

## PRODUCT DEVELOPMENT BRIEF: W/O EMULSION-BASED CONCEALERS AND FOUNDATIONS

| Formulator's name   |  |
|---|--|
| <p><b>Product name and reference code (optional)</b><br/>For your own reference and record keeping.</p>   |  |
| <p><b>Product type</b><br/>Eg cream concealer, high coverage liquid foundation.</p>   |  |
| <p><b>Benchmark product (optional)</b><br/>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><br/>Organic, vegan, cruelty-free, fair trade?<br/>Which certifying body's standards will you meet? COSMOS, Ecocert, Vegan Society, etc?</p> |  |
| <p><b>'Hero' or star ingredient</b><br/>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.

**What is the product positioning?**

Mass market/high-end? Target cost price per product? Retail price per product (RRP)?

**What is the purpose/  
function of your product?**

How and when will it be used?  
Outcome/benefits.

**What properties and qualities do you  
want your product to have?**

Consider texture, appearance, odor,  
mode of application.

**Packaging type and aesthetics.**

Consider jars, bottles, etc.

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

Eg water, hydrosol.

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

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

**Which water-phase thickeners are you using and why?**

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

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

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

**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?**

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

**Which essential oils/fragrance oils are you using and why?**

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

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| Product formulation: W/O emulsion-based concealers and foundations           |       |           |            |          |      |
|--|-------|-----------|------------|----------|------|
|  | Phase | INCI name | Trade name | Function | w/w% |
| Solvent<br>(eg water, hydrosols, aloe vera juice)<br>(up to 70%)             |       |           |            |          |      |
|  |       |           |            |          |      |
|  |       |           |            |          |      |
| Salt as a stabilizer,<br>(eg sodium chloride, magnesium sulfate)<br>(0.3-1%) |       |           |            |          |      |
|  |       |           |            |          |      |
|  |       |           |            |          |      |
| Humectants<br>(0-5%)   |       |           |            |          |      |
|  |       |           |            |          |      |
|  |       |           |            |          |      |

|   |  |  |  |  |  |
|---|--|--|--|--|--|
| <b>Chelating agent (if using)</b><br>(q.s.**)<br><br>                                   |  |  |  |  |  |
| <b>Emulsifier</b><br>(3-10%*)<br><br>   |  |  |  |  |  |
|   |  |  |  |  |  |
| <b>Emollients</b><br><b>(eg Carrier oils, esters)</b><br>(up to 60%)<br><br>            |  |  |  |  |  |
|   |  |  |  |  |  |
|   |  |  |  |  |  |
| <b>Oil-phase thickeners</b><br><b>(eg waxes, magnesium stearate)</b><br>(1-10%)<br><br> |  |  |  |  |  |
|   |  |  |  |  |  |

|   |  |  |  |  |  |
|---|--|--|--|--|--|
| <b>Pigments</b><br>(10-25%)   |  |  |  |  |  |
|   |  |  |  |  |  |
|   |  |  |  |  |  |
|   |  |  |  |  |  |
|   |  |  |  |  |  |
| <b>Dispersing agent</b><br><b>(eg polyhydroxystearic acid)</b><br>(0.2-2%)                        |  |  |  |  |  |
| <b>Essential oils/fragrance oils</b><br>(0-1%*)   |  |  |  |  |  |
|   |  |  |  |  |  |
|   |  |  |  |  |  |
| <b>Other optional ingredients</b><br><b>(eg film-former, active ingredients dry powders, etc)</b> |  |  |  |  |  |
| <b>Preservative</b><br>(q.s.**)<br>   |  |  |  |  |  |
|   |  |  |  |  |  |
| <b>Antioxidant</b><br>(q.s.**)<br>  |  |  |  |  |  |
| <b>TOTAL</b>  |  |  |  |  |  |

\*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 certain ingredients such as preservative depends on the ingredient itself and the formula.

## FORMULATION WORKSHEET: W/O EMULSION-BASED CONCEALERS AND FOUNDATIONS

### PRODUCT SPECIFICATION:

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

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



# FORMULATION WORKSHEET: W/O EMULSION-BASED CONCEALERS AND FOUNDATIONS

INSTRUCTIONS FOR MAKING:

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