

## STYLE GUIDE – Body Deodorant

This document is intended to give you the guidance you need to create effective, accurate product detail pages and maximize your business. A product detail page shows information about the product- including title, bullet points, product description and images. This data is crucial to ensure that customers will be able to find and purchase your products. Providing a consistent format for your listings will better inform customers and enhance the discoverability of your products.

In addition to using this document, we encourage you take advantage of the information available in our 'Help pages'.

- A. **Title Guidelines:** Your product title is the first thing customers see when visiting your detail page and is vital in helping customers to find your products when they visit Amazon.in or search online. The title should be constructed in the following manner and contain only the below attributes:

### For the Parent of Variation Products

Recommended Format:

[Brand] + [Collection Name] + [Item Type Name] for [Target Gender]

Examples:

1. Nike Up or Down Deodorant for Men
2. Adidas Natural Vitality Deodorant for Women

### For Standalone or Child products

Recommended Format:

[Brand] + [Collection Name] + [Item Type Name] for [Target Gender], + [Item Volume Unit of Measure]

Examples:

1. Nike Up or Down Deodorant for Men, 200ml
2. Adidas Natural Vitality Deodorant for Women, 200ml

Target Gender [Male → Men / Female → Women / Unisex → Unisex]

What to Do	What Not to Do
Capitalize the first letter of each word. Ex. Adidas Natural Vitality Deodorant for Women, 200ml	Do not use all capital letters: ADIDAS NATURAL VITALITY DEODORANT FOR WOMEN, 200ML
Title length should be less than 200 characters	Do not include promotional messages such as 'sale', 'price', 'offer', 'free'
For Combos, use numerals instead of text ("Pack of 2" instead of "Pack of Two") at the end of the title	Do not use email Id's, URL's, external links, symbols or seller information

- B. **Bullet Point Guidelines:** Bullet points specify details of your product and can influence the customer purchase decision. The bullet points should be constructed in the following manner and contain only the below attributes:

Recommended Format:

- Bullet Point 1 – Item Weight: [Item Volume] + [Item Volume Unit of Measure]
- Bullet Point 2 – Scent Type: [Scent Name]
- Bullet Point 3 – Lasting duration: [Free Text]
- Bullet Point 4 – Olfactory Group or Fragrance Note: [Free Text]
- Bullet Point 5 – Directions to Use: [Free text]

Example:

- Bullet Point 1 – Item Weight: 200ml
- Bullet Point 2 – Scent Type: Citrus
- Bullet Point 3 – Lasting duration: 5 – 6 hours
- Bullet Point 4 – Olfactory Group or Fragrance Note: Cool and woody fragrance with hints of peppermint; Notes of ozonic accord, thyme and musk
- Bullet Point 5 – Directions to Use: Give it a good hard shake first to make sure all the ingredients are mixed together before you spray it. You should hold the can approximately 15cm from your body or clothes as you spray it.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Cool and woody fragrance with hints of peppermint; Notes of ozonic accord, thyme and musk	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
	Do not include irrelevant keywords like 'designer', 'bollywood', 'latest'
	Do not use email Id's, URL's, external links, symbols or seller information
	Do not use end punctuations like full stop (.) or exclamation mark (!)

C. **Product Description Guidelines:** This section is an opportunity to sell or promote your product & brand. An accurate and consistent description of an item enables a customer to gain insight into a product and improves the overall shopping experience. Please ensure the following flow of information is used for product descriptions:

Recommended Format:

The active formula of [Brand] deodorant gives you continuous, effective protection against perspiration odours during the whole day. This unique inspiring fragrance will transform your day into a true moment of pleasure.

Example: The active formula of Nike deodorant gives you continuous, effective protection against perspiration odours during the whole day. This unique inspiring fragrance will transform your day into a true moment of pleasure.

WHAT TO DO	WHAT NOT TO DO
Include brand name and 'Amazon' name to enable search engine optimization	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
Provide styling tips that enable customers to make purchase decision	Do not include irrelevant keywords like 'designer', 'bollywood', 'latest'
	Do not use email Id's, URL's, external links, symbols or seller information
	Do not exceed 2000 characters in length

#### D. Image Guidelines:

Product images are displayed on the search page and the product detail page. A professional image helps customers discover your product and can drive traffic to your product listings. Show customers what they will receive in their shipment (and only what they will receive). Make it easy for them to identify your product with a clear, high-quality image displaying exactly what you're offering.

#### General Image Guidelines

- Main image should have 100% White background
- The product must fill 85% or more of the image.
- MAIN images should be supplemented with additional images showing different sides of a product, or details that are not visible in the MAIN image.
- Each product must compulsorily have **minimum 3 images**
- Secondary images should complement the main image and can include relevant information with infographics.
- Main and additional images should not include logos or watermarks.
- Images should be 1000 pixels or more in either height or width as this will enable the zoom function on the website (zoom has been proven to enhance sales). Files measuring less than 500 pixels on the longest side will be rejected by our system.
- Secondary images can have non-white background (RGB value: 255,255,255)
- Detail shots where applicable need to be added
- Include only what the customer will receive; no accessories unless they are accompanied with the product.

1



1. Main Image – front shot

2



2. Type and ML

3



3. How / where/ when to use

4



4. Scent\_type or olfactory group

5



5. Bottle sizing