

Cosmetic Product Photography Checklist (No Models)

Pre-Shoot Planning

- ☐ Review brand guidelines (colors, textures, mood, light preference)
- ☐ Identify hero products and variants (shades, sizes, packaging types)
- ☐ Create a shot list (angles, groupings, details)
- ☐ Determine final usage (web, print, packaging, ads, etc.)
- ☐ Choose background style (white seamless, color block, lifestyle flat lay, etc.)
- ☐ Decide if props are needed (natural elements, stones, swatches, etc.)

Product Prep

- ☐ Clean all packaging (no fingerprints, smudges, or dust)
- ☐ Remove price tags or stickers
- ☐ Check labels are straight and facing front
- ☐ Use fresh, unused product samples (no scratches or leaks)
- ☐ Prep smudges, swatches, and crushed powder details if needed

Set Design & Styling

- ☐ Use consistent surfaces (matte, glossy, natural textures)
- ☐ Select and arrange props if applicable (keep brand voice in mind)
- ☐ Maintain spacing and visual balance
- ☐ Test layout for symmetry or flow
- ☐ Include negative space if layout will support text/graphic overlay

Lighting Setup

- ☐ Choose lighting style (soft & diffused, directional for drama, etc.)
- ☐ Use reflectors to soften shadows
- ☐ Minimize unwanted glare on packaging (especially glossy surfaces)
- ☐ Test color accuracy-especially for tinted creams, foundations, lip colors
- ☐ White balance set correctly (or use color card)

Camera & Capture

- ☐ Use tripod for consistency
- ☐ Lock focus manually if needed

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- ☐ Frame tight product shots and wider contextual shots
- ☐ Shoot multiple angles: straight-on, 45°, top-down
- ☐ Capture texture details and close-ups
- ☐ Include packaging open and closed if appropriate
- ☐ Bracket exposures for high-contrast or reflective products

Post-Shoot Handling

- ☐ Back up RAW files
- ☐ Review for focus, dust, reflections, and label alignment
- ☐ Select best shots per product variation

Retouching Notes

- ☐ Remove dust, smudges, imperfections
- ☐ Ensure brand colors and product textures are true-to-life
- ☐ Clean up edges and reflections on containers
- ☐ Sharpen key product details (logos, textures)
- ☐ Export versions for web and print
- ☐ Apply consistent file naming convention