



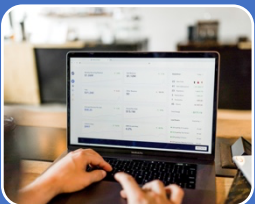
[Measured Innovation LLC](#) is a consulting firm that is highly experienced in launching consumer products in the U.S. and worldwide. Influencers who want to launch a product line under their own brand contract with us to launch faster and with higher impact. Working with us increases your chance of success.

*We help launch your branded product successfully – on time and within budget.*



#### ***Develop a winning concept***

- Select an area of the market to launch in based on market research
- Test and select product claims that are attractive to your audience
- Design product label, website, and social media
- Select key ingredients needed for consumers to believe your brand promise.



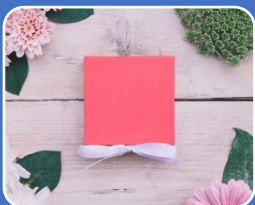
#### ***Plan marketing strategy***

- Designate target customer segments
- Social media strategy
- Plan advertising channels and budget
- Set up sales channels



#### ***Develop an outstanding product formula***

- Select the best formulator and contract lab for your product
- Write detailed formula brief with desired formula properties in technical terms
- Evaluate formula submissions with a consumer panel if desired
- Manage formula stability testing, preservative efficacy, and allergenic performance



#### ***Packaging development***

- Select packaging based on target market (mass or luxury) and budget
- Test formula for stability and performance in packaging
- Manage packaging supplier lead times
- Print labels



#### ***Manufacturing***

- Coordinate shipping of materials, packaging, labels to filler
- Manage manufacture of formula to specifications and filling of product
- Decide where to warehouse finished product
- Determine how product will be shipped to customers