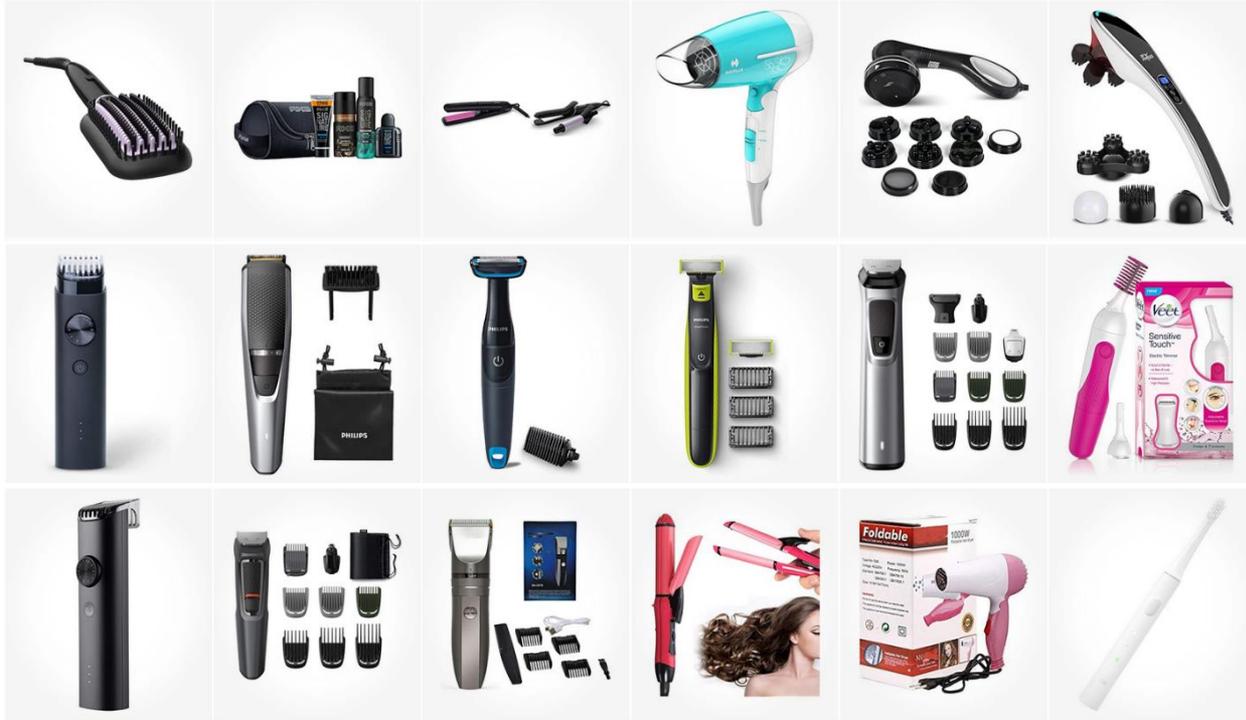


PERSONAL CARE APPLIANCES



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.

Images guidelines for personal care appliances

- 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.
- Secondary images should complement the main image and can include relevant information.
- 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.

Prohibited images:



Non-white background for MAIN image



Product should occupy 85% of image



Product with packaging in MAIN image



Accessories; include only what customer will receive



Blurry or pixilated images



Watermarks or text

Images for personal care appliances

1



2



3



4



Skin Protection System
Designed to prevent nicks and cuts for a clean and protective shave

5



27 Self-sharpening ComfortCut Blades
for long lasting performance

6



Title guidelines for personal care appliances

Product title is one of the first things customers see while searching for products on Amazon. It is vital to have crisp and informative titles for customers to find, view and purchase your products when they visit Amazon.in or search online.

Title format for variation parent listings:

[Brand] + [Model] + [Item Type Name]

Examples:

1. Philips QP2525 Hair Trimmer
2. Rosevestla BT1212 Hair Dryer
3. Timios HL022 Heating Pad

Title format for variation child or stand-alone listings:

[Brand] + [Model] + [Item Type Name] + [Color]

Examples:

1. Philips QP2525 Hair Trimmer, Red
2. Rosevestla BT1212 Hair Dryer, Green
3. Timios HL022 Heating Pad, Black

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. Ex. Philips QP2525 Hair Trimmer	Do not use all capital LETTERS Philips QP2525 HAIR TRIMMER
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

Bullet point guidelines for personal care appliances

Bullet points highlight additional details about your product in a short and easy to read format. They can influence customer purchase decision.

Recommended bullet point format and order

- Bullet Point 1 – Included Component
- Bullet Point 2 – Power Source Type
- Bullet Point 3 – Cable Length
- Bullet Point 4 – Special Feature
- Bullet Point 5 – Warranty

Example:

- Included Component: Pack of 1 Hair Trimmer, USB Charging Cable, User Manual
- Power Source Type: Battery-powered
- Cable Length: 26m
- Special Features: It heats up the quickest of all flat irons and with quite intense heat, so Aluminum flat irons are good for normal to thick or coarse hair!
- Warranty: 2 years manufacturer warranty on parts

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter Is Assembly Required: No	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
	Do not include irrelevant keywords like 'original', 'guaranteed', '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 (!)

Product description guidelines for personal care appliances

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 for product description:

Example: Shop from a wide range of [Item Type Name] from the house of [Brand] on Amazon. [Special Features]

Example: Shop from a wide range of hair trimmers from the house of Philips on Amazon. Aluminum flat irons are good for normal to thick or coarse hair. Aluminum is a naturally-occurring metal and is extremely strong but also very light. It heats up the quickest of all flat irons and with quite intense heat, so! ... If you have delicate hair, a ceramic iron is the one for you.

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 a purchase decision	Do not use email Id's, URL's, external links, symbols or seller information
	Do not exceed 2000 characters in length