

Beauty Style Guide

MAKEUP



EYES



LIPS



FACE



NAILS



MAKEUP TOOLS



SKIN CARE



FACE



EYES



LIP CARE



BATH & BODY



SUN



HAIR CARE



SHAMPOO



CONDITIONER



STYLING



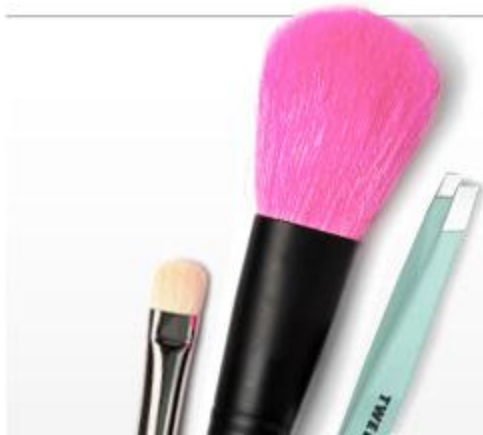
HAIR COLOR



HAIR LOSS



TOOLS & ACCESSORIES



STYLING TOOLS



MAKEUP BRUSHES



NAIL TOOLS



BAGS & CASES



CLEANSING TOOLS



PERFUME & COLOGNE



FOR WOMEN



FOR MEN



NEW ARRIVALS



TOP RATED



VALUE BUYS



About this document

Customers today actively visit major e-commerce portals like Amazon to search, seek, compare and consume brand/product information before making a purchase decision. Our goal is to present our selection in a curated and personalized manner such that customers feel like they're wandering through a mall where their favorite brands are featured but also being able to discover new brands and styles with a boutique-like feel where it's easy to find anything they're looking for.

The information that you upload to Amazon is displayed on the product detail page and plays a critical role in educate customers to purchase your products. Since Amazon customers are not able to physically pick up or view products when shopping for an item, our goal is to enable the customer to make an informed buying decision by providing as much information as possible on the product detail page. A good detail page is a proven way of driving traffic, product discoverability and online product sales.

The below style guide has two components: Data and Images .This Style Guide is intended to give you guidance you need to create effective, accurate product detail pages in Beauty category.

Product Detail Page

The detail page shows information about the product, including images, product specifications, and prices. It also shows customer-generated content that can help to inform the purchasing decision, such as customer reviews and other post-purchase feedback.

Product Detail Pages with rich & accurate information and high resolution product images not only help in driving traffic and sales but also inspire a customer to spend more time shopping for your products to discover a selection matching his style, latest trends and preferences. The standard amazon product detail pages have various components which directly impact the customer's online buying experience.

These key features have been highlighted below in 'Image reference - Product detail page'.

Image reference – Product detail pages

Item Name as per title style guideline

Product Variant Images – Hi Resolution

Product Main Images – High Resolution

Bullet Points

Product Description

Product Description

Color: Petal Rebel

Dare to whisper. Get truly translucent gel color from color whisper by color sensational. Pure color pigments suspended in a weightless gel deliver sexy, soft, see through color with a touch of shine, without the heavy waxes and oils found in traditional lip color.

The table below shows the need and the description of each attribute

| Product detail page feature | Customer Impact |
|------------------------------------|--|
| Product title | <ul style="list-style-type: none"> ▪ Product title is the first thing which customers see when visiting your detail page. ▪ Clear concise titles will improve search results and catch the customer’s attention |
| Product feature bullets | <ul style="list-style-type: none"> ▪ Feature bullet summarizes the key benefits and USPs of your product. ▪ Customer may finalize a purchase decision based on this information alone, or it may interest them enough to then read the full product description. |
| High resolution images and video | <ul style="list-style-type: none"> ▪ High resolution images allow customers to be able to zoom in and view the product from close detail. ▪ This is similar to the “touch” & “feel” which a customer does in physical retail. ▪ Professional images on white backgrounds will not only bring life & added attractiveness to your products but also would help drive sales conversions |
| Product specification | <ul style="list-style-type: none"> ▪ Allows the customer to better understand and evaluate the product he is looking for based on a standardized set of product attributes. ▪ These attributes highlight the key features and benefits of your products |
| Product description | <ul style="list-style-type: none"> ▪ This section is an opportunity for the customer to further drill down into the details of your product. ▪ An accurate and consistent description of an item enables a customer to gain insight into a product and improves the overall shopping experience. ▪ Use the product description to describe the product clearly and differentiate it from similar products |
| Variant | <ul style="list-style-type: none"> ▪ Variants let the customer choose his/her desired color by looking through the color variants available for the same product. ▪ It is one of the most important part of a detail page since it provides excellent customer experience by offering multiple color of the same product on the same page |

Title Style guideline

Title should be framed in the below format:

Brand name + Item name + Node Name + Color/Flavor/Size/Scnt + Weight (Count of Pack)

For example:

- Eos Hand Lotion, Cucumber, 1.5 Ounce (Pack of 6)
- Garnier Skin Renew Anti-Dark Circle Roller, Medium/Deep, 0.5 Fluid Ounce
- Maybelline 24 Hour Eyeshadow, Painted Purple, 0.14 Ounce

Points to be noted while framing title:

- ✓ Hyphen should not be used in titles

For example:

Joico Body Luxe Thickening Conditioner, 10.1-Ounce should be **Joico Body Luxe Thickening Conditioner, 10.1 Ounce**

- ✓ Weight should not be included in the title for gift sets

For example, the title Disney Disney High School Musical 3 4 Pcs Set Eau De Toilette Spray, 3g Eye Shadow, Lip Gloss, Tattoo,1 Count should be,

Disney High School Musical Gift (Set Eau De Toilette Spray, Eye Shadow, Lip Gloss, Tattoo)

- ✓ Flavors/colors should always be distinguished from the item name using a comma

For example: Mistral Shower Gel Lychee Rose, 10.14-fluid Ounce should be

Mistral Shower Gel, Lychee Rose, 10.14 Fluid Ounce

- ✓ If there are 2 similar Gift sets, then the title should be in the following format:

