

**PRODUCT BRIEF - Please complete all sections**

<b>Date</b>	
<b>Name</b>	
<b>Mobile</b>	
<b>Email</b>	
<b>Brand Name</b>	
<b>Product</b>	
<b>Product Name</b>	
<b>Time Frame</b>	
<b>Key Ingredients</b>	
<b>Other secondary Ingredients</b>	
<b>Key Benefits/Claims</b>	
<b>Blacklisted ingredients – ie ingredients you don't want in your product</b>	
<b>Texture</b>	
<b>Fragrance</b>	
<b>Fill size – ie ml / gr</b>	
<b>Packaging</b>	
<b>Budget per unit -ie the cost per unit excluding packaging</b>	
<b>Units/Run Size -MOQ's will vary depending on product category</b>	
<b>Consumer</b>	
<b>Marketplace</b>	
<b>Benchmark Product/s – ie example[s] of brands in the marketplace currently.</b>	

Please email to [info@newlabs.com.au](mailto:info@newlabs.com.au)