

PRODUCT DEVELOPMENT BRIEF: EMULSION-BASED EYE PRODUCTS

| Formulator's name | |
|---|--|
| <p>Product name and reference code (optional) For your own reference and record keeping.</p> | |
| <p>Product type Eg mascara.</p> | |
| <p>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.</p> | |
| <p>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?</p> | |
| <p>'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> | |
| <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 is the purpose/ function of your product? How and when 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 tubes, applicators, etc.</p> | |
| <p>Which solvents are you using and why? Eg water, hydrosol.</p> | |
| <p>Which humectants are you using and why? Consider their properties/qualities, if they are accepted by organic standards, etc.</p> | |
| <p>Which water-phase thickeners are you using and why? Consider their properties/qualities, skin feel, if they are accepted by organic standards, etc.</p> | |
| <p>Which emulsifier are you using and why? Consider their properties/qualities, if they are accepted by organic standards, etc.</p> | |

Which carrier oils/esters/butters are you using and why?

Consider their properties/qualities, fatty acid profile, if they are accepted by organic standards, etc.

Which oil-phase thickeners are you using and why?

Which active ingredients are you using and why?

For example vitamins or botanical extracts. Which phase are they included in?

Which pigments are you using and why (if you are using them)?

Consider their properties/qualities, if they are accepted by organic standards, etc.

Which essential oils/fragrance oils (if any) are you using and why?

Which other ingredients specific to this product type are you using and why?

FORMULATION WORKSHEET: EMULSION-BASED EYE PRODUCTS

| Product formulation: Emulsion-based eye products | | | | | |
|---|-------|-----------|------------|----------|------|
| | Phase | INCI name | Trade name | Function | w/w% |
| Solvent (water, hydrosols, aloe vera juice) (0-90%) | | | | | |
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| | | | | | |
| Aqueous thickeners, eg gums (0.2-3%) | | | | | |
| | | | | | |
| | | | | | |
| Film-formers, eg acacia gum (1-15%) | | | | | |
| Humectants (0-5%) | | | | | |
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| Chelating agent (if using) (q.s.***) | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| Emulsifier (1-8%*) | | | | | |
| | | | | | |
| Carrier oils/esters/butters (up to 20%) | | | | | |
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| Oil-phase thickeners, eg waxes, cetyl alcohol (1-20%) | | | | | |
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|---|--|--|--|--|--|
| Pigments (5-15%) | | | | | |
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| | | | | | |
| Essential oils/fragrance oils – optional (0-0.5%*) | | | | | |
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| | | | | | |
| Preservative (q.s.***) | | | | | |
| | | | | | |
| | | | | | |
| Antioxidant (q.s.***) | | | | | |
| | | | | | |
| TOTAL | | | | | |

*Dependent on the usage rates of the ingredients chosen, IFRA guidelines, etc.

**The abbreviation q.s. stands for 'quantum satis' or 'quantum sufficit', meaning an amount which is enough, or an amount which suffices. This is a term used in template formulas because the amount of preservative /pH adjuster depends on the ingredient itself and the formula.

FORMULATION WORKSHEET: EMULSION-BASED EYE PRODUCTS

PRODUCT SPECIFICATION:

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

| | |
|------------|--|
| Appearance | |
| Odor | |
| Color | |
| Viscosity | |
| pH | |

FORMULATION WORKSHEET: EMULSION-BASED EYE PRODUCTS

INSTRUCTIONS FOR MAKING:

A large rectangular area with a solid black border, containing 15 horizontal dotted lines for writing instructions.