

Spray Formula & Sensory Planning Guide

Review how spray texture, after-feel, ingredient direction, fragrance level and use area affect facial mist, body spray, deodorant spray, scalp spray and hair mist development.

For Custom Spray Product Projects

Facial mist, toner spray, body spray, deodorant spray, fragrance mist, scalp spray, hair mist, cooling spray, after-sun spray and selected personal care spray products.

What This Guide Helps You Review

Spray texture, after-feel, ingredient pairing, fragrance direction, residue control, spray performance and use-area suitability before sample development.

How To Use It

Use this guide to understand key development choices. You do not need a complete formula before contacting Zerun with your spray idea or reference product.

Prepared for skincare, body care, deodorant, fragrance, haircare, scalp care, spa, salon and lifestyle personal care brands planning custom spray products.

Formula Logic

Why Formula And Sensory Planning Matter

A spray product is not only a liquid placed into a spray bottle. The formula needs to work with the pump, bottle, use area, fragrance direction and expected after-feel.

Formula And Pump Must Work Together

A formula that looks good in a beaker may not spray evenly through the selected pump. Viscosity, solubility, oil phase, polymers and conditioning agents can all affect pump pass-through.

Use Area Changes The Sensory Target

A facial mist should feel soft and comfortable, while a body spray may need wider coverage and faster dry-down. A scalp spray needs controlled output and low residue around roots.

Fragrance Can Affect Clarity And Feel

Fragrance level, solubilization route and alcohol or low-alcohol preference can influence clarity, odor consistency, dry-down, comfort and product positioning.

Functional Ingredients Need Compatibility Review

Humectants, cooling agents, botanicals, salts, styling polymers and light conditioning agents may support the product story, but they also affect spray feel and stability.

Residue Control Affects Repeat Use

Spray products are often applied during the day, after showering, after activity or between wash days. Sticky, wet, heavy or greasy residue can reduce repeat use.

Positioning Affects Formula Route

Facial mist, body freshness spray, cosmetic deodorant spray, hair mist and scalp spray should follow different formula logic rather than one universal spray base.

Zerun Review Tip

Formula planning for spray products should be reviewed together with spray output, after-feel, fragrance level and packaging match before final sample confirmation.

Texture Planning

Spray Texture Directions

Texture describes how the formula looks and flows before and during spraying. Different texture routes create different visual value, pump requirements and stability considerations.

Clear Water-Based Spray

Suitable for facial mist, toner spray, scalp spray, body refreshing spray and selected deodorant spray. It gives a clean, transparent and lightweight product appearance.

Enriched Clear Mist

Suitable for hydrating mist, soothing spray, after-sun spray and comfort-focused skincare spray. It feels more developed than plain water while staying clear and spray-friendly.

Milky Light Emulsion Spray

Suitable for light moisturizing body spray, soft after-sun spray and selected haircare or comfort body care sprays. It gives a more caring visual impression, but needs careful pump and stability review.

Bi-Phase / Oil-Water Spray

Suitable for hair mist, light conditioning spray, body glow spray and selected fragrance-led products. It creates visual differentiation, but oil phase ratio, shaking logic and pump compatibility must be reviewed.

Planning Note

Clear and enriched spray textures are often more practical for first spray projects. Milky and bi-phase textures can create differentiation, but usually need more review for pump output, residue, stability and label instructions.

After-Feel Planning

After-Feel Planning By Use Area

After-feel describes what the user feels after spraying. It should be planned according to use area, routine role, residue control and comfort expectation.

Fresh & Refreshing Feel For facial mist, body refreshing spray, sports fresh spray, scalp spray and summer spray. Focus on clean, light and quick-refresh use without heavy wetness.	Soft Hydrating Feel For hydrating facial mist, toner spray, soothing spray and after-sun comfort spray. Focus on light care value without sticky or serum-like residue.
Cooling Comfort Feel For cooling body spray, after-sun spray, summer body spray and post-workout spray. Cooling should feel comfortable and controlled, not sharp or irritating.	Dry-Touch / Low-Residue Feel For deodorant spray, underarm spray, sports spray and daily body freshness spray. Focus on quick dry-down, low stickiness and clothing-contact comfort.
Light Conditioning Feel For hair mist, leave-in spray, curl refresh spray and light styling spray. Focus on soft hair feel without greasiness, stiffness, buildup or flat roots.	Smooth Skin-Soft Feel For body spray, post-shower spray, comfort body mist and fragrance-led body care spray. Focus on skin-soft comfort while staying lighter than lotion or oil.

Texture vs. After-Feel

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

Ingredient Direction

Ingredient Direction And Spray Experience

Ingredient planning should support the product experience without making the spray unstable, sticky, cloudy, too active-heavy or difficult to pass through the pump.

Direction	Ingredient Examples	Spray Experience
Hydration & Comfort	Hyaluronic Acid, Panthenol, Glycerin, Betaine	Supports light hydration, soft comfort and daily facial or body care spray concepts.
Soothing & Sensitive-Positioned	Aloe, Centella, Allantoin, Oat-inspired direction	Supports low-scent, comfort-focused facial mist, toner spray and after-sun spray concepts.
Oil-Control & Freshness	Niacinamide, Zinc PCA, Witch Hazel-inspired botanical direction	Supports lightweight freshness for toner spray, scalp spray, body freshness spray and selected deodorant spray concepts.
Cooling & After-Sun Comfort	Cooling agent, Aloe, Panthenol, botanical water direction	Supports summer, post-workout, outdoor and after-sun comfort spray concepts.
Deodorant & Odor-Care	Zinc PCA, Triethyl Citrate, fragrance support direction	Supports cosmetic daily freshness and odor-care positioning without medical or antiperspirant-style communication.
Hair & Scalp Care	Panthenol, light conditioning agents, sea salt, lightweight styling polymer	Supports scalp refresh, curl refresh, leave-in hair spray, sea salt spray and light styling concepts.

Zerun Review Tip

Not every ingredient is suitable for a spray system. Ingredient direction should be reviewed with pH, solubility, clarity, preservation, fragrance, pump output and residue control.

Next Step

How Zerun Reviews Your Spray Formula Route

You do not need to prepare a complete formula before contacting Zerun. Share your spray idea, reference product, target market or sensory preference, and we can help review a practical development route.

01	Review Product Direction	We review whether your idea is closer to facial mist, body spray, deodorant spray, fragrance mist, scalp spray, hair mist or another personal care spray format.
02	Review Texture And After-Feel	We compare clear, enriched, milky or bi-phase texture routes, then match them with fresh, hydrating, cooling, dry-touch, light conditioning or smooth skin-soft after-feel.
03	Review Ingredient And Fragrance Direction	We review ingredient pairing, fragrance level, solubility, comfort, clarity, residue and product positioning according to the target use area.
04	Review Spray Pump And Packaging Match	We check whether the planned formula route can work with the selected pump, nozzle, bottle material, filling volume and packaging style.
05	Prepare A Practical Sample Route	After the formula and sensory direction are clearer, Zerun helps move the project toward sample development, adjustment and production feasibility review.

Have A Spray Product Idea Or Reference Product?

Share it with Zerun. We will help review the product direction, formula route, texture, fragrance, packaging match and sample feasibility.

Zerun Cosmetic supports custom spray product development, packaging matching, sample development, bulk production, QC and factory-side export document communication for personal care brands.