

STYLE GUIDE LIP COLOR

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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

Brand + Model + Item Type Name

Examples:

- XYZ SuperStay Lip Gloss
- ABC SuperStay Matte Ink
- PQR 9 to 5 Primer

For Standalone or Child products

Brand + Model + Item Type Name + Color + Finish

Examples:

- ABC SuperStay Lip Gloss, Mauve for Me (Matte)
- XYZ SuperStay Matte Ink, Ashley Longshore (Glossy)
- PQR 9 to 5 Primer, Maple Map (Matte)

What to Do	What Not to Do
Capitalize the first letter of each word. Ex. Maybelline Superstay Lip Gloss, Mauve For Me (Matte)	Do not use all capital letters: MAYBELLINE SUPERSTAY LIP GLOSS, MAUVE FOR ME (MATTE)
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 [Women/Girls]:

- Bullet Point 1 – Shade Color, Finish, Item Form
- Bullet Point 2 – Item Weight/Item Volume, Duration
- Bullet Point 3 – Ingredients
- Bullet Point 4 – Special Features
- Bullet Point 5 – Directions

Example

- Color Name: Purple, Shade Name: Mauve for Me, Item Form: Bullet
- Item Weight: 2.2g, Duration: Lasts up to 8 hours
- Ingredients : Natural shea and cocoa butter extracts soften and nourish your lips
- Special Features: Shades suitable for the Indian skin tone, with range of 70 different shades
- Directions: Post applying lip balm, use lip liner for sharp look and apply displayed lipstick

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 [Women/Girls]:

Explore a wide range of [Item Type Name] from [Brand] on Amazon. Add some lovely, trendy color to your lips with the [Brand Name] [Finish Type] [Item Type Name]. Browse through the multiple Shades of [Color Name] which is enriched with [Ingredients] softens your lips and do not dry your lips.

Example: Explore a wide range of Lipsticks from XYZ on Amazon. Add some lovely, trendy color to your lips with the Maybelline matte lipstick. Browse through multiple Shades of Purple which is enriched with vitamin E softens your lips and do not dry your lips.

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 4 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.



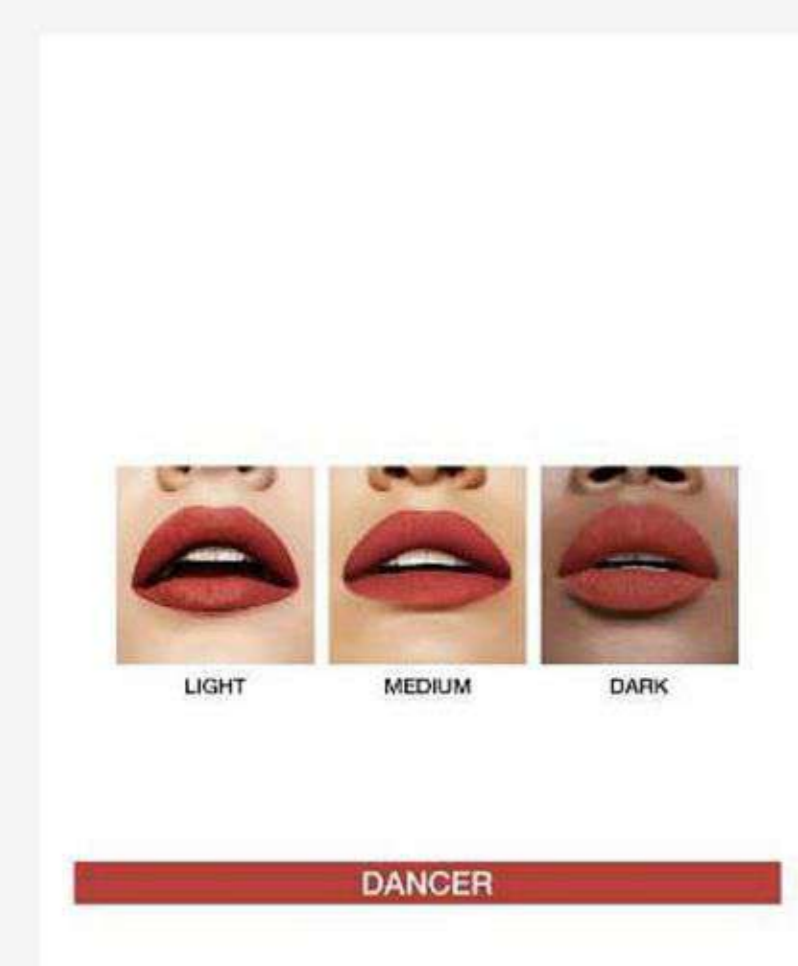
1. Main Image- Front Shot



2. Swatch with Texture



3. Key Benefits/Features



4. Shade swatched on 3 skin colors



5. Other Shades in the Range