Effervescent System	Fizz start, visible activity and dissolution	Ingredient ratio, particle condition, moisture, size and density
Structure & Compression	Hardness, shape retention, demolding and transport strength	Binding direction, processing moisture, compression and product size
Foam & Dispersion	Additional foam and distribution of oils or colors	Usage level, formula compatibility, residue and bathwater feel
Oils & Butters	Softer or richer bathwater and after-feel	Product structure, fizz, slipperiness, residue and cleanup
Salts, Powders & Botanicals	Surface character, product story and bathwater appearance	Density, compression, dissolution, sediment, storage and cleanup

When A System Is Too Weak

- The intended effect may be difficult to notice
- Fizz, foam or sensory differentiation may feel limited
- The product concept may be less clear to consumers

When A System Is Excessive Or Unbalanced

- Structure, dissolution or storage behavior may change
- Residue, slipperiness or cleanup may increase
- One feature may improve at the expense of another

WHAT TO REVIEW DURING SAMPLING

Fizz activity, complete dissolution, product hardness, surface condition, bathwater feel, residue, cleanup and the overall balance between visual, fragrance and sensory performance.

Create One Connected Sensory Story

Consumers often see the product before they smell it, then experience fragrance and color again as the bath bomb activates in water.

Fragrance, dry-product color and in-water effects should support one another. They do not need to match literally, but they should feel intentional as one product concept.

FRAGRANCE DIRECTION

Choose a scent character that fits the target consumer, product mood and brand identity.

DRY-PRODUCT APPEARANCE

Use color and surface finish to communicate product personality before use.

IN-WATER EXPERIENCE

Decide whether the visual effect should feel atmospheric, recognizable, evolving or interactive.

WHY COORDINATION MATTERS

A coordinated sensory concept can help consumers understand the product more quickly, distinguish different SKUs and remember the relationship between fragrance, appearance and bathwater experience.

Examples of connected directions

Modern Men's / Unisex Direction

- Clean aquatic or citrus-woody fragrance
- Refined, restrained dry-product appearance
- Clear or atmospheric in-water color direction
- Lighter, lower-residue bathwater feel

Premium Self-Care Direction

- Soft floral, woody amber or creamy fragrance
- Smooth or soft matte surface finish
- Atmospheric or signature color release
- Silky or richer bathwater feel

SAMPLE EVALUATION NOTE

Dry-product aroma and in-water fragrance may be perceived differently. Review both the product before use and the complete in-water experience before confirming the final fragrance and color direction.

Make The Physical Format Support The Product Concept

Shape and weight influence more than appearance. They can affect product strength, fizz behavior, packaging fit, gift set planning and perceived value.

The most complex shape or highest weight is not automatically the best direction. Physical format should support the intended brand identity while remaining practical to mold, protect, pack, transport and use.

SHAPE ROUTE	SIZE & WEIGHT	DENSITY & STRUCTURE
Standard, themed or custom brand-led shapes can support different levels of recognition and differentiation.	Mini, core individual and larger statement formats support different use, gifting and retail strategies.	Formula density, compression and internal structure influence strength, fizz and complete dissolution.

Existing Mold Development	Custom Mold Development
• More direct shape selection • Lower additional tooling requirements • Extensive formula, fragrance, color and packaging customization remains possible • Suitable for core ranges and multi-SKU collections	• Stronger physical differentiation • Closer connection with brand symbols or product stories • Requires design, tooling, strength and packaging review • Suitable for signature, hero or themed products

SIZE, WEIGHT AND DENSITY ARE NOT THE SAME

Two bath bombs with similar dimensions may have different weights because of formula composition, compression, ingredient density, internal structure and surface design. Final specifications should be confirmed together, not selected independently.

Practical shape review

- Fine text, thin edges, deep recesses and highly detailed artwork may require simplification.
- A simpler shape can sometimes provide clearer visual definition and stronger product integrity.
- Packaging should be planned around the approved shape and sample, not only around an early concept drawing.

Protect The Product Before You Present The Brand

Bath bomb packaging should reduce moisture exposure, support the product structure, organize the retail presentation and protect the final shipment.

A beautiful box alone is not a complete packaging solution. Individual protection, inner support, branded presentation and shipping protection perform different roles and should be planned as one connected system.

1 INDIVIDUAL MOISTURE PROTECTION Helps reduce unnecessary humidity exposure and supports surface condition, fragrance and intended fizz performance.	2 INNER SUPPORT & SEPARATION Helps reduce movement, edge damage, surface rubbing, powder loss and contact between products.
3 RETAIL & GIFT PRESENTATION Connects the product with the brand story, fragrance, collection structure, instructions and gift value.	4 STORAGE & SHIPPING PROTECTION Supports safer carton packing, stacking, handling and international transport.

What Packaging Should Be Planned Around?

THE PRODUCT Shape, size, weight, surface finish, fragrance and structural sensitivity.	THE COLLECTION Piece count, gift set layout, SKU differentiation and opening experience.	THE COMMERCIAL PLAN Sales channel, target market, order quantity, shipping route and target cost.
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PACKAGING PLANNING PRINCIPLE

Confirm the product direction and sample before finalizing packaging dimensions. Stock and custom packaging may have different requirements for printing, tooling, order quantity, cost and development time.

Bath Bomb Sample Review Checklist

Use this checklist to evaluate the product before confirming the final development direction.

Review the sample both before use and in water. A strong decision should consider product appearance, structure, fragrance, performance, bathwater experience, cleanup and packaging fit together.

Review Area	What To Observe	Helpful Notes
Product Appearance	Shape definition, color, surface finish and visible consistency	Does the appearance support the intended brand positioning?
Surface & Structure	Hardness, edges, powder loss, cracks and handling strength	Does the product remain practical for packing and transport?
Fragrance Before Use	Scent character, recognizability and balance	Does the dry aroma match the intended product identity?
Fizz & Dissolution	Fizz start, visible activity, movement and complete dissolution	Does the performance fit the product size and concept?
Bathwater Appearance	Color release, foam, dispersion and final water appearance	Is the visual result coordinated and easy to understand?
Bathwater & After-Feel	Lightness, silkiness, richness, residue and slipperiness	Does the sensory result match the target consumer?
Cleanup	Visible residue, particles, color transfer and practical cleanup	Are the expectations appropriate for the product concept?
Packaging Fit	Individual protection, movement, product fit and presentation	Does the packaging protect the product and support the brand?

START WITH WHAT YOU ALREADY KNOW

You do not need a finished formula brief, complete artwork or final packaging specification to begin. A reference product, inspiration image, preferred fragrance direction, approximate quantity or simple written idea can provide a useful starting point for the first project review.

READY TO DISCUSS YOUR BATH BOMB IDEA?

Share the product direction, reference images or ideas you already have. Zerun can help organize the remaining formula, sensory, packaging and development details.

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