FOUNDER'S WORKSHEET

2027 Launch Checklist + Ask Your Lab Audit

Every step to launch a skincare line, in order. Tick each box as you go. Companion to the guide at pensivebeauty.com/how-to-start-a-skincare-line.

1. Define your customer and promise

- ☐ Write one sentence: who it is for, what it does, why they would switch.
- ☐ Read reviews of products your customer already buys; list the complaints.
- ☐ Choose one to three launch products, not a full routine.

2. Set your budget

- ☐ Budget the whole launch: formula, testing, packaging, first run, compliance, marketing.
- ☐ Ask packaging and manufacturing suppliers for written MOQs and quotes.
- ☐ Keep 15 to 20% in reserve.

3. Pick your sourcing model

- ☐ Decide: private label, white label or custom formulation.
- ☐ If stock formula: ask whether it is exclusive to you.
- ☐ If custom: confirm you own the finished formula once development is paid.

4. Choose how your formula is built

- ☐ Ask which formulation logic the formula starts from (HLB or TDA Logic).
- ☐ Ask for particle size, the method and the original measurement report.
- ☐ Ask how the formula is stabilised and where each active ends up.

5. Test the finished formula

- ☐ Stability (accelerated and real-time) on the finished formula.
- ☐ Packaging compatibility in your actual containers.
- ☐ Preservative efficacy testing (PET, ISO 11930 or USP <51>) on the finished formula.

6. Meet the rules where you sell

- ☐ US: MoCRA facility registration and product listing; safety substantiation; serious adverse event reporting.
- ☐ EU: Responsible Person, safety report (CPSR), product information file (PIF), CPNP notification.
- ☐ UK: UK Responsible Person and SCPN notification.
- ☐ Check every claim stays cosmetic (appearance), not drug (treat, cure, change how the body works).

7. Manufacture, package and launch

- ☐ Choose a contract manufacturer; confirm MOQs, lead times and documents in writing.
- ☐ Order packaging early enough for decoration and delivery.
- ☐ Prepare marketplace documents (e.g. TikTok Shop category qualification).
- ☐ Brief creators on disclosure (#ad) and claim limits.

ASK YOUR LAB AUDIT

Ask your lab these 5 questions

Whoever makes your formula, write down their answers. Clear answers tell you what you are actually buying.

1. Which formulation logic is my formula built on?

What a clear answer includes: A plain answer: emulsifier selection (the HLB approach) or TDA Logic.

Their answer:

2. What particle size is it, and how is it measured?

What a clear answer includes: A number, a method (such as dynamic light scattering, DLS) and a date.

Their answer:

3. Where does each active end up in the formula?

What a clear answer includes: A destination for each active, not just "it is in the emulsion".

Their answer:

4. How is the formula stabilised?

What a clear answer includes: What holds it together (emulsifier blend, thickener, electrostatic design) and how it is checked.

Their answer:

5. Can I see the measurement report?

What a clear answer includes: The original instrument report, not a summary.

Their answer:

Budget and MOQ worksheet

Fill in written quotes from each supplier. Minimum order quantities (MOQs) set your real starting cost.

Line item	Supplier	MOQ	Unit cost	Total	Notes
Formulation / development					
Raw materials or architecture					
Finished-formula testing (stability, PET)					
Primary packaging (bottle, jar, pump)					
Secondary packaging (carton, labels)					
First production run					
Regulatory filings and safety assessment					
Photography and launch content					
Marketing and creator budget					
Reserve (15 to 20%)					
TOTAL					

Ready to see your own formula on paper?

Pensive Beauty® Nanoscience Labs designs your first formula free, on paper, for qualifying new brands, with an executive summary you keep. Request it at pensivebeauty.com (Free formula design). Formulation projects start around $5,000; in-house financing is available, terms on request.

This worksheet is general guidance, not legal or regulatory advice. Confirm requirements with your Responsible Person, safety assessor or regulatory adviser for each market.