For example:

Paris Hilton Perfume Women Gift Set

Paris Hilton Perfume Women Gift Set



Then the items in the gift sets should be mentioned and the title will be like below:

Paris Hilton Perfume Women Gift Set (Eau De Toilette Spray, Body Lotion)

Paris Hilton Perfume Women Gift Set (Eau De Parfum Spray, Bath Soap, Lip Color)

- ✓ Don't use Pack of 1 or 1 Count in the title.

| Browse Node 1 | Browse Node 2 | Image | Naming | Example |
|---------------|---------------------|---|--|--|
| Bath & Shower | Bathing Accessories |  | Brand name + Item name + Node Name + Size | Hydrea Professional Dry Skin Body Brush with Cactus Bristles |

| | | | | |
|--|--------------------------------|---|---|---|
| <p>Bath Shower & Bath</p> | <p>Bath</p> |  <p>The image shows two items: a green rectangular box and a dark green glass bottle. Both feature the Weleda logo and text: 'Citrus Refreshing Bath Milk', 'Bain vivifiant au Citrus', and '200 ml e 6.76 FL.OZ.'.</p> | <p>Brand name + Item name + Node + Name + Weight</p> | <p>Weleda Citrus Refreshing Bath Milk, 200 ml</p> |
| <p>Bath Shower & Soaps & Body Washes</p> | <p>Soaps & Body Washes</p> |  <p>The image shows a white plastic bottle of Dove body wash. The label features the Dove logo, 'new' in a red box, 'go fresh' in green, and 'cucumber & green tea wash'. It also includes 'nutrium moisture' and '200 ml e 6.76 FL.OZ.'.</p> | <p>Brand name + Item name + Node + Name + Weight</p> | <p>Dove Body Wash, Go fresh Cool Moisture, 200 ml</p> |

| | | | | |
|---------------|------------------------------|---|---|--|
| Bath & Shower | Deodorants & Antiperspirants |  | Brand name + Item name + product type + Weight (Count of Pack) | Dove go sleeveless Beauty Finish Deodorant, 2.6 Ounce |
| Fragrance | Sets |  | Brand name + Item name + Gender + (Contents in the Pack with grammage for each item) | White Diamonds by Elizabeth Taylor for Women, Set (Eau De Toilette Spray 3.4 Ounce, Eau De Parfum Spray 0.5 Ounce, Body Lotion 3.3 Ounce, Body Wash 3.3 Ounce) |
| Fragrance | Eau de Toilette |  | Brand name + Item name + EDT/EDP + Gender + Weight (Count of Pack) | Mont Blanc Legend Eau de Toilette Spray for Men, 3.3 Ounce |

| | | | | |
|---------------------|-------------------------|--|---|--|
| Hair Care & Styling | Hair & Scalp treatments |  | Brand name + Item name + Node + Name + Gender + Weight (Count of Pack) | Macadamia Oil Deep Repair Mask, 8.5 ounces Jar (Pack of 2) |
| Hair Care & Styling | Hair Color |  | Brand name + Item name + Node + Name + Gender | L'Oréal Paris Feria Multi-Faceted Shimmering Colour, Copper Shimmer 74 |
| Hair Care & Styling | Hair Styling Tools |  | Brand name + Item name + Node + Name + Color + Size | Spornette Porcupine Rounder Brush, Brown, 2-Inch Diameter |
| Makeup & Nails | Eyes, Lips, Nails |  | Brand name + Item name + Node + Name + Color + Weight (Count of Pack) | Lakme Absolute Matte Lip Color, Brick, 3.6ml |

| | | | | |
|---------------------------|-----------------------------------|--|--|---|
| <p>Makeup & Nails</p> | <p>Face</p> |  | <p>Brand name + Item name + Node + Name + Color + Weight</p> | <p>Lakme Flawless Matte Complexion Compact, Almond</p> |
| <p>Skin Care</p> | <p>Eyes, Lips, Face, Body</p> |  | <p>Brand name + Item name + Type + Weight</p> | <p>L'Oreal Go360 Exfoliating Scrub, 100ml</p> |
| <p>Skin Care</p> | <p>Sun</p> |  | <p>Brand name + Item name + SPF + Weight</p> | <p>Lotus Herbals WhiteGlow Skin Whitening and Brightening Gel Cream SPF 25, 60g</p> |

| | | | | |
|---------------------|-----------|--|---|----------------------------------|
| Tools & Accessories | Tool type |  | Brand name + Item name + Type + Material | Faces Tweezers with Satin Finish |
|---------------------|-----------|--|---|----------------------------------|

Long Product Description:

- ✓ Long product description should be at least of three lines explaining about the product in detail.
- ✓ Should not include any details of price on the description.
- ✓ No special characters in the description for e.g. TM, ^C etc.
- ✓ Only the brand name and proper nouns (For Ex: India etc.) should be in capitals.
- ✓ It should end with a full stop.
- ✓ It should be in paragraph form.

Example:

This unique Rice-based powder formula activates upon contact with water, releasing Papain, Salicylic Acid and Rice Enzymes that micro-exfoliate dead cells, instantly leaving skin smoother and brighter. The unique Skin Brightening Complex of Aspergillus, Grapefruit and Licorice helps to balance uneven skin pigmentation while a super-smoothing blend of Green Tea, Ginkgo and Colloidal Oatmeal helps to calm the skin, leaving it extraordinarily clear and refreshed. Gentle enough to use on a daily basis.

Product features:

- ✓ There can be a maximum of 7 bullet features and minimum of 3.
- ✓ **If the item name has weight along with pack, then that should always come as the first bullet feature**

For example:

Tri-Coastal Design Lip Treats Assortment, 0.52-Fluid Ounce (Pack of 2).

