Product Listing & Content Guide

Beauty. Version: August 2016

Please note that you have sole responsibility for ensuring that your offers comply with legal requirements. Amazon cannot advise you on legal issues. If you are unsure which information you need to provide for your product, or if you have questions with respect to legislative requirements, we recommend that you seek independent legal advice.

This Style Guide will help you to offer your products effectively and to maximize your sales.

Your commercial success at Amazon.co.uk depends on the quality of product information filed. The product details page **replaces the traditional consumer consultation.** Product offers, which are correctly set out in detail, with a consistent title and product images, will be easier for customers to find and so will **sell more often** and **be returned less often**.

Comprehensive product information also means that the pages will be found more easily and more quickly by search engines. The more content you provide on your product page, the higher the likelihood that the page will rank higher in leading search engines and will therefore be found and called up by more visitors.

Further information and the up-to-date files are accessible at Seller Central:

- Classification lists / Browse Tree Guides (= BTG) for beauty products
- Flat File to upload your beauty products

Sales restriction for the Beauty category:

Please note that products in the Beauty category are subject to a restricted admissions policy. If you have not applied for approval to sell in this category, please contact Seller Support.

Contents

A)	**Layout of the product details page**	4.	Pricing information
B)	**Title**	5.	Brand / Manufacturer
C)	**Product images**	6.	Identifying the correct Browse Node ID
D)	**Detailed information**	7.	Refinements
1.	Key principles for optimal visibility and data quality	8.	Variations
2.	Bullet Points - Highlights	9.	Search terms
3.	Product description		

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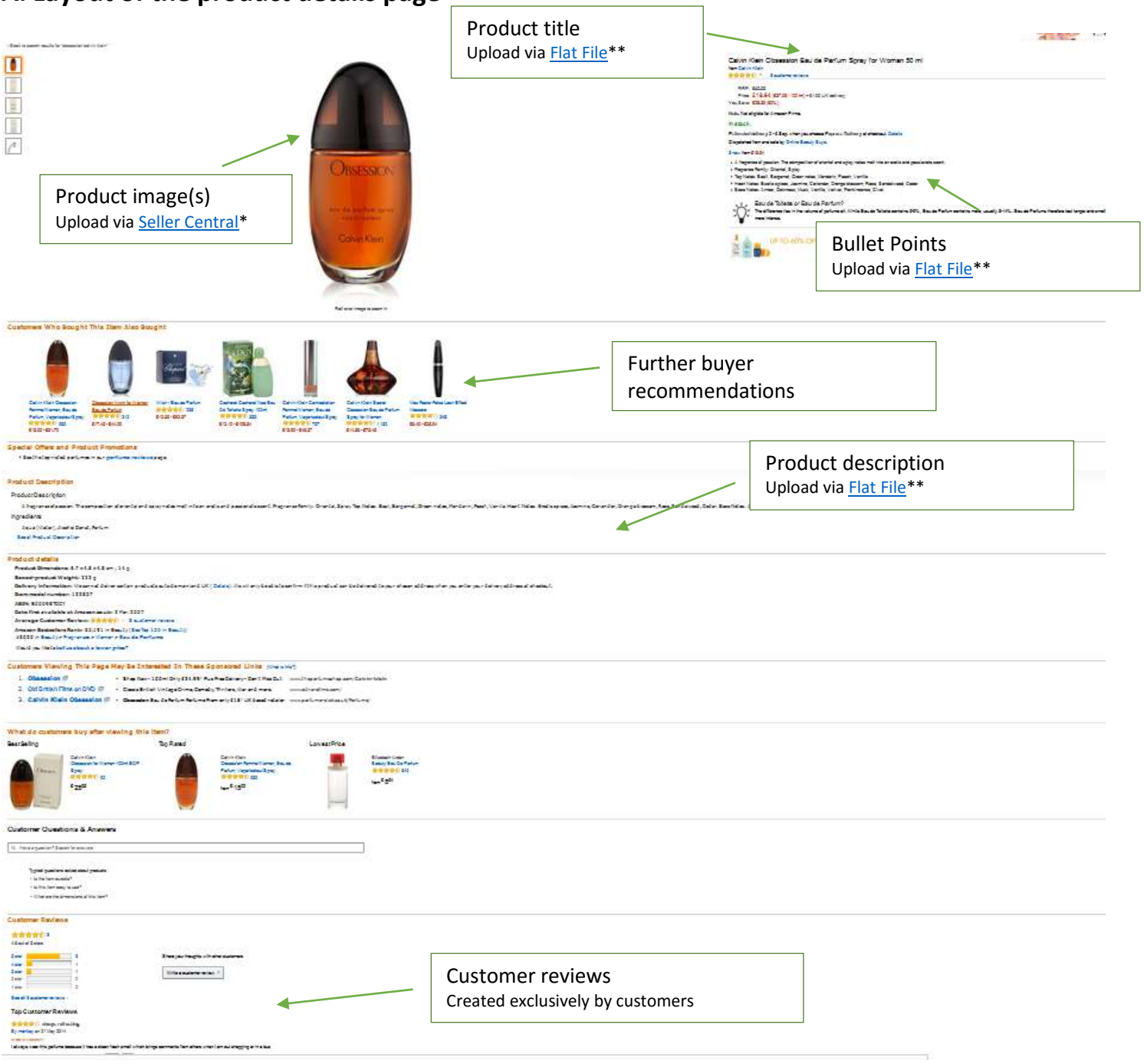
A. Layout of the product details page



