



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.

When this profile is completed, 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.

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: _____

Please complete the information below to the best of your knowledge. Any areas left blank may cause future delays. If unknown, please indicate so.

PRODUCT INFORMATION

TARGET COST PER UNIT: _____

ESTIMATED PRODUCT LAUNCH DATE: _____ PRODUCT TARGET DATE: _____

QUARTERLY PROJECTION: _____ ANNUAL PROJECTION: _____

I. PRODUCT DESCRIPTION

A. PRODUCT WORKING NAME: _____

B. BENCHMARK – REFERENCE PRODUCT: _____

C. BENCHMARK – ATTRIBUTES TO MATCH: _____

D. DESIRED INGREDIENTS/INGREDIENT LIST: _____

II. PHYSICAL PROPERTIES

A. COLOR: _____

B. APPEARANCE: _____

C. VISCOSITY/PRODUCT CONSISTENCY: _____

D. SCENT PROFILE: _____

III. PRIMARY & SECONDARY PACKAGING REQUIREMENTS

A. PRIMARY PACKAGING SIZE(S): _____

B. FILL WEIGHT CLAIM/LABELED CLAIM: _____

C. SECONDARY/DISPLAY PACKAGING: _____

D. ADDITIONAL PACKAGING REQUIREMENTS: _____

E. CUSTOMER SUPPLIED MATERIALS (IF APPLICABLE): _____

IV. MARKETING INFORMATION

A. RETAIL MARKET(S) REQUIREMENTS (IF APPLICABLE):

B. CLAIMS* – Please list all claims that apply to your product (OTC, cosmetic, and/or marketing claims):

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

*Certain claims carry testing requirements and extra charges. Claims introduced after formulation will cause significant delays and/or additional charges.

C. PRODUCT TESTING:

Based on the information listed above, what testing do you require?

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

- Customer Raining Rose

If applicable, what are your preferred labs?

D. OTHER:

What other information would be helpful for us to know?