The first bullet should be:

Pack of two, 0.52 fluid ounce (total of 1.04 ounce)

- If the bullet feature does not have a pack, then it need not come as the first bullet feature.
- ✓ No full stops should be used anywhere in the bullet features:
For example: bullet feature should be All natural; Kosher certified
- ✓ Bullet features should be short, crisp and up to the point.
- ✓ Each bullet point should be limited to a sentence.

Example:

- ✓ Blends aloe vera, green tea and chamomile extracts plus antioxidants to nourish and replenish skin on contact
- ✓ Hypo-allergenic, rich unscented lotion absorbs quickly so it feels light enough to use all day, every day
- ✓ Exquisitely light, unscented body lotion with rich botanical emollients to soothe and soften even very sensitive skin
- ✓ 100% vegetarian and no animal testing
- ✓ All natural with no parabens, sulfates, phthalates, or artificial colors

Image Guidelines:

CROPPING A BEAUTY PRODUCT IMAGE

Crop Aggressively around the product, allowing a consistent amount of extra room on the bottom edge for reflections added in Retouch.



CROPPING A BEAUTY BOX IMAGE

- Crop Slightly into all sides of box to provide clean edges.
- Orient for legible text.
- Ensure type is level.
- Shoot straight on whenever possible.
- If the box is reflective and must be angled, angle it as little as possible and use Keystone Tool in Capture1 to adjust perspective, then crop as normal.

BLISTER PACKAGED PRODUCTS

Products that come in blister packaging must be photographed AS PACKAGED before removing to shoot the product itself.




| | | |
|---|---|--|
| <p>.MAIN</p> <p>Shoot product according to style guide AFTER as packaged shots.</p> | <p>.FRNT</p> <p>Front of product as packaged</p> <p>Ensure All Text is legible and level.</p> | <p>.BACK</p> <p>Back of product as packaged</p> <p>Ensure All Text is legible and level.</p> |
|---|---|--|

SKIN / HAIR / BODY CARE

Serums / Gels

Eye treatment, Face treatment, Night/Day, Anti-Aging

| | | | |
|--|---|--|--|
|  | <p>BIOELEMENTS</p> <p>Used in Professional Facials</p> <p>Oil Control Mattifier</p> <p>Lightweight oil blotting cream</p> <p>With Chinese peony, saw palmetto, sesame seed and thyme</p> <p>29 ML / 1 FL OZ</p> | <p>Ingredients</p> <p>Water (Aqua, Eau), Cetearyl Oliviate, Sorbitan Oliviate, Myristic Acid, Caprylic/Capric Triglyceride, Cetyl Palmitate, Sorbitan Palmitate, Glycerin, Thyme Vulgaris (Thyme) Extract, Thyme White Oil, Paeonia Albiflora Flower Extract, Tapioca Starch, Argania Spinosa Kernel Extract, Serenoa Serulata Fruit Extract, Sesamum Indicum (Sesame) Seed Extract, Epilobium Angustifolium (Canadian Willowherb), Flower/Leaf/Stem Extract, Hydrogenated Lecithin, Carbomer, Potassium Sorbate, Phenoxylethanol, Ethylhexylglycerin, Tromethamine</p> <p>BIOELEMENTS® Made in USA</p> <p>Manufactured for Bioelements Colorado Springs, CO 80909 Bioelements.com</p> <p>SKU: THG ART: 1212</p> | <p>Give skin an immaculate matte finish. This feather-light creme blots breakthrough oil and keeps surface shine at bay. Makeup stays put. Pores look smaller. Skin is free of shine – without feeling stripped. Created with mattifying Chinese peony, saw palmetto and sesame seed extract, plus pore-friendly thyme.</p> <p>For Combination, Oily, Very Oily skin type</p> <p>Directions: Apply a thin layer over entire face, or apply just to oily areas. Follow with a Bioelements moisturizer or sunscreen. May also be applied as needed during the day.</p> |
| <p>.MAIN</p> <p>Text should be CENTERED at all times.</p> | <p>.FRNT of Box</p> <p>Text should be LEVEL at all times.</p> <p>Shoot angled ONLY when Straight is Not Working (Reflective Boxes).</p> <p>Perspective must be adjusted.</p> | <p>.BACK</p> <p>ALWAYS THE INGREDIENTS SIDE</p> <p>Orient for legible Text.</p> | <p>.LEFT and/or .RIGHT</p> <p>Extra Sides with Information</p> |

Creams / Scrubs

Eye treatment, Face treatment, Night/Day, Anti-Aging

| | | | |
|---|---|---|---|
|  | <p>BIOELEMENTS</p> <p>Used in Professional Facials</p> <p>Oil Control Mattifying</p> <p>Lightweight oil blotting cream</p> <p>With Chinese peony, saw palmetto, sesame seed and thyme.</p> <p>29 ML / 1 FL OZ</p> | <p>Ingredients</p> <p>Water (Aqua, Eau), Cetearyl Oliviate, Sorbitol Oliviate, Myristic Acid, Caprylic/Capric Triglyceride, Cetyl Palmitate, Sorbitan Palmitate, Glycerin, PEG-40 Stearate, Phenoxyethanol, Carbomer, Potassium Sorbate, Phenoxymethol, Ethylhexylglycerin, Tromethamine</p> <p>BIOELEMENTS® Made in USA</p> <p>Manufactured for Bioelements Colorado Springs, CO 80909 Bioelements.com</p> | <p>Give skin an immaculate matte finish. This feather-light creme blots breakout oil and keeps surface shine at bay. Makeup stays put. Pores look smooth. Skin is free of shine – without feeling stripped. Created with mattifying Chinese peony, saw palmetto and sesame seed extract, plus pore-friendly thyme.</p> <p>For Combination, Oily, Very Oily skin</p> <p>Directions: Apply a thin layer over entire face, or apply just to oily areas. Follow with a Bioelements moisturizer or sunscreen also be applied as needed during the day.</p> |
| <p>.MAIN</p> <p>Text should be CENTERED at all times.</p> | <p>.FRNT of Box</p> <p>Text should be LEVEL at all times.</p> <p>Shoot angled ONLY when Straight is Not Working (Reflective Boxes).</p> <p>Perspective must be adjusted.</p> | <p>.BACK</p> <p>ALWAYS THE INGREDIENTS SIDE</p> <p>Orient for legible Text.</p> | <p>.LEFT and/or .RGHT</p> <p>Extra Sides with Information</p> |

