

# New Product Design Form

**Product:**

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**Purpose/Performance:**

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**Packaging:**

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**Formula Direction:**

**Competitive Benchmark: (please provide sample for duplication)**

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**Scent:**

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**Color: (Pantone Number, if known)**

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**Other: (pH, ingredient restrictions, for example)**

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**Desired Ingredients: (possible active and other ingredients to be included in formula, if deemed appropriate by lab. ie—extracts, vitamins)**

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**Proposed Label Claims:**

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**Target Cost:** \_\_\_\_\_ **Includes:** \_\_\_\_\_

**Launch Timing:** \_\_\_\_\_ **Quantities:** \_\_\_\_\_ **Initial Order** \_\_\_\_\_ **Annual 1<sup>st</sup> year**