B. Title

Good product titles build customer confidence in you as a seller: The product title appears next to your product image and provides the **first impression** that customers have of your product. It is the first opportunity to convince customers of your professionalism and quality as a seller. In addition, the product title appears in search results, both at Amazon and by external search engines.

Keep your **title concise, informative and accurate** in accordance with the syntax recommended by Amazon:

Right

- ✓ The shorter, the better: Limit yourself to those features that are necessary to differentiate the product from others, maximum of 80 characters.
- ✓ Use upper and lower case correctly (no capital letters). For example, write "Nivea".
- ✓ Provide the brand or manufacturer with English spelling.
- ✓ Always provide the product title (except for proper names) in the English language.
- ✓ If you are offering a bundle of products, provide the number of products in the title.
- ✓ Format for millilitres or grams: "Number - space - unit" e.g. 50 ml; abbreviate units with common abbreviations: Millilitre = ml, grams = g, litre = l, milligram = mg.
- ✓ Use "/" before and after a space.
- ✓ Insert the weight / volume of an item in the title of the child ASIN.

Wrong

- × Using only lower case or capital letters (e.g. NIVEA or nivea) and numerical phrases.
- × No abbreviations. Write "mascara" and not "masc.".
- × Information such as price, shipping, company details or time-related details such as "Offer for a limited period only" or "Hit of the year" do not belong in the title.
- × Using symbols such as, for example:?, *, €, " "
- × Using HTML tags or special characters which do not appear on the standard keyboard (e.g. ®, ©, ™).
- × Never use "|" (pipe) or “#” (hash).
- × Subjective commentary or commentary relating to promotional activities such as, for example, "special offer", "best seller", "free of shipping costs", etc.
- × Do not use your seller name for the brand or manufacturer, unless your seller name is the corresponding brand.

As Fragrances can either be for example “Eau de Toilette”, “Eau de Cologne” or “Eau de Parfum”, with a different strength in scent, this sometimes leads to customer confusion. In order to avoid this, you should always spell out each type (for example: “Eau de Toilette”, “Eau de Cologne” or “Eau de Parfum”) when listing the product and not abbreviate it (i.e. “EdT”), so that it is clear to customers what kind of fragrance they are buying.