Bottles, Pumps, Tubes

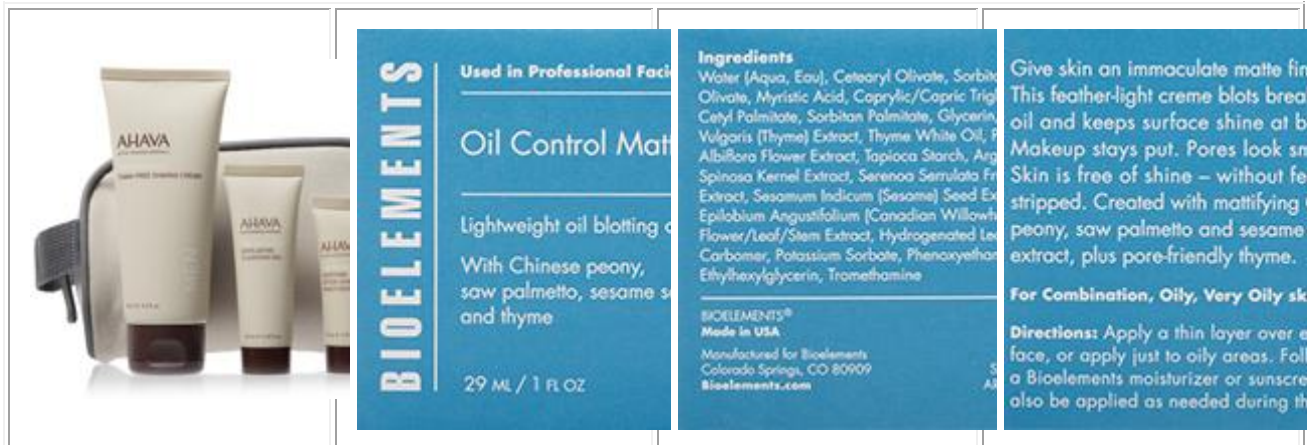
Shampoo/Conditioner, Lotion, Cleansers, Sunless Tanning



| | | | |
|---|--|--|--|
| <p>.MAIN</p> <p>Text should be centered at all times.</p> | <p>.FRNT of Box</p> <p>Text should be LEVEL at all times.</p> <p>Shoot angled ONLY when Straight is Not Working (Reflective Boxes).</p> <p>Perspective must be adjusted.</p> | <p>.BACK</p> <p>ALWAYS THE INGREDIENTS SIDE</p> <p>Orient for legible Text.</p> | <p>.LEFT and/or .RIGHT</p> <p>Extra Sides with Information</p> |
|---|--|--|--|

Skin Care Kits


Combos, Dual-Packs, and Complete Sets of facial care products



| | | | |
|---|--|--|--|
| <p>.MAIN</p> <p>Text should be centered at all times.</p> | <p>.FRNT of Box</p> <p>Text should be LEVEL at all times.</p> <p>Shoot angled ONLY when Straight is Not Working (Reflective Boxes).</p> <p>Perspective must be adjusted.</p> | <p>.BACK</p> <p>ALWAYS THE INGREDIENTS SIDE</p> <p>Orient for legible Text.</p> | <p>.LEFT and/or .RIGHT</p> <p>Extra Sides with Information</p> |
|---|--|--|--|

| | |
|--|---|
|  |  |
| <p>.PT01, .PT02, .PT03 - Show Close-Ups / More Ingredients</p> | <p>.PT01, .PT02, .PT03 - Show Close-Ups</p> |




Fragrance

| | | | |
|---|---|---|---|
|  | <p>BIOELEMENTS</p> <p>Used in Professional Facial</p> <p>Oil Control Matti</p> <p>Lightweight oil blotting cre</p> <p>With Chinese peony, saw palmetto, sesame see and thyme</p> <p>29 ML / 1 FL OZ</p> | <p>Ingredients</p> <p>Water (Aqua, Eau), Cetearyl Oliviate, Sorbitan Oliviate, Myristic Acid, Caprylic/Capric Triglyc Cetyl Palmitate, Sorbitan Palmitate, Glycerin, T Vulgaris (Thyme) Extract, Thyme White Oil, Pos Albiflora Flower Extract, Tapioca Starch, Argan Spinosa Kernel Extract, Sarenoa Serrulata Fruit Extract, Sesamum Indicum (Sesame) Seed Extra Epilobium Angustifolium (Canadian Willowherb Flower/Leaf/Stem Extract, Hydrogenated Lecith Carbomer, Potassium Sorbate, Phenoxylethanol Ethylhexylglycerin, Tromethamine</p> <p>BIOELEMENTS® Made in USA</p> <p>Manufactured for Bioelements Colorado Springs, CO 80909 Bioelements.com</p> | <p>Give skin an immaculate matte finish. This feather-light creme blots breakth oil and keeps surface shine at bay. Makeup stays put. Pores look small. Skin is free of shine – without feeling stripped. Created with mattifying Chi peony, saw palmetto and sesame see extract, plus pore-friendly thyme.</p> <p>For Combination, Oily, Very Oily skin t</p> <p>Directions: Apply a thin layer over entire face, or apply just to oily areas. Follow a Bioelements moisturizer or sunscreen. also be applied as needed during the d</p> |
|---|---|---|---|

| | | | |
|---|--|---|---|
| <p>.MAIN</p> <p>Text should be centered at all times.</p> | <p>.FRNT of Box</p> <p>Text should be LEVEL at all times.</p> <p>Shoot angled ONLY when Straight is Not Working (Reflective Boxes).</p> <p>Perspective must be adjusted.</p> | <p>.BACK of Box</p> <p>INGREDIENTS - Orient for legible Text.</p> | <p>.LEFT and/or .RGHT of Box</p> <p>Show Other Sides with Information</p> |
|---|--|---|---|

Tools / Gadgets / Accessories

BRUSH SETS

| | | | |
|--|--|---|---|
|  |  |  | <p>Additional Side of Box</p> |
| <p>.MAIN</p> <p>Arrange Brushes so they fit in a balanced block</p> <p>Text/Logos should be straight at all times.</p> | <p>.FRNT of Box</p> <p>Text should be LEVEL at all times.</p> <p>Shoot angled ONLY when Straight is Not Working (Reflective Boxes).</p> <p>Perspective must be adjusted.</p> | <p>.BACK of Box</p> <p>INGREDIENTS - Orient for legible Text.</p> | <p>.LEFT and/or .RGHT of Box</p> <p>Show Other Sides with Information</p> |

| | | | |
|--|--|--|--|
| | Shoot 3/4 only when Straight is Not Working (Reflective Boxes) | | |
|--|--|--|--|



| | |
|---|--------------------------------------|
| .PT01, .PT02, .PT03 - Show Close-Ups / More Ingredients | .PT01, .PT02, .PT03 - Show Close-Ups |
|---|--------------------------------------|




STANDARD TOOLS

| | | | |
|---|---|---|---|
|  | <p>BIOELEMENTS</p> <p>Used in Professional Facials</p> <p>Oil Control Mattifier</p> <p>Lightweight oil blotting cream</p> <p>With Chinese peony, saw palmetto, sesame seed and thyme</p> <p>29 ML / 1 FL OZ</p> | <p>Ingredients</p> <p>Water (Aqua, Eau), Cetearyl Oliviate, Sorbitan Oliviate, Myristic Acid, Caprylic/Capric Triglyceride, Cetyl Palmitate, Sorbitan Palmitate, Glycerin, Thymus Vulgaris (Thyme) Extract, Thyme White Oil, Paeonia Albiflora Flower Extract, Tapioca Starch, Argania Spinosa Kernel Extract, Serenoa Semulata Fruit Extract, Sesamum Indicum (Sesame) Seed Extract, Epilobium Angustifolium (Canadian Willowherb), Flower/Leaf/Stem Extract, Hydrogenated Lecithin, Carbomer, Potassium Sorbate, Phenoxyethanol, Ethylhexylglycerin, Tromethamine</p> <p>BIOELEMENTS® Made in USA</p> <p>Manufactured for Bioelements Colorado Springs, CO 80909 Bioelements.com</p> <p>SKU: TH ART: 121</p> | <p>Give skin an immaculate matte finish. This feather-light creme blots breakthrough oil and keeps surface shine at bay. Makeup stays put. Pores look smaller. Skin is free of shine – without feeling stripped. Created with mattifying Chinese peony, saw palmetto and sesame seed extract, plus pore-friendly thyme.</p> <p>For Combination, Oily, Very Oily skin types</p> <p>Directions: Apply a thin layer over entire face, or apply just to oily areas. Follow with a Bioelements moisturizer or sunscreen. May also be applied as needed during the day.</p> |
|---|---|---|---|

| | | | |
|--|--|--|--|
| .MAIN Text should be CENTERED at all times. | .FRNT of Box Text should be LEVEL at all times. Shoot angled ONLY when Straight is Not Working (Reflective | .BACK of Box INGREDIENTS - Orient for legible Text. | .LEFT and/or .RGHT of Box Show Other Sides with Information |
|--|--|--|--|

| | | | |
|--|--|--|--|
| | Boxes). Perspective must be adjusted. | | |
|--|--|--|--|

Products that come in blister packaging must be photographed AS PACKAGED before removing to shoot the product itself.

| | | |
|---|--|---|
|  |  |  |
| .MAIN Shoot product according to style guide AFTER as packaged shots. | .FRNT Front of product as packaged Ensure All Text is legible and level. | .BACK Back of product as packaged Ensure All Text is legible and level. |

WAND-TYPE TOOLS

| | | |
|---|--|---|
|  |  |  |
| .MAIN Shoot at angle to fill image | .PT01 Detail of features not seen | .PT02 Accessories. Show all |

box. Orient to show LOGO.






in main.

accessories in one shot. Do NOT include main product

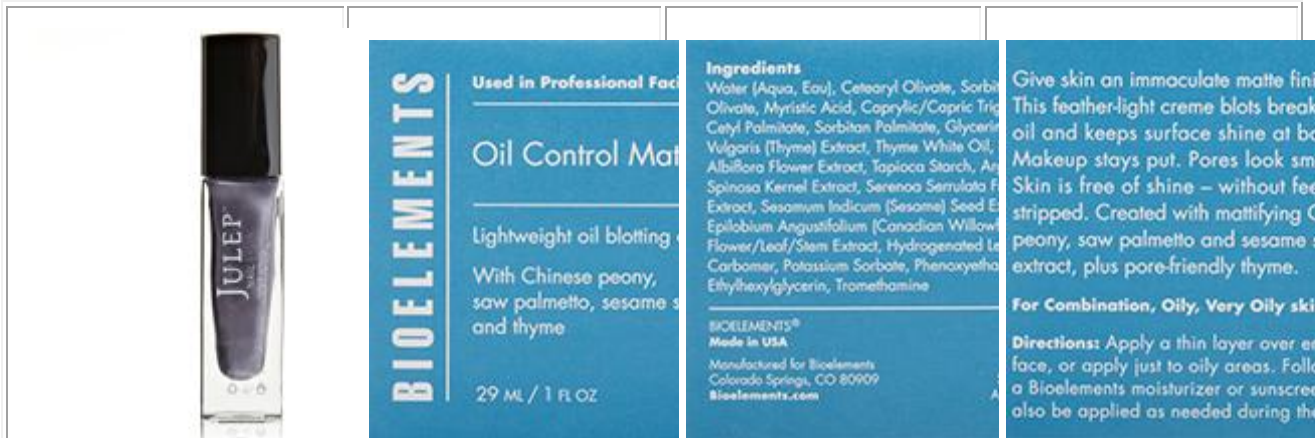
HAIR DRYERS

| | | |
|--|--|--|
|  |  |  |
| <p>.MAIN</p> <p>Match to this angle. This is IMPORTANT.</p> | <p>.PT01</p> <p>Detail of features not seen in main.</p> | <p>.PT02</p> <p>Accessories. Show all accessories in one shot. Do NOT include main product</p> |

SPECIALTY TOOLS

| | | | |
|---|---|--|---|
|  |  |  | <p>Additional Side(s) of Box</p> |
| <p>.MAIN</p> <p>Text should be CENTERED at all times.</p> | <p>.FRNT of Box</p> <p>Text should be LEVEL at all times.</p> <p>Shoot angled ONLY when Straight is Not Working (Reflective Boxes).</p> <p>Perspective must be adjusted.</p> | <p>.BACK of Box</p> <p>INGREDIENTS - Orient for legible Text.</p> | <p>.LEFT and/or .RGHT of Box</p> <p>Show Other Sides with Information</p> |
|  |  | <p>.IN01, .IN02, .IN03 - Show Close-Ups / More Ingredients</p> | <p>.IN01, .IN02, .IN03 - Show Close-Ups</p> |

Nails



.MAIN
Text should be centered at all times.

.FRNT of Box
Text should be LEVEL at all times.
Shoot angled ONLY when Straight is Not Working (Reflective Boxes).
Perspective must be adjusted.

.BACK of Box OR Bottle
SHOW INGREDIENTS - Ensure All Text is legible.







.LEFT and/or .RGHT of Box
Show Other Sides with Information



.IN01 - Script Created

.SWCH - Script Created




Hair Color

| | | | |
|---|---|---|---|
|  |  |  |  |
| <p>.MAIN</p> <p>Front of Box Shot as .MAIN</p> | <p>.PT01</p> <p>Contents of box.</p> | <p>.LEFT</p> <p>Left side of box.</p> | <p>.RGHT</p> <p>Right Side of Box</p> |
|  |  | | |
| <p>.BACK</p> <p>Back of Box</p> | <p>.SWCH</p> <p>Close up of Hair on Box. Ensure image is LESS than 1,000 Pixels</p> | | |

Make-up

LINERS / PENCILS

Dry Pencil Liners




| | | | |
|---|--|--|---|
|  |  |  | <p>Additional Side of Box</p> |
| <p>.MAIN</p> <p>VERTICAL</p> <p>Text should be straight at all times.</p> | <p>.FRNT of Box</p> <p>Text should be LEVEL at all times.</p> <p>Shoot angled ONLY when Straight is Not Working (Reflective Boxes).</p> <p>Perspective must be adjusted.</p> | <p>.BACK of Box</p> <p>INGREDIENTS - Orient for legible Text.</p> | <p>.LEFT and/or .RGHT of Box</p> <p>Show Other Sides with Information</p> |



.IN01 - Script Created

.SWCH - Script Created

Liquid Liners






| | | | |
|---|--|--|---|
|  |  |  | Additional Side of Box |
| <p>.MAIN</p> <p>Text should be CENTERED at all times.</p> | <p>.FRNT of Box</p> <p>Text should be LEVEL at all times.</p> <p>Shoot angled ONLY when Straight is Not Working (Reflective Boxes).</p> <p>Perspective must be adjusted.</p> | <p>.BACK of Box</p> <p>INGREDIENTS - Orient for legible Text.</p> | <p>.LEFT and/or .RGHT of Box</p> <p>Show Other Sides with Information</p> |



.IN01 - Script Created

.SWCH - Script Created

Dual-Ended / Double-Tipped



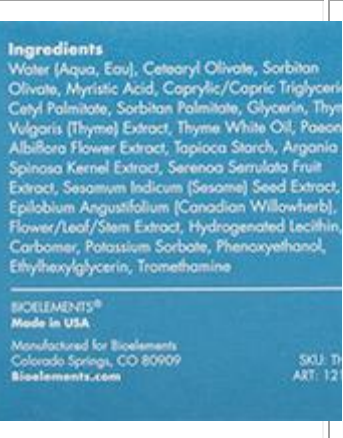

| | | | |
|---|--|--|---|
|  |  |  | <p>Additional Side of Box</p> |
| <p>.MAIN</p> <p>VERTICAL L - caps not shown</p> <p>Text should be straight at all times.</p> | <p>.FRNT of Box</p> <p>Text should be LEVEL at all times.</p> <p>Shoot angled ONLY when Straight is Not Working (Reflective Boxes).</p> <p>Perspective must be adjusted.</p> | <p>.BACK of Box</p> <p>INGREDIENTS - Orient for legible Text.</p> | <p>.LEFT and/or .RGHT of Box</p> <p>Show Other Sides with Information</p> |
|  |  | <p>.IN01 - Script Created</p> <p>.SWCH - Script Created</p> | |

LIPS

Lip Sticks/ Twist Tube

Balm, Lipstick, All-Over-Color, Stain, Concealer, Corrector

Download the Overlay:

| | | | |
|--|--|--|---|
|  |  |  |  |
| <p>.MAIN</p> <p>Use Overlay for Correct Amount of Color</p> <p>Text should be CENTERED at all times.</p> | <p>.FRNT of Box</p> <p>Text should be LEVEL at all times.</p> <p>Shoot angled ONLY when Straight is Not Working (Reflective Boxes).</p> <p>Perspective must be adjusted.</p> | <p>.BACK of Box</p> <p>INGREDIENTS - Orient for legible Text.</p> | <p>.LEFT and/or .RGHT of Box</p> <p>Show Other Sides with Information</p> |



.IN01 - Script Created

.SWCH - Script Created

Lip Gloss / Lip Plumpers / Wand Applicator
 Gloss, Primer, Plumper, Stain, Concealers



BIOELEMENTS Used in Professional Facials

Oil Control Matte Lip Gloss

Lightweight oil blotting cream
 With Chinese peony, saw palmetto, sesame seed oil and thyme

29 ML / 1 FL OZ

Ingredients
 Water (Aqua, Eau), Cetearyl Oliviate, Sorbitol Oliviate, Myristic Acid, Caprylic/Capric Triglyceride, Cetyl Palmitate, Sorbitan Palmitate, Glycerin, Thymus Vulgaris (Thyme) Extract, Thyme White Oil, Peony Alba Flower Extract, Tapioca Starch, Argemone Spinosa Kernel Extract, Sarsaparilla Seed Extract, Sesamum Indicum (Sesame) Seed Extract, Epilobium Angustifolium (Canadian Willowherb) Flower/Leaf/Stem Extract, Hydrogenated Lecithin, Carbomer, Potassium Sorbate, Phenoxethanol, Ethylhexylglycerin, Tromethamine

BIOELEMENTS®
 Made in USA
 Manufactured for Bioelements
 Colorado Springs, CO 80909
 Bioelements.com

Give skin an immaculate matte finish. This feather-light creme blots breakouts, blotting oil and keeps surface shine at bay. Makeup stays put. Pores look smaller. Skin is free of shine – without feeling stripped. Created with mattifying Chinese peony, saw palmetto and sesame seed oil extract, plus pore-friendly thyme.

For Combination, Oily, Very Oily skin

Directions: Apply a thin layer over entire face, or apply just to oily areas. Follow with a Bioelements moisturizer or sunscreen. Also be applied as needed during the day.


| | | | |
|---|--|---|---|
| <p>.MAIN</p> <p>Text should be centered at all times.</p> | <p>.FRNT of Box</p> <p>Text should be LEVEL at all times.</p> <p>Shoot angled ONLY when Straight is Not Working (Reflective Boxes).</p> <p>Perspective must be adjusted.</p> | <p>.BACK of Box</p> <p>INGREDIENTS - Orient for legible Text.</p> | <p>.LEFT and/or .RGHT of Box</p> <p>Show Other Sides with Information</p> |
|---|--|---|---|



.IN01 - Script Created .SWCH - Script Created

FACE


All-Over Color Sticks

| | | | |
|---|---|--|--|
|  | <p>BIOELEMENTS</p> <p>Used in Professional Facials</p> <p>Oil Control Mattifier</p> <p>Lightweight oil blotting cream</p> <p>With Chinese peony, saw palmetto, sesame seed and thyme</p> <p>29 mL / 1 FL OZ</p> | <p>Ingredients</p> <p>Water (Aqua, Eau), Cetearyl Olivale, Sorbitan Olivale, Myristic Acid, Caprylic/Capric Triglyceride, Cetyl Palmitate, Sorbitan Palmitate, Glycerin, Thymus Vulgaris (Thyme) Extract, Thyme White Oil, Passiflora Alba Flower Extract, Tapioca Starch, Argania Spinosa Kernel Extract, Sereinoa Serrulata Fruit Extract, Sesamum Indicum (Sesame) Seed Extract, Epilobium Angustifolium (Canadian Willowherb), Flower/Leaf/Stem Extract, Hydrogenated Lecithin, Carbomer, Potassium Sorbate, Phenoxylethanol, Ethylhexylglycerin, Tromethamine</p> <p>BIOELEMENTS® Made in USA</p> <p>Manufactured for Bioelements Colorado Springs, CO 80909 Bioelements.com</p> <p>SKJ: T ART: 12</p> | <p>Give skin an immaculate matte finish. This feather-light creme blots breakthrough oil and keeps surface shine at bay. Makeup stays put. Pores look smaller. Skin is free of shine – without feeling stripped. Created with mattifying Chinese peony, saw palmetto and sesame seed extract, plus pore-friendly thyme.</p> <p>For Combination, Oily, Very Oily skin type</p> <p>Directions: Apply a thin layer over entire face, or apply just to oily areas. Follow with a Bioelements moisturizer or sunscreen. May also be applied as needed during the day.</p> |
| <p>.MAIN</p> <p>Text should be CENTERED at all times.</p> <p>Use the Overlay to show correct amount of Color</p> | <p>.FRNT of Box</p> <p>Text should be LEVEL at all times.</p> <p>Shoot angled ONLY when Straight is Not Working (Reflective Boxes).</p> <p>Perspective must be adjusted.</p> | <p>.BACK of Box</p> <p>INGREDIENTS - Orient for legible Text.</p> | <p>.LEFT and/or .RGHT of Box</p> <p>Show Other Sides with Information</p> |



