



LABORATORIES, INC.

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Product Development Request Form
(Product Profile)

From:

Date requested:

To: Cosmetech Laboratories Inc.

cc.:

Approved by:

Estimated Launch Date:

DESCRIPTION OF PROPOSED NEW PRODUCT:

Product Name:

Product Function: (describe purpose and proposed product action)

Product position: (describe typical user: age, sex, skin type and channels of trade)

Product Physical Description

Product Form: (liquid, lotion, crème or other)

Competitive Target Product if any:

Desired differences from target if any:

Color:

Viscosity (cps or description):

Fragrance (type/level (low medium high)):

Estimated raw material budget: Cost of raw materials (\$/lb.)

Ideal :

Maximum:

Desired Claims:

Desired promotional ingredients:

Ingredients To Be Avoided:

Product characteristics (non-greasy, pearlescent, quick rub-in, etc.):

Suggested directions for use:

Package (size, material, orifice, and description):