

FRAGRANCE BRIEF

JH LEVER & ASSOCIATES PTY LTD



Business Name	<input type="text"/>		
Contact Person	<input type="text"/>	Phone Number	<input type="text"/>
Email Address	<input type="text"/>		
Sample Address	<input type="text"/>		

Project Name	<input type="text"/>		
Project Priority	<input type="text"/>	Date Required By	<input type="text"/>
Is this project brief for a:	<input type="radio"/> New Product <input type="radio"/> Existing Product		

What application will the fragrance be used in?

What is the product's branding, purpose, packaging, inspiration, style & target audience?

Describe the mood & emotions that you want the fragrance to evoke

Are there any preferred fragrance categories or product fragrances you find appealing?

Are there any marketing claims or specific ingredients that need to be considered?

We will provide EU & IFRA documents. Are there any other documents you require? If so, please specify.

What countries is this to be sold in?

Sample Size Required?(Standard is 15gm)	<input type="text"/>	Dosage % in application	<input type="text"/>
Annual requirement? (MOQ is 10kg*)	<input type="text"/>	Price allocation/ budget? (Per kg)	<input type="text"/>

Any other details we should know?