

## PRODUCT DEVELOPMENT BRIEF: MINERAL MAKEUP

Formulator's name	
<p><b>Product name and reference code (optional)</b> For your own reference and record keeping.</p>	
<p><b>Product type</b> Eg loose mineral foundation, pressed mineral eye shadow, etc.</p>	
<p><b>Benchmark product (optional)</b> This is a product on the market that you really like, which has characteristics you would like to match with your product.</p>	
<p><b>Are you formulating to meet a particular standard or certification?</b> Organic, vegan, cruelty-free, fair trade? Which certifying body's standards will you meet? COSMOS, Ecocert, Vegan Society, etc?</p>	

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

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**Which base powders are you using and why?**

Eg mica, clays, magnesium stearate, etc.

**Which pigments are you using and why?**

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

**Which pressing mediums/oils are you using and why?  
(If making a pressed product)**

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

## FORMULATION WORKSHEET: MINERAL MAKEUP

Recipe/formulation worksheet: Base powder					
	INCI name	Trade name	Function	Amount*	w/w%*
Base powder mixture					

\*You can choose to provide your recipe in 'mini-scoops' or teaspoons in the Amount column, or you can calculate the weight-based measurement and include the w/w% in the w/w% column.

Recipe/formulation worksheet: Finished mineral makeup product					
	INCI name	Trade name	Function	Amount*	w/w%*
Base powder mixture	N/A	N/A			
Pigment mixture					

\*You can choose to provide your recipe in 'mini-scoops' or teaspoons in the Amount column or you can calculate the weight-based measurement and include the w/w% in the w/w% column.

# FORMULATION WORKSHEET: MINERAL MAKEUP

## EXAMPLE ANSWER:

Recipe/formulation worksheet: Base powder (eye shadow)					
	INCI name	Trade name	Function	Amount	w/w%
Base powder mixture	Mica	Mica	Bulking, light reflection	¼ teaspoon (12 mini scoops)	58
	Zinc Oxide	Zinc oxide	Coverage	4 mini scoops	19
	Kaolin Clay	Kaolin clay	Absorption	2 mini scoops	15
	Magnesium Stearate	Magnesium stearate	Adhesion	2 mini scoops	8

Recipe/formulation worksheet: Finished mineral makeup product (loose mineral eyeshadow)					
	INCI name	Trade name	Function	Amount	w/w%*
Base powder mixture	N/A	N/A	Base powder	¼ teaspoon	50
Pigment mixture	Mica (CI 77019), Iron Oxide (CI 77491)	Bronze mica	Colorant	⅛ teaspoon	25
	Mica, Titanium Dioxide, Ferric Oxide	Gold sparkle mica	Colorant	⅛ teaspoon	25