# PRODUCT DEVELOPMENT REQUEST

Request date: _____

## REQUEST DETAILS

| PROJECT TYPE: | ☐ New Development ☐ Modify Existing ☐ Formulate to Benchmark ☐ Line Extension<br>☐ PDR Revision ☐ Formula Re-Direct | | |
|---|---|---|---|
| PRODUCT DEVELOPMENT | | INITIAL SAMPLE DUE DATE: | |
| PRODUCT MANAGEMENT | | FINAL FORMULA DUE DATE: | |

## PRODUCT SUBMSSION SAMPLING INSTRUCTIONS

| SHIP SAMPLE TO: | |
|---|---|
| PLEASE PROVIDE: | (i.e. number of samples needed for evaluation, preliminary IL, cost, etc.) |

## PRODUCT SPECIFICATION

| PRODUCT NAME:<br>(not final) | | | |
|---|---|---|---|
| BRAND | | RETAILER: | |
| DESIRED FILL WEIGHT: | | COSMETIC FILL: | ☐ No ☐ Yes |
| TARGET SHIP DATE: | | PRODUCT CLASS: | |
| LAUNCH QTY: | | EST. REORDER QTY: | ☐ Per Mo ☐ Per Yr. |
| COST TARGET: | ☐ Per Unit ☐ Per Ounce ☐ Other: | | |

## PACKAGING SPECIFICATIONS

### PRIMARY

| PACKAGING TYPE: | ☐ Tube ☐ Bottle ☐ Jar ☐ Compact ☐ Vial<br>☐ Other: |
|---|---|
| CLOSURE: | ☐ Pump ☐ Airless Pump ☐Cap ☐Sprayer<br>☐ Other: |
| LABELING: | ☐ None ☐ Front ☐ Back ☐ Wraparound ☐ Top ☐ Bottom<br>☐ Other: |
| SEAL: | ☐ None ☐ Induction Liner ☐ Pressure liner ☐Shrink wrap ☐ Tamper seal/label<br>☐ Other: |

### SECONDARY

| PACKAGING TYPE: | ☐ None ☐ Unit Carton ☐ Blister/Backer ☐Bag/Pouch<br>☐ Other: |
|---|---|

| | |
|---|---|
| **LABELING** | ☐ None ☐ Front ☐ Back ☐ Wraparound ☐ Top ☐ Bottom ☐ Other: |
| **SEALING** | ☐ None ☐ Shrink wrap ☐ Tamper seal/label ☐ Other: |
| ADDITIONAL PACKAGING | |
| **LOT CODING:** | ☐ Primary ☐ Secondary<br>☐ Other: |

| | |
|---|---|
| Product Claims (Efficacy/Performance):<br><br>Desired appearance<br><br>Desired ingredients | |
| Marketing / Brand Claims: | ☐ Vegan ☐ Gluten-Free ☐ Synthetic Dye-Free ☐ Fragrance-Free ☐ Other: |
| Custom / Required Ingredient story: | |
| Fragrance: | Levels: |
| Ingredient Restrictions: (do not use list) | |

| | |
|---|---|
| Requested Testing: | |
| Additional Formulation Notes: | |

| BENCHMARKS | |
|---|---|

| Product 1: | | | |
|---|---|---|---|
| Favorable Attributes of Benchmark: | | Benchmark purpose: | ☐ Concept ☐ Texture ☐ Viscosity<br><br>☐ Appearance ☐ Performance<br><br>☐ Ingredient listing |
| Product 2: | | Negative Attributes of Benchmark: | |
| Favorable Attributes of Benchmark: | | Benchmark purpose: | ☐ Concept ☐ Texture ☐ Viscosity<br><br>☐ Appearance ☐ Performance |
| REGULATORY / QUALITY ASSURANCE | | Negative Attributes of Benchmark: | |

DISTRIBUTION: ☐ US ☐ Canada ☐ Mexico ☐ Europe ☐ Australia ☐ Middle East ☐ Asia ☐ Other: