CATEGORY STYLE GUIDELINE: BODY LUBRICANT

Style Guidelines

On a marketplace, 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.

Image Guidelines

- Main image should have 100% White Background.
- The product must fill 85% or more of the image. Minimum 3 images required.
- 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/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.
- You can include Images/Banners with Infographics and Callouts highlighting product features.
- 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

2

3

HE REST - All Natural Ingredients:
massage oils available in market, it is made with pure
l extracts, oils and other skin benefiting botanicals
moisturize and hydrate your skin to perfection!

or Sports Massage as a Sore Muscle Massage Oil!
If you play sports, workout or lead an active lifestyle this massage oil is for you! Sore muscle relief is just a massage away with this Relaxing massage oil for athletes.

Whether You Specialize in Massage Therapy or are a Novice at Home Masseuse- Oriental Botanics Relaxing Massage Oil will allow your hands to glide smoothly and will leave the skin feeling soft, smooth & refreshed.
If you experience back pains, leg pain, knee pain from working all day long or muscles soreness from intense workouts at the gym, then our relaxing massage is the way to go. Made with 100% pure & natural ingredients.

- **It's Perfect for a Relaxation Massage. Smells Divine!**
- **The wonderful aroma will help you relax and melt away tension.**
- **Best massage therapy oil- you won't find better body massage oil with beneficial ingredients like that nourishes your skin during the massage.**
- **Helps you achieve a more enhanced, relaxing massage and provides countless skin nutrient benefits and intensive hydration for dry skin**
- **Oriental Botanics Massage Oil is 100% natural massage oil. It contains no harmful chemicals and is 100% vegan. It is not tested on animals.**
- **Oriental Botanics Massage oils are Non-toxic, Hypoallergenic , Gluten-free, Cruelty-free , Silicone-free, SLS-Free Product.**
- **No Parabens, Phthalates or Petroleum-based Ingredients.**

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t's Inside Relaxing Massage Oil? How it Works?

OU SEEKING RELIEF FROM MUSCLE RELATED ACHES AND PAINS? no further! Relaxing Body Massage Oil by Oriental Botanics can provide thing relief from muscle stiffness, soreness and more. It Is Cordially **Made with most efficacious active natural ingredients such as Rasna, Eranda, Nirgundi, Ajwain, Gandh Prasarini, Rasone, Deodar, Padmaka, Kadam, Ashwagandha, Shudda Guggul, Peppermint, Karpura, Gandhpoorna Tail, Safeda Tail, Capsiacin.**

While the oil goes to work immediately, the key is to have patience and be consistent as it may take some time before you see the full desired result. For some issues, Oil works right away, but for others it could take several weeks to see any changes.

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Suggested Use Oriental Botanics Massage Oil

Pour into your palm and rub it a while, massage thoroughly on body for massage relaxation.

PUMP DESIRED AMOUNT OF OIL IN TO YOUR PALM

GENTLY MASSAGE THROUGHLY ON YOUR BODY

RELAX YOUR BODY AND MIND

Title Guidelines

Your 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 Products

Brand Name + Specialty (optional) + Item Type Name

Examples:

1. ABC Water Based Personal Lubricant
2. XYZ Pure & Natural Massage Oil

For Standalone or Child products For Pots and Sets

Brand Name + Specialty (optional) + Item Type Name + Scent + Unit Count + Unit Count Type + Number of Pieces (if >1)

Examples:

1. ABC Water Based Personal Lubricant, Alevoera, 200 Ml
2. XYZ Pure & Natural Massage Oil, Lavendar and Mint, 500 Ml

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. Ex: 1.ABC Water Based Personal Lubricant, Alevoera, 200 Ml	Do not use all capital letters: **ABC WATER BASED PERSONAL LUBRICANT, ALEVOERA, 200 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 point should be constructed in the following manner and contain the below attributes:

Recommended bullet point format for Pots and Sets

- Bullet Point 1 – Ingredients
- Bullet Point 2 – Scent | Item Form
- Bullet Point 3 – Recommended Uses of Product
- Bullet point 4 – Directions
- Bullet point 5 - Special Features

. Example:

- Ingredients: Pure 100% Lavender and Mint Extracts Ayurvedic Massage Oil
- Scent: Lavender & Mint| Item Form: Oil
- Recommended Uses of Product: This Oil Contains Lavender Oil, Which Is Said to Help with Anxiety, Fungal Infections, Allergies, Depression, Insomnia, Eczema, Nausea, And Menstrual Cramps.
- Directions: You can use this as a carrier oil and massage as required
- Special Features: Cruelty-Free Vegan Massage Oil Made with High-Quality Natural Ingredients.

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex : Material : Cast Iron	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 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 product description format

Recommended Format:

Shop variety of [Name of the Product] from [Brand Name] available on Amazon. [Special Feature]

Example: Shop variety of massage Oils from ABC available on Amazon. Best relaxing massage oil will allow your hands to glide smoothly and will leave the skin feeling soft, smooth & refreshed. The relaxing massaging oil for athletes helps relax sore muscles, lead an active lifestyle, and relieve pain.

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