

STYLE GUIDE – LIP BALM

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 + Model + Item Type Name

Examples:

1. Maybelline Baby Lips Lip Balm
2. Lotus Herbals Lip Lush Lip Balm
3. Jack Black Intense Therapy Lip Balm

For Standalone or Child products

Recommended Format:

Brand + Model + Item Type Name + Color Name + Item Weight + Item Weight Unit of Measure

Examples:

1. Maybelline Baby Lips Lip Balm – Cherry Shine, 4.8G
2. Lotus Herbals Lip Lush Lip Balm – Watermelon Slash, 4 G
3. Jack Black Intense Therapy Lip Balm- Exotical Guava, 15 ml

What to Do	What Not to Do
Capitalize the first letter of each word. Ex. Maybelline Baby Lips Lip Balm – Cherry Shine, 4.8G	Do not use all capital letters: MAYBELLINE BABY LIPS LIP BALM – CHERRY SHINE, 4.8G
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

- 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 – Shade Color, Flavor Name, Coverage
- Bullet Point 2 – Ingredients, Duration, Item Form
- Bullet Point 3 – Skin Type
- Bullet Point 4 – Special Features
- Bullet Point 5 – Directions

Example

- Shade Color: Fruity Cherry Shine, Flavor Name: Cherry, Coverage: Transparent
- Ingredients: Contains Fruit extracts which provides long-lasting moisture for your lips, Duration: Provides 8 hour moisturisation
- Skin Type: Dry Skin
- Special Features: Protections against the harmful UV rays with SPF 30
- Directions: Apply lip balm before you use lipstick/lip gloss

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex: Duration: Lasts up to 8 hours	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 '100% guaranteed', discount, '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:

Explore a wide range of [Item Type Name] from [Brand Name] on Amazon. Apply generously and evenly to lips 30 minutes before going out in the sun, or whenever your lips feel dry or chapped, or you can also apply it before applying lipstick/lipgloss.

Example: Explore a wide range of Lip Balm from Nivea on Amazon. Apply generously and evenly to lips 30 minutes before going out in the sun, or whenever your lips feel dry or chapped, or you can also apply it before applying lipstick/lipgloss.

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 '100% guaranteed', discount, '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 to the main image
- Main and additional 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 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.

Main Image- Front Shot



Swatch with Texture



Other Shades in the Range



How to Apply?



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Other Shades in the Range