Good Example:
Calvin Klein Obsession Men Eau de Toilette
Spray, 1 x 125 ml

Bad Example:
Calvin Klein Obsession Men EdT
Spray, 1 x 125 ml

The **format of the title** on Amazon in the Beauty category is as follows:

[Brand] + [product name] + [individual item per packing unit] "x" [net volume of the product (in g or ml)]

Good titles

- ✓ L'Oréal Paris Age Perfect Luxury Facial Oil, 1 Pack (1 x 30 ml)
- ✓ Max Factor False Lash Effect Mascara Black, 1 Pack (1 x 13 ml)
- ✓ Calvin Klein Obsession Men Eau de Toilette Spray, 1 Pack (1 x 125 ml)
- ✓ Max Factor Kohl Kajal 10 White, 1 Pack (1 x 4 ml)

Bad titles

- × electronic Cigarette from RICCARDO® in a handy set Model R101 classic - contents: 1 Cigarette and 10 Refills with 0.0 mg nicotine Tobacco Flavour ("MB") with all accessories - the optimal Starter Set
- × Set for Mum
- × Tetra 708914 TetraMin, staple food for all ornamental fish in flake form, for your fish to live a long and healthy life, 1 L

Please note that, at Amazon, there is **only one product details page for each product**, even where several sellers offer this product. Therefore, **the product title and description must never contain information that only applies to a specific seller**. Non-compliance with this principle can lead to suppression of your item in this category.

Changing the title: If you want to make changes to an existing title, you have the following options:

- Edit the title yourself in *Seller Central* via → *Manage Inventory* → *(for the product) Actions* → *Edit details* → *Important Information* → *Product Name.*
- Alternatively, you can edit the *Flat File* and then upload the characters for the relevant product with the new title.
- Alternatively, you can upload changes using the Listing loader.
- If you experience difficulties, please contact the Seller Support.

C. Product images

Clear and informative images, which allow clear recognition of the product offered, are of key significance for your sales on an online shop. Because customers cannot handle the products, it is even more important that you use multifaceted images to depict the product clearly for customers. Ideally, your images will be high resolution so that the zoom function can be used. In addition, it is recommended that you upload several pictures featuring different viewpoints or detail views of the product. Product images should not contain text, watermarks or logos.

Minimum requirements for product images:

- ☐ **Minimum size: 500 pixels** along the long edge; **zoom can be used from 1200 pixels**.
- ☐ The product must take up **80% - 90% of the total area of the image**.
- ☐ The whole product must be represented in the image - no part of the product may be cropped out.
- ☐ Images must be **free from text, borders/frames, logos, labels, pricing notices and watermarks**.
- ☐ The **image background for the main image must be 100% white** (RGB 255,255,255 – this requires editing). A light shadow to separate the product from the image background is permitted. Please use the main image to show the product alone **without accessories or examples of use**.
- ☐ For additional product images, the product can be portrayed in the environment in which it is used. However, the background should not distract from the product offered. Text, schematic representations and drawings are allowed so long as they contribute to an explanation of the product.
- ☐ Please do not upload any lifestyle pictures as your main image. Such pictures are allowed and even desirable as additional images.

Product Listing & Content Guide

Beauty. Version: August 2016

- ☐ The product must be clearly discernible, illuminated and depicted from an informative perspective. **It is fundamental that the customer purchases everything represented in the image**:
    - If a perfume is offered, only one bottle is to be shown in the picture.
    - If a perfume is offered, for example, in a set with a deodorant, then the product photo must show both the bottle and the deodorant next to each other (not offset).
- ☐ If the product can be purchased in **different designs (e.g. sizes, colours)** a separate picture must be provided for each of these variations.
- ☐ Picture format **JPG with RGB colour system** (the CMYK colour model will be rejected by the system).
- ☐ Please do not use **any placeholders such as "Image unavailable"**.

Different types of product image:

In the Amazon catalogue, several images can be displayed for the same product. Main images for all parent ASINs (= parent items) and child ASINs (= child items) are the minimum you need to provide.

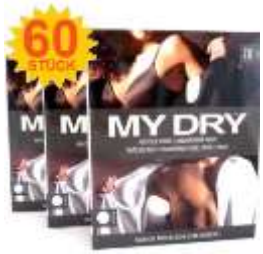
- **Parent ASIN main image**: You must provide a parent main image which shows the product you are providing.
- **Child ASIN main image**: Each child ASIN must have a main image which, for example, portrays the respective size or colour shading. You must provide a child main image for each variant in which you sell the product.

Alternative images show different views of the product to better represent the reverse of the product, gift wrapping or suggestions for use. You can provide up to eight alternative images per parent ASIN and child ASIN.

Examples of good and bad images:

✓ **Good main images**

× **Bad main images**



Right

- ✓ Choose clear, high-quality and informative pictures of the individual products
- ✓ The main image must stand alone on a white background without shadow
- ✓ Present the product without packaging
- ✓ Only the product must be shown in the main image - without accessories or examples of use
- ✓ Product set images include all individual products included in the box contents

Wrong

- × Low resolution images of poor quality with text, logos, watermarks and pricing information
- × Main images with colour background or frames
- × Several perspectives in the main image
- × Campaign images or brand images
- × Wording "NEW" or "Set" or similar
- × Image does not include all the products in the box contents

Changing product images: If you want to change existing product images, you have the following options:

- Edit the image yourself in *Seller Central* via → *Manage Inventory* → *(for the product) Actions* → *Edit* → *Image details.*
- Alternatively, you can edit the *Flat File* and then upload the characters for the relevant product with the new images.
- If you experience difficulties, please contact the Seller Support.

D. Detailed information

Products that are set out correctly (in detail and comprehensibly) are more easily found by the customer and therefore sell more often.

In addition to good product titles and good product images, your commercial success at Amazon.co.uk depends on the quality of the product information filed.

1. Key principles for optimal visibility and data quality

- ☐ Only product data and product details provided in full enable customers to find your products easily and quickly and to make a decision to purchase.
- ☐ Positive and comprehensive product descriptions can increase sales and help to reduce the number of returns. Only use official manufacturer specifications. Compose your product descriptions as individual, continuous text as far as possible: These descriptions need to replace the traditional consumer consultation and increase your chance of appearing in search results.
- ☐ Give your products a specific Browse Node ID (always the lowest/most detailed browse node), in order to facilitate visibility in filter and search requests.

☐ Search terms facilitate visibility of your product even where synonyms are input. The use of external or comparative brands is prohibited in this context.

2. Bullet Points – Highlights

In addition to good product titles and good product images, your commercial success at Amazon.co.uk also depends on the quality of Highlights field. In Highlights/Product Features, you have the opportunity to provide more detail of the benefits and characteristics of your product. Features should be short and succinct so that the customer understands the benefits of your product immediately and is interested in accessing more information. Highlights are located close to the product photo and are relevant for internal Amazon searches as well as for external search result hits.

Right

- ✓ Factual information - indicate the key features of your item.
- ✓ Describe the most important benefits and characteristics of your product.
- ✓ Information on product dimensions including measurements in cm or weight in g.
- ✓ Begin each point with an upper case letter.
- ✓ Write numbers in full ("two" instead of "2").
- ✓ Check your features for grammar and spelling.

Wrong

- × You do not have to use all 5 features. 3 good ones are better than 5 unimportant ones.
- × Including subjective, time-sensitive commentary, e.g. "Hit of the year" or pricing information.
- × Integrating specific listing data such as advertising and shipping information.
- × Using HTML tags or special characters which do not appear on the standard keyboard (e.g. ®, ©, ™, etc.).

Good Highlights (example: make-up powder)

- ✓ Honey-coloured powder ideal for foundation, concealer, highlighting powder or make-up finish.
- ✓ The finely-textured powder gives your skin a silky and even tint.
- ✓ Contents: 8.5 g.
- ✓ Free from oils and parabens.

Bad Highlights (example: make-up)

- × Make magic with your perfect make-up.
- × Over-the-counter.

