

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

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 cream concealer, sheer coverage liquid foundation.</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>	
<p><b>'Hero' or star ingredient</b> 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: O/W emulsion-based concealers and foundations					
	Phase	INCI name	Trade name	Function	w/w%
<b>Solvent</b> (eg water, hydrosols, aloe vera juice) (up to 90%)					
<b>Aqueous thickeners (eg gums)</b> (0.2-3%)					
<b>Humectants</b> (0-5%)					
<b>Chelating agent (if using)</b> (q.s.**) (q.s.** means quantity sufficient)					

<b>Emulsifier</b> (3-10%*)					
<b>Emollients</b> <b>(eg carrier oils, esters)</b> (up to 20%)					
<b>Oil-phase thickeners</b> <b>(eg waxes, cetyl alcohol)</b> (1-10%)					
<b>Pigments</b> (10-25%)					

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



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INSTRUCTIONS FOR MAKING:

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