

Style Guidelines



Waxing



Hair Removal Creams



Shaving Foams & Creams



In an online store, the product image is one of your most valuable marketing tools. When customers browse Amazon.in pages, often the image draws them to consider your product. In addition, with so many choices available for online purchases, a well-formed image can set your product apart from the others. Poor quality images turn customers away. Use your product images to communicate the selling points and features of your products, to inform and interest customers, and reinforce your brand. Listings with missing or non-compliant images are suppressed from the site, thereby getting low customer traffic and conversion rates, resulting in missed sales opportunities.

Image Guidelines:

- Main image should have 100% White Background, no lifestyle images are allowed
- 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
- Secondary images should complement to the main image
- There should be minimum of 4 images
- Images should not include logos or watermarks/texts
- 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 should have non-white background (RGB value: 255,255,255), can include infographic images
- Detail shots where applicable need to be added
- Include only what the customer will receive; no accessories unless they are accompanied with the product

Image guidelines: Accepted Images

1



Main Image- Front View

2



Second Image- Back View

3



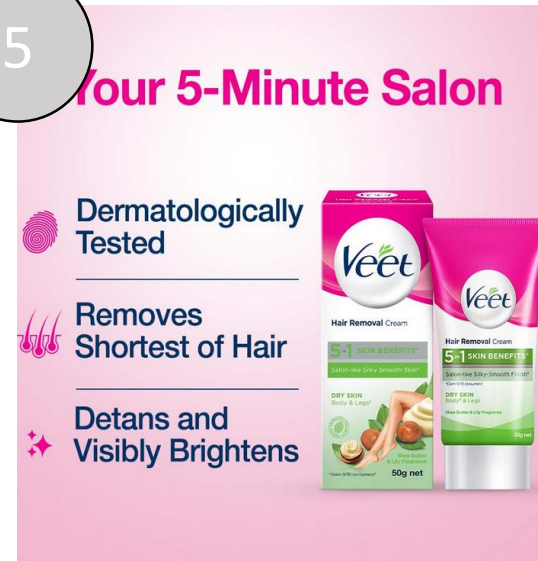
Additional Information

4



Additional Information

5



Additional Information

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 product 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

For the Parent of Variation Products Recommended Format:

[Brand Name] + [Collection] + [Item Type Name] + [Item Form] “for” + [Target Audience]

Examples:

1. Veet Silk & Fresh Hair Removal Cream for Women
2. Vi-John Master Stroke Hair Removal Cream for Men
3. VCare Sensitive Hair Removal Spray Foam for Women
4. ESHOPPERS Brazilian Hair Removal Hard Wax Beans for Women
5. Sacred Earth Herbal Shaving Cream for Men
6. Clearcut Aloe Vera Shaving Gel for Women

For Standalone or Child products Recommended Format:

[Brand Name] + [Collection] + [Item Type Name] + [Item Form] “for” + [Target Audience] + [Item Weight] + [Item Weight Unit of Measure], (Unit Count) + (Unit Count Type)

Examples:

1. Veet Silk & Fresh Hair Removal Cream for Women, 60 Gms, Pack of 2
2. Vi-John Master Stroke Hair Removal Cream for Men, 50 Gm, Pack of 1
3. VCare Sensitive Hair Removal Spray Foam for Women, 50 Gms, Pack of 1
4. ESHOPPERS Brazilian Hair Removal Hard Wax Beans for Women, 100 Gms, Pack of 2
5. Sacred Earth Herbal Shaving Cream for Men, 200 ml, Pack of 1
6. Clearcut Aloe Vera Shaving Gel for Women, 60 g, Pack of 1

What to Do	What Not to Do
Capitalize the first letter of each word. E.g. Veet Silk & Fresh Hair Removal Cream for Women, 60 Gms, Pack of 2	Do not use all capital letters: VEET SILK & FRESH HAIR REMOVAL CREAM FOR WOMEN, 60 GMS, PACK OF 2
Title length should be less than 200 characters	Do not include promotional messages such as 'sale', 'price', 'offer', 'free'
Use numerals instead of text ("Pack of 2" instead of "Pack of Two")	Do not use email Id's, URL's, external links, symbols or seller information

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 – Skin Type
- Bullet Point 2 – Item Form
- Bullet Point 3 – Special Ingredients
- Bullet Point 4 – Special Features
- Bullet Point 5- Directions, Safety Warning

Example:

- Skin Type: Dry Skin
- Item Form: Cream
- Ingredients : Natural shea and cocoa butter extracts
- Special Features: Lily fragrance for no lingering malodor. Removes Short Hair From Legs, Arms, Underarms and Bikini Line
- Directions: Apply, Spread Evenly, remove with Spatula after 5 mins and Rinse with Water. Safety Warning: Safe to use on arms, legs, underarms

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Skin Type: Dry Skin	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
Use numerals instead of text "Pack of 2" instead of "Pack of Two"	Do not include irrelevant keywords like 'original', 'guaranteed ', 'latest'
Add product relevant and value adding information as bullet point 5	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 (!)

Product Description Guidelines

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

Recommended Format:

Example: Explore a wide range of [Item Type Name] from [Brand Name] on Amazon. [Item Type Name] which is enriched with [Ingredients] suits [skin Type].

Example: Explore a wide range of Hair Removal Cream from Veet on Amazon. Moisturizers which is enriched with Shea cocoa butter extracts suits all skin type.

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'
Include product specific information like material name, special features etc.	Do not include irrelevant keywords like 'original', 'guaranteed ', 'latest'
Provide detailed included components, style name, capacity etc. will enable customers to make purchase decision	Do not use email Id's, URL's, external links, symbols or seller information
	Do not exceed 2000 characters in length