

New Product Development Brief

Product / Project Information

Product Name:	
Number / SKU:	Date Submitted:

Company (<i>legal name</i>):	
Contact Name:	Title:

Launch

Launch Date:	In Hand Date:
Launch Quantity:	Anticipated Approval Date:

Distribution and Regulatory

Distribution Channel (<i>i.e., USA, EU, Japan, etc.</i>):
Formula Requirements:
Product Regulatory Status:

Testing Requirement

Microbiology:
Stability:
Compatibility:
Consumer Perception:
Other:

General Description of Desired Product Objective(s)

Key brand attributes (in order of importance): Do All products need to follow these key brand attributes

Target Audience (If applicable)

Desired Marketing Claim (i.e., anti-aging, brightening, clarifying, hydration, tightening, help treat fine lines and wrinkles)

Description of Desired Product Physical Characteristics and Aesthetics

Type (*i.e., lotion, cream, salve, liquid, gel, serum*)

Product Size:

Thickness (*viscosity*) (*i.e., appropriate thickness for pump dispensing, sprayable liquid.*)

Texture (*tack, spread ability, feel, etc.*) (*i.e. absorbs quickly into skin, non-greasy, works quickly into rich lather.*)

Color (*i.e. off-white, white, yellow, gold.*)

Fragrance Direction (*scent if applicable.*)

Feel on Application:

Dry Down:

After Feel:

Key Active Ingredient(s)

Ingredients/Concentration (*i.e. peptides, antioxidants, etc.*)

Ingredient Restrictions (*What ingredients to avoid?*)

Product Prototypes/benchmark Product(s)

Texture Benchmark (*i.e. desired texture, feel, look, color, etc.*):

Desired Qualities:

Fragrance Benchmark:

Color Benchmark (*if any*):

Product Intended Usage Instructions

Product Intended Application:

Usage Instructions:

Primary Packaging Parameters

Desired Fill Weight (*i.e. 0.50 oz., 1oz.*):

Type (*i.e. airless container, jar, tube, etc.*):

Material of Packaging (*i.e. plastic, glass, other, etc.*):

Texture:

Closure/Dispenser (*i.e. pump, flip top, airless, etc.*):

Decoration:

Secondary Packaging Parameters

Type:

Color:

Decoration:

Texture:

Prototype/Benchmark:

Formula Price Point Per Unit

Raw Material Cost (*not including package*):

Packaging (*total primary and secondary cost*):