Multi-Use Palettes





Multi-colored Palettes for Eyeshadows, Blushes, Eye/Lip/Face combos

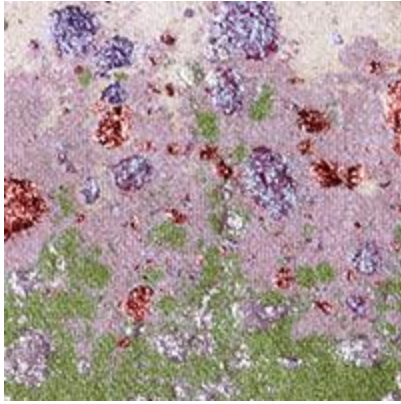
| | | | |
|--|--|--|--|
|  | <p>BIOELEMENTS</p> <p>Used in Professional Facial</p> <p>Oil Control Matte</p> <p>Lightweight oil blotting cream</p> <p>With Chinese peony, saw palmetto, sesame seed oil and thyme</p> <p>29 ML / 1 FL OZ</p> | <p>Ingredients</p> <p>Water (Aqua, Eau), Cetearyl Oliviate, Sorbitan Oliviate, Myristic Acid, Caprylic/Capric Triglyceride, Cetyl Palmitate, Sorbitan Palmitate, Glycerin, Vulgaris (Thyme) Extract, Thyme White Oil, Palmitic Acid, AlbiRosa Flower Extract, Tapioca Starch, Argan Oil, Spinosa Kernel Extract, Sereinoa Serrulata Fruit Extract, Sesosum Indicum (Sesame) Seed Extract, Epilobium Angustifolium (Canadian Willowherb) Flower/Leaf/Stem Extract, Hydrogenated Lecithin, Carbomer, Potassium Sorbate, Phenoxylethanol, Ethylhexylglycerin, Tromethamine</p> <p>BIOELEMENTS® Made in USA Manufactured for Bioelements Colorado Springs, CO 80909 Bioelements.com</p> | <p>Give skin an immaculate matte finish. This feather-light creme blots breakout oil and keeps surface shine at bay. Makeup stays put. Pores look smaller. Skin is free of shine – without feeling stripped. Created with mattifying Chinese peony, saw palmetto and sesame seed extract, plus pore-friendly thyme.</p> <p>For Combination, Oily, Very Oily skin</p> <p>Directions: Apply a thin layer over entire face, or apply just to oily areas. Follow with a Bioelements moisturizer or sunscreen also be applied as needed during the day.</p> |
| .MAIN | .FRNT of Box | .BACK of Box | .LEFT and/or .RIGHT of Box |
| Text should be CENTERED at all times. | Text should be LEVEL at all times. Shoot angled ONLY when Straight is Not Working (Reflective Boxes). Perspective must be adjusted. | INGREDIENTS - Orient for legible Text. | Show Other Sides with Information |

| | |
|---|--|
|  |  |
| <p>.IN01 - Photographer Created (actual shot)</p> <p>MINIMUM 1,200 pixels on longest side</p> | <p>.SWCH - dupe capture, same as IN01</p> |

Pressed Powder

Blush, Bronzer, Eye shadow, Translucent/Tinted

| | | | |
|--|--|---|--|
|  |  |  |  |
| <p>.MAIN</p> <p>Text should be CENTERED at all times.</p> | <p>.FRNT of Box</p> <p>Text should be LEVEL at all times.</p> <p>Shoot angled ONLY when Straight is Not Working (Reflective Boxes).</p> <p>Perspective must be adjusted.</p> | <p>.BACK of Box</p> <p>INGREDIENTS - Orient for legible Text.</p> | <p>.LEFT and/or .RGHT of Box</p> <p>Show Other Sides with Information</p> |



.TG01

Captured by Photographer if Patterned AT LEAST 1,200 PIXELS EACH SIDE

.IN01 and .SWCH - Script Created





Loose Powder

Blush, Bronzer, Eye shadow, Translucent/Tinted

| | | | |
|---|--|---|--|
| | <p>BIOELEMENTS</p> <p>Used in Professional Facials</p> <p>Oil Control Matte</p> <p>Lightweight oil blotting powder</p> <p>With Chinese peony, saw palmetto, sesame seed oil and thyme</p> <p>29 ML / 1 FL OZ</p> | <p>Ingredients</p> <p>Water (Aqua, Eau), Cetearyl Oliviate, Sorbitol Oliviate, Myristic Acid, Caprylic/Capric Triglyceride, Cetyl Palmitate, Sorbitan Palmitate, Glycerin, Thymus Vulgaris (Thyme) Extract, Thyme White Oil, Rosa Alba Flower Extract, Tapioca Starch, Argemone Spinosa Kernel Extract, Sereinoa Serrulata Fruit Extract, Sesamum Indicum (Sesame) Seed Oil, Epilobium Angustifolium (Canadian Willowherb) Flower/Leaf/Stem Extract, Hydrogenated Lecithin, Carbomer, Potassium Sorbate, Phenoxethyl Alcohol, Ethylhexylglycerin, Tromethamine</p> <p>BIOELEMENTS® Made in USA</p> <p>Manufactured for Bioelements Colorado Springs, CO 80909 Bioelements.com</p> | <p>Give skin an immaculate matte finish. This feather-light creme blots breakouts and keeps surface shine at bay. Makeup stays put. Pores look smaller. Skin is free of shine – without feeling stripped. Created with mattifying Chinese peony, saw palmetto and sesame seed oil extract, plus pore-friendly thyme.</p> <p>For Combination, Oily, Very Oily skin</p> <p>Directions: Apply a thin layer over entire face, or apply just to oily areas. Follow with a Bioelements moisturizer or sunscreen. Also be applied as needed during the day.</p> |
| <p>.MAIN</p> <p>Text should be CENTERED at all times.</p> | <p>.FRNT of Box</p> <p>Text should be LEVEL at all times.</p> <p>Shoot angled ONLY when Straight is Not Working (Reflective Boxes).</p> | <p>.BACK of Box</p> <p>INGREDIENTS - Orient for legible Text.</p> | <p>.LEFT and/or .RGHT of Box</p> <p>Show Other Sides with Information</p> |

| | | | |
|---|--|--|--|
| | Perspective must be adjusted. | | |
|  |  | | |
| .IN01 - Script Created | .SWCH - Script Created | | |



Liquid Foundation

| | | | |
|---|--|--|---|
|  |  |  |  |
| .MAIN Text should be centered at all times. | .FRNT of Box Text should be LEVEL at all times. Shoot ONLY angled when Straight is Not | .BACK of Box INGREDIENTS - Orient for legible Text. | .LEFT and/or .RGHT of Box Show Other Sides with Information |

| | | | |
|--|--|--|--|
| | Working (Reflective Boxes). Perspective must be adjusted. | | |
|--|--|--|--|



Concealer / Thick Cream Foundation
Thick Textures only

| | | | |
|---|---|--|---|
|  |  |  |  |
| .MAIN | .FRNT of Box Text should be LEVEL at all times. Shoot angled ONLY | .BACK of Box INGREDIENTS - Orient for legible Text. | .LEFT and/or .RGHT of Box Show Other Sides with Information |

when Straight is Not Working (Reflective Boxes).

Perspective must be adjusted.



.IN01 - Script Created

.SWCH - Script Created