



Best Indie Color Cosmetic

Product Name

Product Description (300 word max)

What is the functionality/application of your product? (300 word max)

Describe your product or innovation in one sentence, what is it, and what does it do?

Date launched

What regions is your product available in?

What does your finished product do? (300 word max)

Please provide a short overview of the main evidence that the product works for its specified use. (300 word max)

Who is the target audience of your finished product? (300 word max)

Give detail of brand recognition and the commercial success of your products, including specifics of strong retail and consumer interest or listings of your product. (300 word max)

How does your product meet consumer demands? (300 word max)

Please demonstrate how your packaging identifies your brand. (300 word max) – *option to upload product image*

Are your product benefit claims backed by peer reviewed primary research and/or clinical trials in humans?

How does your product give back? (Environmental conscious efforts, charitable donations, local or sustainable sourcing?) (300 word max)

What gives your finished product the “X-Factor” – something that makes it stand out from the crowd and edge out the competition? (300 word max)

Ingredient List – upload an image of the product label or list the ingredients. (300 word max) – *option to upload product image*

*Confirmation of sample submission (OPTIONAL):

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