



Product Profile

Thank you for trusting Raining Rose with the creation of your products and brand! This product profile will ensure the research and development process creates the best possible sample of your vision. For this reason, it's important that this profile form accurately establishes all the qualities and claims you desire for your product.

Communicating your vision for the product at this point in the process will vastly improve our initial sample submittal and avoid rework. This approach will ensure we are as efficient as possible while providing an exceptional product.



When this product profile is completed and approved, the R&D team will begin the process of creating samples for your review. Based on raw materials, components, and other criteria, this process can take 2-4 weeks. Once you have received your product samples, we ask that you provide feedback within 10 business days.

Highlighted sections to be completed by Raining Rose.

COMPANY NAME: _____ ISSUE DATE: _____

CONTACT INFORMATION

RAINING ROSE ACCOUNT MANAGER: _____ COMPANY CONTACT NAME: _____

RAINING ROSE PC: _____ COMPANY CONTACT EMAIL: _____

RAINING ROSE SALES ASST: _____ COMPANY CONTACT PHONE: _____

PRODUCT INFORMATION

ESTIMATED PRODUCT LAUNCH DATE: _____ PRODUCT TARGET DATE: _____

QUARTERLY PROJECTION: _____ ANNUAL PROJECTION: _____

I. PRODUCT DESCRIPTION

A. PRODUCT WORKING NAME: _____

B. BRAND: _____

C. ORIGINATOR: _____

D. BENCHMARK/REFERENCE PRODUCT: _____

II. PHYSICAL PROPERTIES

A. COLOR: _____

B. APPEARANCE (OPTION 1): _____

C. pH: _____

D. VISCOSITY: _____

E. FRAGRANCE: _____

III. PACKAGE DESCRIPTION

A. SIZE (OPTION 1): _____

B. SIZE (OPTION 2 – BACKUP): _____

C. CONTAINER TYPE AND MATERIAL: _____

D. CLOSURE: _____

IV. MARKETING INFORMATION

A. MARKET(S):

B. OBJECTIVES/BRAND DETAIL:

C. CLAIMS* (Please list all claims that apply to your product):

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____

To support the marketing claims for your product, Raining Rose will provide a spec sheet, safety data sheet (SDS), and comp statements on all raw ingredients in your product. If needed, allergen statements and IFRA statements will also be provided. These documents are supplied at your request.

*Certain claims carry testing requirements and extra charges.

D. PRODUCT TESTING:

Is this a current product that you're manufacturing elsewhere, or is it a new development effort?

- Current product New development

If this is a current product, please list all testing you have completed:

If this is a new development effort, please list all testing you require:

Would you prefer to arrange testing or have Raining Rose do so?

- Customer Raining Rose

Would you prefer to be billed directly?

- Yes No

PLEASE NOTE: Claims introduced after formulation will cause significant delays and/or additional charges.

E. DESIRED ATTRIBUTES: