

PRODUCT DEVELOPMENT BRIEF: ANHYDROUS SERUMS

Formulator's name	
Product name and reference code (optional) For your own reference and record keeping.	
Product type Eg liquid, anhydrous serum, pressed serum, lip serum, eye serum, day or nighttime serum.	
Benchmark product (optional) This is a product on the market that you really like, which has characteristics you would like to match with your product.	
Are you formulating to meet a particular standard or certification? Organic, vegan, cruelty-free, fair trade? Which certifying body's standards will you meet? COSMOS, Ecocert, Vegan Society, etc?	
'Hero' or star ingredient Is there a particular ingredient that you want to use for the benefits it offers or for your brand/product story or marketing purposes?	

<p>Who is your target audience? Be as specific as possible, eg age, gender, lifestyle, values.</p>	
<p>What is the product positioning? Mass market/high-end? Target cost price per product? Retail price per product (RRP)?</p>	
<p>What skin type is it for? What problems are you solving?</p>	
<p>What is the purpose/function of your product? Where will it be used? Outcome/benefits.</p>	
<p>What properties and qualities do you want your product to have? Consider texture, appearance, odor, mode of application.</p>	
<p>Packaging type and aesthetics Consider jars, bottles, glass/plastic, opaque/transparent.</p>	

<p>Which oils are you using and why? Consider if they are liquid/solid, their properties/qualities, if they are accepted by organic standards, etc.</p>	
<p>Which esters are you using and why (if you are using them)? Consider their properties/qualities, if they are accepted by organic standards, etc.</p>	
<p>Which waxes/thickeners are you using and why (if you are using them)? Consider their properties/qualities, if they are accepted by organic standards, etc.</p>	
<p>Which active ingredients are you using and why? For example, vitamins or botanical extracts.</p>	
<p>Which essential oils/fragrance oils are you using and why? Consider what overall fragrance you want, eg uplifting, relaxing, floral, etc. Beneficial properties of the oils.</p>	
<p>Which other ingredients specific to this product type are you using and why?</p>	

FORMULATION WORKSHEET: ANHYDROUS SERUMS

Product formulation: anhydrous serums					
	Phase	INCI	Trade name	Function	w/w%
Carrier oils/ butters (0-100%)					
Esters (0-100%)					
Waxes/ thickeners (0-20%)					

Active ingredients (0-10*%) eg lipophilic vitamins, extracts *dependent on the ingredient chosen.					
Essential oils/ fragrance oils (0-2*%) *dependent on the oils chosen, and IFRA guidelines.					
Antioxidant (up to 0.4%) Eg Vitamin E/ rosemary extract					
					TOTAL 100%

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PRODUCT SPECIFICATION:

After you have made your formula make a note of these product characteristics.

Appearance	
Odor	
Color	
Viscosity	
pH	

INSTRUCTIONS FOR MAKING: