

## STYLE GUIDE – MEDICAL DEVICE

This document is intended as a guidance to create effective, accurate product listings to improve your business potential. Amazon product detail page shows information about the product - including title, bullet points, product description and images. This information is crucial to ensure customers find and purchase your products. Providing a consistent format for your listings will better inform customers and enhance product discovery.

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

**1. Title Guidelines:** Product title is the first thing customers see when searching for a product. It is vital to have crisp and informative title for customers to find your products when they visit Amazon.in or search online.

Recommended title format to use while listing Medical Devices:

### For the Parent of Variation Products for Medical Devices

**[Brand Name] + [Item Type Name] + for + [Department Name]**

Examples:

1. 3M Littmann Stethoscope for Unisex
2. Mediweave ECG Machine for Unisex

### For Standalone or Child products for Medical Devices

**[Brand Name] + [Item Type Name] + ([Color], + Pack of + [Number of Items]) + for + [Department Name]**

Examples:

1. 3M Littmann Stethoscope (Black, Pack of 1) for Unisex
2. Mediweave ECG Machine (White, Pack of 3) for Unisex

What to Do	What Not to Do
Capitalize the first letter of each word. Ex. 3M Littmann Stethoscope (Black, Pack of 1) for Unisex	Do not use all capital letters: 3M LITTMANN STETHOSCOPE (BLACK, PACK OF 1) FOR UNISEX
Mention Pack size clearly – Pack of 2, Pack of 5; Mention the color (if the color can vary mention the same)	Do not include promotional messages such as 'sale', 'price', 'offer', 'free'; Do not use email Id's, URL's, external links, symbols or seller information
Title length should be less than 200 characters	Do not use - anti-COVID-19, anti-virus, safety, corona, flu, virus keywords

**2. Bullet Point Guidelines:** Bullet points highlight additional details of your product in short and easy to read format. They can influence customer purchase decision.

- Bullet point 1: Material: [Material Type]
- Bullet point 2: Product Uses: [Specific Uses for Product]
- Bullet point 3: Special Features: [Special Features]
- Bullet point 4: Included Components: [Included Components]
- Bullet point 5: Care Instructions: [Care Instructions]

Example:

- Bullet point 1: Material: Stainless Steel
- Bullet point 2: Product Uses: Listen to the sounds made by the heart, lungs or intestines, as well as blood flow in arteries and veins
- Bullet point 3: Special Features: Two sided chest piece
- Bullet point 4: Included Components: 1 x Stethoscope
- Bullet point 5: Care Instructions: Clean with mild soapy water. Ensure all parts and surfaces are dried thoroughly before re-assembly.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter.	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	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 (!)

### 3. [Product Description Guidelines](#)

This section is an opportunity to sell or promote your product & brand by providing additional information not already captured in title and bullet points. An accurate and consistent description of an item helps customers to gain insight into a product and improves the overall shopping experience.

#### Recommended Format

Shop variety of [Item Type Name] from [Brand Name] available on Amazon. This [Item Type Name] has [Special Features]. Also, follow instructions: [Care Instructions]

Example: Shop variety of stethoscope's from Littmann available on Amazon. This stethoscope has dual chest piece and extra replacement ear pieces. Also, follow instructions: Clean with mild soapy water. Ensure all parts and surfaces are dried thoroughly before re-assembly.

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, included components etc.	Do not include irrelevant keywords like 'original', 'guaranteed', 'latest'
Provide detailed item dimensions, material type 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

### 4. [Image Guidelines](#)

Product images are displayed on search page and product detail page. A professional image helps customers discover your product and can drive traffic to your product listing. 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, 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
- 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 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.

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