

## CUSTOMER INFORMATION

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Purchase Order Number: \_\_\_\_\_

## PRODUCT DEVELOPMENT BRIEF

Product: \_\_\_\_\_ Brand: \_\_\_\_\_

Category: \_\_\_\_\_ Format: \_\_\_\_\_

Launch Country: \_\_\_\_\_ Proposed Launch Date: \_\_\_\_\_

<b>Project Overview</b>	
<b>Target Consumer</b>	
<b>No. SKU's</b>	
<b>Target COG</b>	
<b>Fragrance Supplier</b>	
<b>Packaging Format</b>	
<b>Packaging Material</b>	
<b>Target Dose</b>	
<b>Key Marketing Claims</b>	
<b>Target Competitors</b>	
<b>Technical Performance Requirements</b>	
<b>Ingredient Limitations/Requirements</b>	
<b>Certification Requirements</b> (e.g., GECA, Cruelty Free, etc.)	

\*For further samples please see overleaf.

Requestor Name: \_\_\_\_\_ Requestor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

