

New Product Development Questionnaire

Please fill out a separate form for each product you wish to create.

Client Contact Details	
Contact Name:	
Business Name:	
Phone:	
Email:	
Product Development – This information gives us an idea of the story your brand wishes to create for your new product and where in the market it will be placed so we understand what direction the formulation needs to go to best suit your brand and budget including what key ingredients are most appropriate for your products.	
Type of Product eg. Cleanser, Serum, Cream, Eye Cream	
Desired effect of product. eg. anti-aging, acne, hyperpigmentation, moisturization, cleanser, etc	
Brand ethos/Image eg. medical, organic/natural, etc	
Target Age Group	
Target Wholesale Price	
Product Details – Use our Ordering Guide and follow the steps how to create your product. If you are unsure just leave it blank and we will help you choose the most appropriate options.	
Select your Base	
Select your Key Ingredient Combination	
Select your Scent	
Select your Packaging*	
*Indicate if you have any preference to the type of packaging you prefer including colour. eg. white airless lotion bottle, silver airless pump cream jar, matte black dropper with bottle, etc.	
We recommend 30ml volume for creams and 200ml for cleansers.	
INGREDIENT OPTIONS	

Key Ingredients

Hydroxypinacolone Retinoate	Adenosine	Hyaluronic Acid Complex
Ethyl Ascorbate	Lipoic Acid	PDRN
Tetrahexyldecyl ascorbate	CoQ10	Exosomes
Vitamin E	Resveratrol	Copper Peptide
Niacinamide	Acetyl Glucosamine	SYN®-AKE
Panthenol	Ceramide Complex	Syn- COLL
Glycolic Acid	Lactic Acid	Collagen Fragments
Caffeine	Green Tea Extract	Cucumber Extract

Essential Oil Fragrances

Top Notes	Middle Notes	Base Notes
Basil (HER)	Cardamom (SPI)	Cedarwood (WDY)
Bergamot (FLO)	Chamomile, Roman (FRU)	Clary sage (HER)
Clove (SPI)	Citronella (CIT/HER)	Frankincense (SPI)
Cinnamon (SPI)	Cypress (WDY)	Myrrh (SPI)
Eucalyptus (WDY)	Fennel (HER/SPI)	Patchouli (WDY)
Grapefruit (CIT)	Geranium (FLO)	Sandalwood (WDY)
Lemon (CIT)	Ginger (SPI)	Vanilla (FRU)
Lemongrass (CIT)	Jasmine (FLO)	Vetiver (WDY)
Lemon myrtle (CIT/FRU)	Juniper (WDY)	
Lime (CIT)	Lavender (HER)	
Mandarin (CIT)	Marjoram, sweet (CAM)	
Orange, sweet (CIT)	Pine (CAM)	
Peppermint (HER)	Rose (FLO)	
Spearmint (FRU/HER)	Rosemary (HER)	
Star Anise (SPI)	Rosewood (WDY)	
Thyme (HER)	Tea tree (HER)	

CIT = Citrus, FRU = Fruity, SPI = Spicy, FLO = Floral, WDY = Woody, HER = Herbaceous