R&D Brief for New Product Development

Lab Fee: $100 (minimum) per sample produced

Sample or colour match will be produced once payment is received

|  |  |
| --- | --- |
| CLIENT INFORMATION | |
| Client (Brand) |  |
| Billing Address |  |
| Shipping Address |  |
| Contact |  |
| Email |  |
| Phone |  |
| Date |  |
|  |  |

|  |  |
| --- | --- |
| PRODUCT OBJECTIVES | |
| Product Category |  |
| Product Name |  |
| Shades (Quantity) |  |
| Target Production Date |  |
| Launch Quantity |  |

|  |  |
| --- | --- |
| ATTRIBUTES/CONCEPTS | |
| Description |  |
| Target Consumer |  |
| Desired Attributes |  |
| Benchmark Sample  (Pure Anada product) |  |
| Benchmark Sample  (Other brand) |  |
| Ingredient Requests |  |
| Desired Scent |  |

|  |  |
| --- | --- |
| CLAIMS | |
| Certified Organic |  |
| Cruelty Free |  |
| Vegan |  |
| Halal |  |
| Kosher |  |

|  |  |  |  |
| --- | --- | --- | --- |
| PACKAGING *(describe how you intend to package the FINAL product )* | | Client Supplied | Pure Anada Supplied |
| Fill Size/Volume |  |  |  |
| Type of case (compact/pan/vial) |  |  |  |
|  |  |  |  |
| SAMPLE PACKAGING | *(describe how you would like us to package this lab sample)* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| TESTING REQUESTS (performed on lab sample – additional charge) | | Client Arranged | Pure Anada Arranged |
| Microbial Challenge |  |  |  |
| Stability (Shelf Life) |  |  |  |
| Other |  |  |  |