



Custom Formula Development Request Form

CUSTOMER INFORMATION	
Name:	Country:
Company Name:	Email:
Contact Number:	

DESCRIPTION OF PROPOSED NEW PRODUCT:	
Existing Brand Product to be matched (IF ANY):	
Product Name:	Key Ingredients:
Product Position: (typical user: age, sex, skin type)	
Product Function & Benefits:(purpose and proposed product action)	

Product Physical Description	
Physical Form:(Liquid, Cream, Lotion, Oil, etc.)	Color:
Competitive Target Product if any:	Desired differences from target if any:
Package (size, material, color, and description):	
Fragrance:	Budget Per Bottle:
Addition Notes:	