

STYLE GUIDE SKIN MOISTURIZER

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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'.

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
- There should be minimum of 4 images
- 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 can have lifestyle images displaying product in use/Infographic images highlighting product feature 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



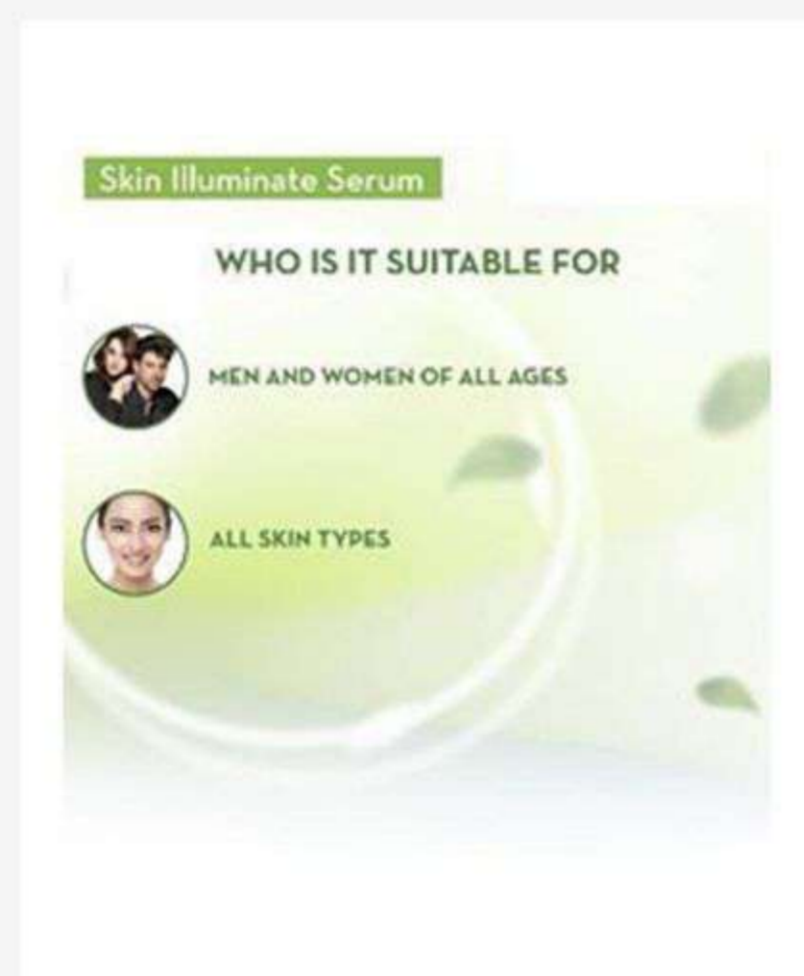
2 . Second Image Product Features



3 . Key Benefits and Details



4 . How to apply



5 . Skin Type & Skin Concern

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 product when they visit Amazon.in or search online. The title should be constructed in the following manner and contain only the below attributes

For parent of variation products:

[Brand] + [Collection] + [Item Form] + "for" + [[Specific Uses For Product] (if applicable)] + [(Skin Type) (if applicable)]

Examples:

1. ABC Oil Free Face Moisturizer For Reduction in Acne (Dry Skin)
2. XYZ Green Tea Renewed Clarity Night Gel for Acne or Blemishes (Oily Skin)

For Standalone or Child products:

[Brand] + [Collection] + [Item Form] + "for" + [[Specific Uses For Product] (if applicable)] applicable]+ [(Skin Type) (if applicable)] + [Item Volume] + [Item Volume Unit of Measure]

Examples:

1. ABC Oil Free Face Moisturizer For Reduction in Acne (Dry Skin)50 ML
2. XYZ Green Tea Renewed Clarity Night Gel for Acne or Blemishes (Oily Skin) 25 ML

What to Do	What Not to Do
Capitalize the first letter of each word. E.g. Mamaearth Oil Free Face Moisturizer For Reduction in Acne (Dry Skin)50 ML	Do not use all capital letters: MAMAEARTH OIL FREE FACE MOISTURIZER FOR REDUCTION IN ACNE (DRY SKIN)50 ML
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

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 Item Form
- Bullet Point 2 Ingredients
- Bullet point 3 Special Features
- Bullet Point 4 Directions
- Bullet point 5 Target Gender

Example

- Item Form Gel
- Ingredients Natural shea and cocoa butter extracts
- Special Features Keeps skin hydrated, fresh light and bright
- Directions Apply this gel before you use any makeup over your face
- Target Gender Women/Girls

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Natural shea and cocoa butter extracts	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 5	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

This section is an opportunity to sell or promote your product brand An accurate and consistent description of an item enable a customer to gain insight into a product and improves the overall shopping experience Please ensure the following flow of information is used for a product Description Recommended Format:

Explore a wide range of [Item Form] from [Brand Name] on Amazon. [Item Form] which is enriched with [Ingredients] suits [Skin Type] and you can use [Directions].

Example:

Explore a wide range of Moisturizers from XYZ on Amazon. Moisturizers which is enriched with green tea suits all skin type a nd you can use during day before applying any makeup on your face.

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