

Custom Spray Product Development Checklist

Prepare your spray product type, use area, texture, after-feel, ingredient direction, fragrance, packaging and sample needs before starting development.

BEST FOR

- Brands that have a spray product idea but need help organizing the development direction.
- Facial mist, body spray, deodorant spray, body mist, scalp spray, hair mist and seasonal spray projects.
- OEM/ODM projects that need formula planning, spray performance review and packaging match before sampling.

Project Name: _____

Brand / Company: _____

Date: _____

HOW TO USE THIS CHECKLIST

Turn A Broad Spray Idea Into A Clear Project Brief

You do not need to provide a complete formula before contacting Zerun. This checklist helps you organize the project direction so our team can review the sample route, packaging match and production feasibility more efficiently.

1. Choose The Spray Type

Select whether your project is closer to facial mist, body freshness spray, fragrance mist, deodorant spray, scalp spray, hair mist or another spray direction.

2. Define Use Area And Role

Clarify where the spray will be used and what role it should play in the customer routine, such as hydration, freshness, cooling comfort or light haircare.

3. Separate Texture From After-Feel

Texture describes how the formula looks and flows. After-feel describes what the user feels after application. Both need review before sampling.

4. Review Ingredient Direction

Select a benefit direction and possible ingredient pairings. Final ingredients should be reviewed for stability, solubility, pH and target market needs.

5. Match Fragrance And Packaging

Spray projects often depend on scent comfort, bottle type, pump output, leakage awareness, label area and shipping protection.

6. Prepare Sampling Details

Share target market, expected quantity, packaging reference, sample preference and timeline so Zerun can recommend a practical next step.

ZERUN REVIEW TIP

A spray formula should be reviewed together with the pump and bottle before final sample confirmation, especially when it contains fragrance, humectants, polymers, botanical extracts or conditioning ingredients.

STEP 1

Spray Product Type Checklist

Select the spray product direction that best matches your brand idea. You can choose more than one option if you are still comparing different product routes.

Face & Skin Care Sprays

- ☐ Daily Hydrating Facial Mist
- ☐ Post-Cleansing Toner Spray
- ☐ Oil-Control Refresh Toner Spray
- ☐ Soothing Facial Mist
- ☐ After-Sun Cooling Comfort Spray
- ☐ Makeup-Friendly Refresh Mist
- ☐ Low-Scent Barrier Comfort Mist
- ☐ Spa Facial Treatment Mist

Body Care & Daily Freshness Sprays

- ☐ Daily Body Refreshing Spray
- ☐ Cooling Body Spray
- ☐ Cosmetic Deodorant Spray
- ☐ Underarm Dry-Touch Spray
- ☐ Sports Fresh Body Spray
- ☐ Post-Shower Body Spray
- ☐ Summer Outdoor Body Spray
- ☐ Foot Refresh Spray

Fragrance & Lifestyle Mists

- ☐ Daily Body Mist
- ☐ Hair & Body Mist
- ☐ Travel / Mini Fragrance Mist
- ☐ Gift Set Fragrance Mist
- ☐ Spa / Wellness Aromatic Mist
- ☐ Seasonal Fragrance Spray

Hair & Scalp Sprays

- ☐ Scalp Refresh Spray
- ☐ Scalp Comfort Spray
- ☐ Leave-In Detangling Spray
- ☐ Curl Refresh Spray
- ☐ Sea Salt Texture Spray
- ☐ Anti-Frizz Smoothing Mist
- ☐ Shine-Support Hair Mist
- ☐ Light Styling / Volume Spray

STEP 2

Use Area & Product Role Checklist

Spray formula planning changes according to use area. A facial mist, underarm spray, body spray, scalp spray and hair mist should not be reviewed in the same way.

Use Area

- ☐ Face
- ☐ Neck
- ☐ Body
- ☐ Underarm
- ☐ Feet
- ☐ Scalp
- ☐ Hair lengths
- ☐ Hair roots
- ☐ Sun-exposed skin
- ☐ Other: _____

Product Role

- ☐ Daily hydration
- ☐ Toner-style step
- ☐ Freshness support
- ☐ Fragrance layering
- ☐ Cooling comfort
- ☐ Deodorant / odor-care support
- ☐ Leave-in haircare
- ☐ Curl refresh
- ☐ Light styling
- ☐ Gift set add-on
- ☐ Travel-size SKU
- ☐ Seasonal launch

Project Notes

- Primary use moment: _____
- Existing product line: _____
- Target users: _____
- Main product concern: _____

STEP 3

Texture & After-Feel Checklist

Texture describes how the formula looks and flows. After-feel describes what the user feels after application. Both should be reviewed before sampling.

Texture Direction

☐ **Clear Water-Based Spray**

Clean, transparent and lightweight direction for facial mist, toner spray, scalp spray or body refreshing spray.

☐ **Enriched Clear Mist**

Transparent or lightly translucent direction with stronger hydration or comfort impression.

☐ **Milky Light Emulsion Spray**

Softer and more caring visual direction, usually requiring closer stability and pump review.

☐ **Bi-Phase / Oil-Water Spray**

Shake-before-use visual direction for selected hair mist, body glow or fragrance-led concepts.

