Product Brief Checklist

For supplement and skincare manufacturing quotes

The 9-Line Brief

1. Product and format

2. Route

3. Claims

4. Ingredients or benchmark

5. Quantity and SKUs

6. Packaging

7. Testing and certifications

8. Channels and markets

9. Timeline and budget

Before you request a quote

- [ ] Product, format and size are named (e.g. "60 capsules," "50 ml pump").
- [ ] Route is chosen: stock, modified stock, custom or existing formula.
- [ ] Every label and marketing claim is written out word for word.
- [ ] Must-have actives (with amounts) and ingredients to avoid are listed.
- [ ] First-run units per SKU, number of SKUs and a reorder estimate are stated.
- [ ] Packaging is described, and you've said whether stock components are OK.
- [ ] Required testing and certifications are listed.
- [ ] Sales channels and export markets for the next 12 months are listed.
- [ ] Target launch month and a first-run budget range are included.
- [ ] You know how you'll get barcodes (a GS1 Company Prefix or single GS1 US GTINs).
- [ ] If switching: current specifications (formula, preferred vendors, SOPs), a recent COA, label, component list and 12 months of volume are attached.

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