

Beauty & Cosmetics Packaging Development Checklist

Brand & Product

- Product name(s)
- Product category (Skincare, Cosmetics, Hair Care, Body Care, Wellness, etc.)
- Target customer
- Brand positioning
- Desired retail price
- Target launch date
- Existing brand guidelines available

Notes:

Container Selection

- Container style selected
- Container size confirmed
- Glass color selected
- Closure selected
- Pump, dropper, or lid confirmed
- Container supplier identified (if applicable)

Notes:

Decoration Plan

- Screen printing
- Spray coating
- Transparent finish
- Opaque finish
- Matte finish
- Gloss finish

- Frosted finish
- Specialty finish (if applicable)

Notes:

Color Development

- Brand colors identified
- Pantone references available
- Custom color matching required
- Product collection color strategy established
- Future product colors considered

Notes:

Artwork

- Vector artwork (AI, EPS, or Vector PDF)
- Fonts outlined
- Logos approved
- Print areas reviewed
- Artwork proofread
- Color specifications provided

Notes:

Sampling

- Sample requested
- Decoration reviewed
- Color approved
- Artwork placement approved
- Internal approval complete

- Final customer approval complete

Notes:

Production Planning

- Estimated order quantity
- Number of SKUs
- Production timeline discussed
- Shipping requirements identified
- Product launch schedule confirmed

Notes:

Questions for Your Packaging Partner

- Does this packaging reflect our brand?
- Are the decoration methods appropriate for our products?
- Is our artwork production ready?
- Have we reviewed physical samples?
- Does this packaging support future product launches?
- Have we allowed enough time for production and shipping?

Before Moving Into Production

- Container approved
- Decoration methods approved
- Colors approved
- Artwork finalized
- Sample approved
- Quantities confirmed
- Timeline confirmed
- Shipping details finalized