After-Feel Target

☐ **Fresh & Refreshing**

Clean, light and easy for repeated use.

☐ **Soft Hydrating**

Light caring feel without serum-like stickiness.

☐ **Cooling Comfort**

Controlled cooling sensation for summer, sports or after-sun positioning.

☐ **Dry-Touch / Low-Residue**

Quick dry-down with less sticky or wet impression.

☐ **Light Conditioning**

Soft hair feel without greasiness, stiffness or flatness.

☐ **Smooth Skin-Soft**

Comfortable body skin feel without lotion-like heaviness.

STEP 4

Ingredient & Benefit Direction Checklist

Select the benefit direction and possible ingredient pairing. Final formula choices should be reviewed for target market, stability, solubility, pH, preservative compatibility and spray pump performance.

☐ **Hydration & Comfort****POSSIBLE PAIRING**

Hyaluronic Acid + Panthenol; Glycerin + Betaine

SUITABLE FOR

Facial mist, toner spray, hydrating spray, after-sun comfort spray

☐ **Soothing & Sensitive-Positioned****POSSIBLE PAIRING**

Aloe + Centella; Allantoin + Oat-inspired direction

SUITABLE FOR

Soothing facial spray, comfort toner spray, low-scent body spray

☐ **Oil-Control & Freshness****POSSIBLE PAIRING**

Niacinamide + Zinc PCA; Witch Hazel-inspired botanical direction

SUITABLE FOR

Toner spray, scalp spray, body freshness spray, selected deodorant spray

☐ **Cooling & After-Sun Comfort****POSSIBLE PAIRING**

Cooling Agent + Aloe; Panthenol + Botanical Water

SUITABLE FOR

Cooling body spray, after-sun spray, summer spray, post-workout spray

☐ **Deodorant & Odor-Care****POSSIBLE PAIRING**

Zinc PCA + cosmetic odor-care direction; Triethyl Citrate + fragrance support

SUITABLE FOR

Deodorant spray, underarm spray, sports fresh spray, daily body freshness

☐ **Hair & Scalp Care****POSSIBLE PAIRING**

Panthenol + light conditioning agent; Sea Salt + lightweight styling polymer

SUITABLE FOR

Hair mist, leave-in spray, curl refresh spray, sea salt spray, scalp spray

ZERUN REVIEW TIP

Do not treat ingredient selection as a simple add-on list. In spray products, solubility, clarity, fragrance, pH, viscosity, pump pass-through and label direction should be reviewed together.

STEP 5

Fragrance & Packaging Checklist

Spray products often depend strongly on scent comfort, spray output, bottle material, pump fit, capacity, label area, leakage awareness and shipping protection.

Fragrance Direction

- | | |
|---|--|
| ☐ Fragrance-free | ☐ Herbal spa |
| ☐ Low-scent | ☐ Ocean / sea breeze |
| ☐ Clean fresh | ☐ Woody fresh |
| ☐ Floral fruity | ☐ Amber musk |
| ☐ Coconut / tropical | ☐ Powdery soft |
| ☐ Vanilla warm | ☐ Custom scent: _____ |

Packaging Direction

- | | |
|---|---|
| ☐ Fine mist bottle | ☐ Glass / frosted premium bottle |
| ☐ Standard pump spray bottle | ☐ Gift set packaging |
| ☐ Scalp / hair spray packaging | ☐ Custom label / box |
| ☐ Mini / travel spray bottle | ☐ Stock packaging options |
| ☐ PET / PP lightweight bottle | ☐ Custom mold review |

Preferred Bottle Capacity

- | | | |
|--------------------------------|---------------------------------|---------------------------------------|
| ☐ 30 ml | ☐ 100 ml | ☐ 200 ml |
| ☐ 50 ml | ☐ 150 ml | ☐ Other: _____ |

Reference product / bottle link: _____

Preferred label or box direction: _____

STEP 6

Sample & Production Information Checklist

Complete this section to help Zerun understand project maturity, sample expectations, packaging status and the next practical development step.

Target Market

- ☐ US
- ☐ EU
- ☐ UK
- ☐ Canada
- ☐ Australia
- ☐ Middle East
- ☐ Other: _____

Expected Quantity

- ☐ 500 pcs
- ☐ 1000 pcs
- ☐ 3000 pcs
- ☐ 5000+ pcs
- ☐ Not sure yet

Sample Preference

- ☐ Stock formula adjustment
- ☐ Semi-custom formula
- ☐ Full custom direction
- ☐ Not sure yet

Packaging Status

- ☐ Need Zerun packaging options
- ☐ Already have reference bottle
- ☐ Need label / box support
- ☐ Need set packaging

Project Timeline

- ☐ Testing only
- ☐ Ready to sample
- ☐ Preparing first production
- ☐ Reorder / line extension

Ideal sample completion time: _____

Other project notes: _____

Submit Your Spray Project Brief

Send your completed checklist with reference product photos, fragrance direction, packaging ideas, target market and expected quantity. Zerun will help review the spray direction, sample route, packaging match and production feasibility.

Next step: Share this checklist through Zerun's contact form or send it with your inquiry details.