



FIELD GUIDE / 2026 EDITION

Concept to Extend. One Pack Model. **Paid For Once.**

Which beauty visuals to order from the first pack route to the next shade, what the 3D pack model carries over, and the budget split per stage, as a priced composite.

START HERE

Five vendors, five jars, one product

Beauty launches rarely overspend on one render. They overspend because each stage buys its visuals from whoever is closest at the time: mock-ups from the design agency, a freelancer for the investor and sell-in decks, a photographer for the listings, a video house for the launch and a new vendor again for the next shade.

Each of them rebuilds the pack from the same dieline, and each set looks slightly different: another cap, another white, another sheen on the glass. The other leak is timing. Sell-in images ordered after the buyer meeting was booked, or listing images still at the studio when stock lands, do their job a week too late.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	Every stage rebuilds the pack from the dieline	One pack model, updated as the artwork moves
02	Each vendor maps every label again	Labels mapped once at print resolution and kept on file
03	Sell-in shots, listing shots and ads that do not match	One master scene and one camera per angle for every channel
04	The launch film starts from a blank file	The film is animated with models that already exist
05	A new shade priced as a new project	A new shade is a new colour and a render

The model is the asset. The images are the output.

A pack built in 3D from your dieline, with every label mapped at print resolution, is the largest cost in the first set. If it stays with one studio and is updated as the artwork changes, every later set is lighting, cameras and rendering rather than modelling.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

The five stages below are the ones on our cosmetics page. For each: what to order, who looks at it, and what the next stage inherits instead of paying for it again.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Concept	Pack and label routes in 3D, images for investors and the pre-order page	Your team, investors, testers	The pack models and the master scene
Sell-in	Full-range renders for line sheets, counter and shelf views	Retail buyers, distributors	Every SKU's mapped label
Listing	Packshots on white, texture close-ups and a 360° spin	Shoppers, marketplaces, retailer portals	Cameras per angle and the texture model
Launch	Lifestyle scenes, a launch film and Reels and TikTok cuts	Paid social, the website, the press	Scenes and an animation set-up
Extend	New shades, sizes and gift sets from the same models	The same channels, again	A model library for the next line

Start where you are

If the buyer meeting is next month, order the full-range and counter views now, and ask for the pack models, the labels and the cameras to be kept on file. That is what lets the listing set, the launch film and the next shade reuse them rather than start again.

Not every launch passes through all five stages. A DTC brand may go from Concept straight to Listing; a new shade may start at Extend. The order still holds, and so does the rule: whatever stage comes first builds the model the others reuse.



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WHAT IT COSTS

One four-SKU skincare line, five stages, line by line

A composite of typical orders for a four-SKU skincare line in a jar, a tube and a dropper bottle, from the first pack routes to two new shades. No client's budget is shown. Every line is hours at our \$45 rate: a view on white or on a studio background is 4 hours, a lifestyle scene 6.

LINE ITEM	BASIS	AT \$45 PER HOUR
01 Concept: three pack models and master scene from the dielines	16 h x \$45, built once	\$720
02 Concept: three pack routes, two views each	6 x \$180	\$1,080
03 Sell-in: four SKU labels mapped at print resolution	4 x 2 h x \$45, models reused from Concept	\$360
04 Sell-in: full-range and line-sheet views	3 x \$180, scene reused from Concept	\$540
05 Sell-in: counter and shelf scenes	2 x \$270 + 10 h x \$45	\$990
06 Listing: packshots on white, front, three-quarter, open jar	12 x \$180, scene reused from Sell-in	\$2,160
07 Listing: texture model, swatches and macros	8 h x \$45 + 4 x \$180	\$1,080
08 Listing: 360° spin of the hero SKU	12 h x \$45	\$540
09 Launch: lifestyle scenes	3 x \$270, models reused	\$810
10 Launch: 30-second launch film	72 h x \$45, models reused	\$3,240
11 Launch: vertical 9:16 cuts for Reels and TikTok	3 x 4 h x \$45	\$540
12 Extend: two new shades, colour and three packshots each	2 x (\$90 + 3 x \$180), model reused	\$1,260
13 Extend: gift set views	2 x \$180	\$360
Concept subtotal		\$1,800
Sell-in subtotal		\$1,890
Listing subtotal		\$3,780
Launch subtotal		\$4,590
Extend subtotal		\$1,620
Planned as one roadmap		\$13,680
The same visuals bought stage by stage, from scratch		\$17,640

13%

CONCEPT

14%

SELL-IN

28%

LISTING

33%

LAUNCH

12%

EXTEND

From scratch means the same lines plus \$3,960: the \$720 pack models built again at Sell-in, Listing, Launch and Extend, the four labels mapped again at Listing and Launch (\$720), and the \$360 texture model built again for the film. Shares are of the \$13,680 planned total.

THE ONE PAGE

What to send us at each stage

The brands whose logos sit on our service pages do not send long specifications. At each stage they send a few things like these, usually in the body of an email, and it is enough to quote from and to start work.

01	Concept: the pack	The dieline, or the manufacturer's drawing or CAD of the jar, tube, bottle or device.
02	Concept: the routes	Each pack or label route as artwork, even rough, and who will judge them.
03	Sell-in: the range	The SKU and shade list, final artwork as print files and the date of the buyer meeting.
04	Sell-in: the counter	The retailer or channel, and a photo of the counter or shelf you are aiming for.
05	Listing: the channels	Your store, each marketplace and portal, with their current image rules pasted in.
06	Listing: the finishes	A sample or daylight photos of the cream, serum, glass and cap.
07	Launch: the story	The campaign idea, the claims the brand has approved and where the film will run.
08	Extend: the change	New colour or artwork for the shade, size or gift set, and what stays the same.
09	Every stage: the budget	A figure or a range per stage. It is the quickest way to a scope that fits, and it is not a weakness.

Change stage, keep the model

If we built your pack at an earlier stage, reopening it takes one email: name the stage, the new deliverables and any artwork that changed since. The model and labels are on file, so the quote starts from rendering, not modelling.

Our terms are on the next page

Market rates, timelines and what counts as a revision round are set out on page 06. The composite on page 04 is priced at our \$45 hourly rate.



Maverick Frame production render.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us the dieline and the pack files

The dieline or packaging artwork, CAD of the bottle, jar or device if you have it, photos of a sample and whatever brief you have, in whatever state it is in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Beauty work	maverickframe.com/solutions/cosmetics-rendering/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is a co-founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.