

STYLE GUIDE SKIN FOUNDATION CONCEALER

Following are some simple Image related pre requisites to list on Amazon

- Quick Nav.
- Image Guideline
- Title Guidelines
- What to do.
- What to not do
- Recommendation

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
- 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 compulsory have minimum of 3 Images.
- 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.
- 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:

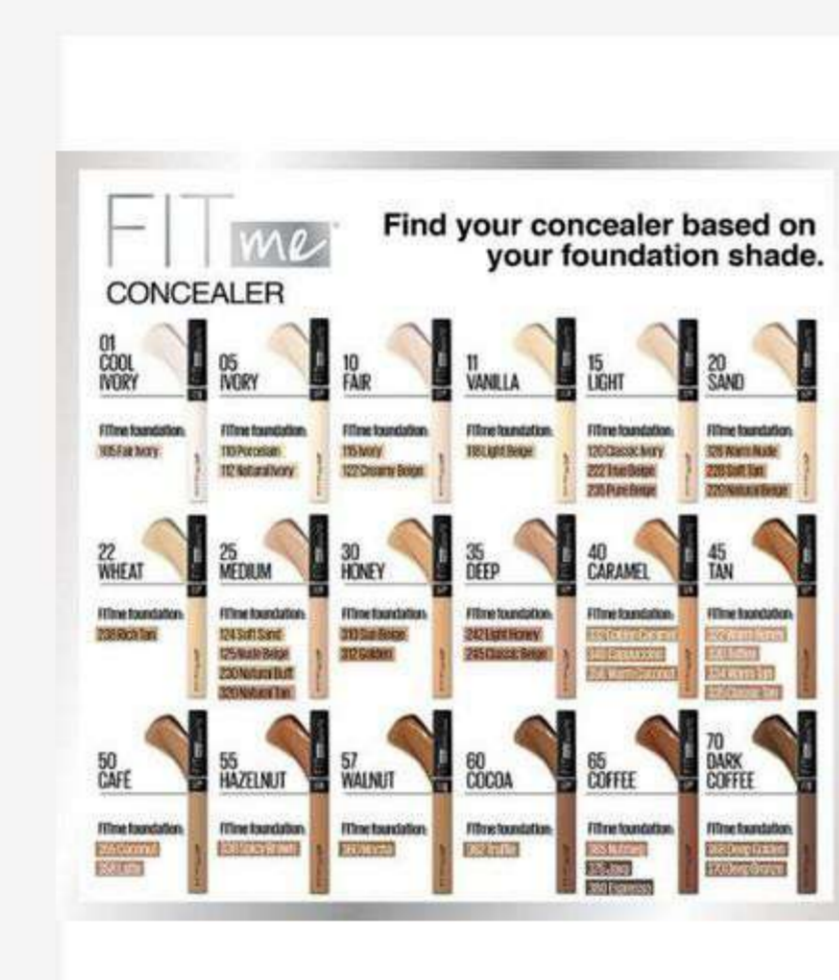


1. Non-white background for Main Image
2. Product should occupy 85% of image space
3. Multi views in MAIN
4. Blurry or pixelated images

Accepted Images



- 1.
- 2.
- 3.
- 4.



- 5.

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 search online or visit Amazon.in. Titles also give important information to browsing customers, increasing the chances that they will click on and purchase one of your items. Amazon uses the words in product titles to display your products in search results. A concise and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. Follow the guidelines below to create product titles that make a good first impression.

For the Parent of Variation Products

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

Examples:

1. ABC Natural Mousse Liquid Foundation
2. XYZ Infallible Stick Concealer

For Standalone or Child products

[Brand Name] + [Model] + [Item Form] + [Item Type Name] + [Finish Type] + [Shade] + [Item Volume] + [Item Volume Unit of Measure]

Examples:

1. ABC Natural Mousse Liquid Foundation, Matte finish, Ivory Beige, 100ml,
2. XYZ Infallible Stick Concealer, Natural finish, Warm Sand, 50ml

| 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 |

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

- Bullet Point 1 – Ingredients
- Bullet Point 2 – Product Benefit
- Bullet Point 3 – Directions
- Bullet Point 4 – Skin Tone, Skin Type, Duration
- Bullet Point 5 – Special Features

Example:

- Ingredients: Talc, Pigments, Zinc Stearate, Mica, Propylene Glycol
- Product Benefit: Natural looking coverage and glow, HQ quality full coverage, Radiant Rich in color and texture
- Directions: Pour foundation, place in dot on face and blend it
- Skin Tone: Fair, Skin Type: Normal, Duration: Lasts up to 8 hours
- Special Features: No Oil, No Waxes, Natural Coverage that leaves skin the way it meant to be fresh breathing natural. Ultra-lightweight, this high-tech liquid formula never settles into fine lines, and it melds on for a no makeup look while full coverage in an instant, Transfer proof and waterproof

| 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 |
| 5 | 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

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

Example: Shop wide range of collection of Foundation from the house of ABC on Amazon No Oil, No Waxes, Natural Coverage that leaves skin the way it meant to be fresh breathing natural. Ultra-lightweight, this high-tech liquid formula never settles into fine lines, and it melds on for a no makeup look while full coverage in an instant, Transfer proof and waterproof

| 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 |