

STYLE GUIDE SUNSCREEN

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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 and Standalone or Child products Recommended Format:

[Brand] + [Item Type Name] + [Sun protection] + [Sun Protection Unit] - [Item Weight] + [Item Weight Unit of Measure] + [Item Form]

Examples:

- Mamaearth HydraGel Indian Sunscreen SPF 50 - 50g Lotion
- Lotus Herbals Safe Sun 3 in 1 Daily Sunblock SPF 40 – 50g Cream

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. E.g. ABC Natural Mousse Liquid Foundation	Do not use all capital letters: ABC NATURAL MOUSSE LIQUID FOUNDATION
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 – Skin Type: [Hair Type] [Skin Concern]
- Bullet Point 2 – Special Feature: [Free Text]
- Bullet Point 3 – Ingredients and Benefits1: [Free text]
- Bullet Point 4 – Ingredients and Benefits2: [Free text]
- Bullet Point 5 – Usage/Directions

Example:

- Bullet Point 1 – This sunscreen is dermatologically tested and suitable for all skin types
- Bullet Point 2 – Special Feature: Non sticky and light weight formula. The gel based formula provides long term hydration and protection from the sun. Aloe Vera makes it light weight and non-sticky
- Bullet Point 3 – Raspberry present in the sunscreen is high in antioxidants. The SPF 50 formula protects the skin from UV damage
- Bullet Point 4 – Made using natural ingredients, the sunscreen is free from Parabens, SLS, Petroleum, Artificial Preservatives, & Colors.
- Bullet Point 5 – Directions: Apply on a clean face, neck, and other areas exposed to the sun. Apply every 6 hours for effective protection.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex Skin Type: Normal	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 points	Do not use email Id's, URL's, external links, symbols or seller information

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:

Example: 3-in-1 daily sun block is a revolutionary sun protection formulation which combines broad-spectrum UVA and UVB protection with skin lightening ingredients to give a uniform matte finish to the skin. Its fast absorption and non-greasy formula ensures a shine-free, light and clean feel.

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 'designer', 'bollywood', '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 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 can have non-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.

Accepted Images



1. Main Image – front shot



2. Ingredients / Superpower



3. Key Benefits/ Features



4. Suitable for



5. How to apply