Changing Highlights If you want to change existing Highlights, you have the following options:

- Edit the image yourself in *Seller Central* via → *Manage Inventory* → *(for the product) Actions* → *Edit* → *Description details.*
- Alternatively, you can edit the *Flat File* and then upload the characters for the relevant product with the new Bullet Points/attributes.
- If you experience difficulties, please contact the Seller Support.

3. Product description

The product description allows you to give a detailed description of the products offered in free, emotionally appealing, continuous text and replaces the sales pitch. Here, you can provide general information about the manufacturer or the brand and information on the manufacturing process. Your product description is your "online sales assistant" and explains to the customer why this particular item is right for him or her. Take corresponding care to include all information that is relevant to the decision to purchase. The length of the text is variable. Please use only English text, in order not to exclude any customers.

Right

- ✓ Use the field to provide a more detailed description of the item, using full sentences (continuous text) and do not restrict yourself only to key points.
- ✓ Describe the unique selling points of the product.
- ✓ No bold font, italics or other formatting.
- ✓ Use a neutral form of address to customers (not "we guarantee" but, rather, for example, "[Brand] guarantees").
- ✓ Describe the product, not your brand.

Wrong

- × Do not leave this field blank - as you will miss out on your chance to persuade customers to purchase your product.
- × Do not provide merchant-specific or offer-specific details (e.g. price or shipping), as the product description will be shown for all sellers and must therefore only contain information of general validity.
- × Do not use abbreviations, special characters or capitals.
- × Do not use sensational headlines such as, for example, "World's First" and do not use HTML formatting, marked separations or enumerations.

***Multi-packs (bundles) / Number of units per packet (Item Package Quantity or IPQ)**

Information for multi-packs (bundles) gives the customer information relating to the number of units per packet (IPQ) in one offer. Make absolutely sure that you have entered the right IPQ in the data pool and this will be displayed correctly on the details page.

Note: Most manufacturers assign EANs for individual items and sell these as a set (e.g. "2 for 1").In order to reduce the error rate on the details pages and to minimize customer confusion, it is important that you provide the IPQ of the item either in a set or as a standalone product.

Product	Number of units per package (IPQ)	Why?
Lindt: Nostalgia - Gift Pack with 100 g Pralines	1	The customer receives 100g pralines in a package.
Columela Extra Fine Olive Oil from Spain 750 ml bottle (Pack of 2)	2	The customer receives two 750ml bottles.

Note: Provide the number of items that you are selling in the product file. This should prevent different entries for the same product being found on the details pages.

Please take care to provide the quantities of your products. You can only use one ASIN for one quantity. If you want to offer the product in a different quantity, please use a separate ASIN for this. Bundles with multiple, identical articles must use the manufacturer's EAN for the individual articles, and input the quantity offered in the "Item Package Quantity" field.

Changing product descriptions: If you want to change existing product descriptions, you have the following options:

- Edit the product description yourself in *Seller Central* via → *Manage Inventory* → *(for the product) Actions* → *Edit* → *Description details.*
- Alternatively, you can edit the *Flat File* and then upload the characters for the relevant product with the new product description.
- If you experience difficulties, please contact the Seller Support.

4. Pricing information

Products offered according to weight, volume or length, should be provided with a basic price (e.g. 20 GBP / 100 ml for a perfume with capacity of 200 ml and a price of 40 GBP). So that the basic price can be shown correctly, you must provide the necessary data.

For products for which a basic price needs to be shown, please provide the weight / volume / length of the product and unit of measurement in the Flat File or via the "Add product" function in Seller Central. The basic price will then be calculated automatically and presented on the details page and the "All offers" page.

5. Brand / Manufacturer

Brands are not only referenced in Amazon searches but also in external search engines and customers can filter their search results by brand. Please **always** provide a brand and pay attention to **correct spelling**. Please use "unknown" for no-name products and not your seller name.

Brand definition: Brand of the product. This will be displayed on the product details page and used for optimal categorization.

Manufacturer definition: Manufacturer of the product, often the same as the brand. This will be displayed on the product details page and used for optimal categorization.

