

STYLE GUIDE SKIN CARE PRODUCT

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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.
- 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.



1. Main Image- Front Shot



2. Swatch with Texture



3. Key Benefits / Features



4. Before and after

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] + [Collection] + [Style]

Examples:

1. ABC Skin Illuminate Face Serum
2. 123 Vitamin C Skin Clearing Serum
3. PQR Skin Lightening Face Pack For Glowing Skin

For Standalone or Child products

[Brand] + [Collection] + [Style] + [Item Weight (if applicable)] + [Item Volume (if applicable)] + [Color if applicable]] + [Specific Uses for Product (If applicable)] + [Unit Count] + [Unit Count Type]

Examples:

1. ABC Skin Illuminate Face Serum for Radiant Skin, 30 gm
2. 123 Vitamin C Skin Clearing Serum for Brightening, Anti Aging Skin Repair, 30 ml
3. PQR Skin Lightening Face Pack For Glowing Skin, 2 Set

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. ABC Skin Illuminate Face Serum For Radiant Skin, 30 Gm	Do not use all capital letters: ABC SKIN ILLUMINATE FACE SERUM FOR RADIANT SKIN, 30 GM
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 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 :Raspberry present in the sunscreen is high in antioxidants	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: 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

Explore a wide range of [Item Type Name] from [Brand] on Amazon. [Item Type Name] which is enriched with [Ingredients] suits [Skin Type]

Example

Explore a wide range of Face Masks from ABC on Amazon Moisturizers which is enriched with green tea suits all skin type

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