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| Customer: |  |
| Company / Website: |  |
| Contact email: |  |
| Project / Product Name: |  |
| NDA signed? |  |
| Date: |  |
| Project Code: |  | Given by cosmetogenesis |

1. Product Overview

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| * **Category: [Face care / Body care / Hair care]**
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| * **Product Type: [e.g., Face cream, Body lotion, Shampoo, Conditioner, Serum]**
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| * **Purpose: [Moisturising, Cleansing, Anti-aging, Soothing, Brightening]**
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| * **Non – desired ingredients (present only if they cannot be avoided – if any)**
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| * **Target Consumer: [e.g., Adults with sensitive skin, Gen Z eco-conscious, Men’s grooming]**
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| * **Format: [Powder, Cream, Gel, Oil, Stick, Capsule, etc.]**
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| * **Texture / Sensory Targets: [e.g., light gel, fast absorbing, non-greasy, silky foam]**
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| * **Fragrance Direction: [e.g., fragrance Oil, citrus-fresh, gender-neutral, Essential Oil]**
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| * **Colour: [neutral, light pink, crystal clear, transparent, hazy, yellow opaque]**
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| * **Claims (Desired): [e.g., Hydrating, dermatologically tested, Vegan, 95% natural origin]**
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| * **In which Market will the product be placed? [e.g., UK, EU, UAE}**
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| * **Primary Packaging: [Jar, Tube, Bottle, Pump]**
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| * 1. Technical Development
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* **Key Ingredients (MUST have):**
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| * **Ingredients to avoid (must NOT have):**
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| * **Desired ingredients (would BE NICE to have)**
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| * **Non – desired ingredients (present only if they cannot be avoided – if any)**
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| * 1. Benchmark and Costings
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* **Do you have a Competitor Benchmark Product: Please provide the exact name or a link.**
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| * **Cost of Goods Target (COGS) - Finished Product [£/unit]:**
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| * **Cost of the packaging only: [£/unit]:**
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Use this space below, to write anything else related to your product that hasn’t been mentioned above.

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Cosmetogenesis to complete and return to the customer with all the additional information and the cost of the development.

* 1. Timelines
* **Development Acceptance:** [Date]
* **1st Submission Lab prototypes:** [Date]
* **Feedback:** [Date]
* **2nd Submission Lab prototypes:** [Date]
* **Feedback:** [Date]
* **3rd Submission Lab prototypes:** [Date]
* **Feedback:** [Date]
* **Prototypes Approval:** [Date]
* **Stability testing start:** [Date]
* **Challenge Testing start:** [Date]
* **Scale-up / pilot batch:** [Date]
* **Regulatory file completion:** [Date]
* **Artwork & packaging finalization:** [Date]
* **Launch readiness / production:** [Date]
* **Market launch:** [Date]
1. Approval
* **Marketing Lead:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **R&D Lead:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Regulatory Lead:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Operations Lead:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Final Sign-Off Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_