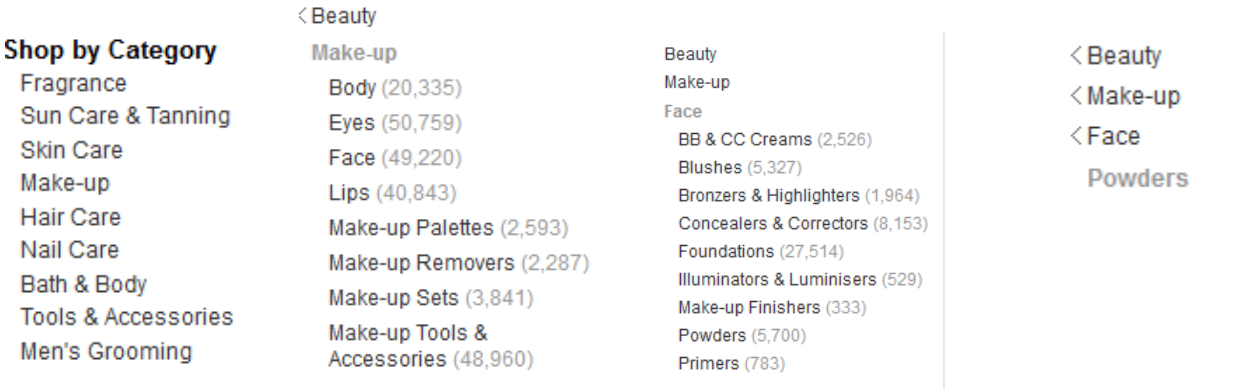
6. Identifying the correct Browse Node ID

The Browse Node ID is the product category in which the item is classified. The customer sees this category in the left-hand column when searching for a specific term or navigating using the category structure when browsing. Correct classification of your product in the respective Browse Node is of decisive significance for its visibility.

Imagine the category structure as a tree with branches (subcategories) and leaves (Leaf Node). The branches represent the respective subcategory; the leaves are the final points within the structure where the customer cannot specify the category any further. An example for "face powder":

ID 161335031; pathway: Beauty / Make-Up / Face / Powder

Category "Beauty" → Subcategory "Make-Up" → Subcategory "Face" → Leaf Node "Powder"



Only if your item is categorized in the relevant Leaf Node (in this example, face powder with ID 161335031), will your customer find it here. Categorize your item as specifically as possible and as low as possible. As soon as the item is categorized in the Leaf Node, it also appears in the sub-categories and can be found, for example, by browsing within the navigation in the corresponding categories. Please make use of this option - if it is easier and quicker for the customer to find the desired item, the likelihood of purchase is higher. Proceed as follows:

1) Determine the pathway that best fits your product in the Browse Tree Guide (example: Beauty -> Make-Up -> Face -> Powder). Do not use the grey Browse Node entries for parent folders - these are only added to provide a better overview.

2) Next, assign the appropriate number of Browse Tree Guide (also called a "BTG" or "Classification List") from the table. Indicate the Browse Node as precisely as possible. Always assign the **lowest Browse Node from the BTG**. The ASIN (i.e. your item) is **automatically also represented in all parent Browse Nodes**.

Right

- ✓ Classify your item as low as possible.
- ✓ Select the most appropriate category.

Wrong

- × Do not categorize your item only in subcategories, even though Leaf Nodes exist.
- × Always select the most appropriate category, instead of one which is only an approximate fit.

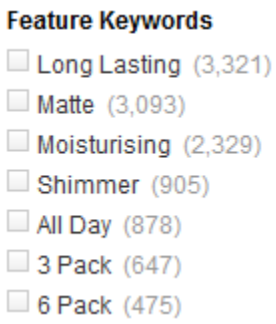
If you are unsure about the Leaf Nodes, you are welcome to consult the Product Classifier.

7. Refinements

Refinements are **additional filter options** within specific Browse Nodes, which the customer can see in the left-hand column of his/her search results page. They serve to limit the choice of items and to specify more precisely.

