

COST & PRICING CALCULATOR & FORMULAS USER GUIDE

One of the most common struggles for DIY skincare creators is figuring out how much their products really cost and what to charge if they ever want to sell them. That's why this cost and pricing calculator was created as part of the Skin Care Lab tool kit.

The calculator is a simple tool that helps you stay organized, make informed decisions, and understand exactly what goes into each product you craft. When you know your numbers, you can set prices that are fair, profitable, and sustainable.

There are five sheets in the Excel workbook, but you can create more as needed. Rename each sheet with the product type and/or name. Within each sheet, you will find the following:-

SECTION	PURPOSE
Ingredients Cost Calculation	This section adds up the total cost of all ingredients used in your formulation. You enter the amount you used and the cost per unit, and the calculator does the rest.
Packaging Cost Calculation	Record how much you spend on jars, lids, labels, or any containers used. It's important to include this so you know your true cost per product.
Labor & Time Cost Calculation	Estimate how much your time is worth. Whether it takes 30 minutes or 2 hours to make a batch, this section lets you assign a value to your effort.

Overhead Costs Calculation	This is where you include “hidden” business costs like electricity, shipping materials, or design tools. Even a small estimate helps you stay realistic about total expenses.
Total Production Costs	You get the full cost to make one item, including ingredients, packaging, time, and overhead. You don’t need to enter anything here. The figures are pulled automatically from previous sections.
Selling Price Calculation	You enter your desired profit margin (markup), and the calculator tells you the best price to charge.

All the formulas have been added already. You just have to plug in the correct numbers for the columns and rows to auto calculate. In case you accidentally delete a formula, details are at the bottom of each section so you can reenter it correctly.

Understanding your pricing isn’t just about numbers; it’s about honoring your time, effort, and creativity, and building with intention. You’ve got this, and your future customers will thank you for it.