The lower the customer navigates down the category structure, the more specific the refinements become. Where the customer clicks on a refinement, your item will only appear if this information has been inserted in the Flat File. Depending on the item type, there are various fields to complete in the Flat File. You can find information on which refinements are offered for each Browse Node in the Browse Tree Guide (BTG).

In addition to the filter options, this data is often explicitly highlighted on the details page, where customers receive more information on the item and conversion i.e. the number of website visitors who actually convert to product purchase is positively influenced, for example for special characteristics of a mascara or choice of colours available:



8. Variations

In order to make searching easier for customers, all **variants/designs of a product are shown directly on the product details page**. Depending on the product line, the presentation of these variations can differ somewhat. In the case of a variation, the customer reviews will be accumulated within the product variations, i.e. the same reviews will be displayed for all variants/designs. It is therefore important that variations for products are only input where these differ in only one attribute e.g. varying in colour or size, but otherwise identical. For different products in a collection, e.g. shampoo and matching conditioner in the same series, variations cannot be input here. Here is an example for a product variation in relation to colour:

Variations always consist of two parts:

Firstly, the principal item (= parent item, known as the "**Parent ASIN**"): This product is just a placeholder. As it cannot be purchased, it has no quantity, price or barcode information. However, you must provide your parent ASIN with an **image and a product description**! The **title provided must be generally valid**. The second component of a variation is one or more child items (= child product, known as "**Child ASIN**") which are all related to one and the same parent product; only child ASINs can be purchased by customers.

Each individual child ASIN can be assigned its own images/prices/delivery times etc. These will be displayed on the Amazon website after the product has been selected. Please ensure that each individual child ASIN receives its own barcode (EAN, UPC) and use it here; it is not possible to represent variants using a single barcode.

It is also crucial that you include the attributes (e.g. the colour or size) of the respective variants in the product title of the child ASIN, e.g. **L'Oréal Paris Glam Shine 6H Lip-gloss *Cinnamon Addict***. Please pay attention to correct allocation when inputting size and colour variants. This information will later be displayed in the customer's order confirmation and also in your order reports in Seller Central.

9. Search terms

A large proportion of our customers use Amazon by searching. The search function is therefore a central element and customizes your results according to the search location. Fundamentally a distinction is made between:

All Product Search / General Search (homepage):
Here, customers find all products which are connected with the search terms provided. The more general the search request, the more likely it is that products spanning multiple categories are displayed in the results. The customer has the opportunity, after an *All Product Search* to limit the search by selecting the desired categories (left-hand navigation).

Category-specific search:
Here, the customer only finds products that are connected with the search terms provided within the relevant category.

Finding the right search terms:

As the title and Highlights/product features are included in the search results, it is not necessary to repeat these in the search terms. Vice-versa, however, no appropriate search terms should be used in the title; these should only be put in as search terms. When selecting search terms, be guided by the customer and when defining these, always ask yourself the question: **"What is the customer looking for when s/he wants to buy my product?"**. When selecting search terms, the following guidelines must also be observed:

Right

- ✓ Use all available fields, ideally a maximum of 50 characters per field.
- ✓ Separate individual words by commas and double words with a space (e.g. Valentine's Set).
- ✓ Use terms, synonyms or definitions which describe your product and **do not already appear in the title**.
- ✓ Words which pertain to your product or your brand.
- ✓ Use local and colloquial terms.
- ✓ Use search terms for product variants.

Wrong

- × Repeating the brand or elements of the title (automatically referenced).
- × Misspellings or plural (our search program finds these terms).
- × Subjectively-coloured adjectives such as unique, unforgettable, etc.
- × Terms that are too broad/generic, e.g. scent.
- × Terms which are associated with competitors (product names, brand names).
- × Time-related / price-related descriptions (e.g. cheap, new).
- × Providing your seller name.

In particular, inputting false or misleading attributes or third-party brands or third-party manufacturer names is an infringement of Amazon Seller Guidelines and can lead to suspension of your account.