

Walmart.ca Content Requirement Guide – Health & Beauty

This Content Style Guide was created to inform and aid our Grocery partners with the standards and practices for preparing quality, ready-to-publish product content on Walmart.ca. Please adhere to all aspects of this Style Guide and remember that you are responsible for complying with all terms and conditions agreed to you originally registered on the Walmart Canada Vendor Information Portal. You are contractually responsible for ensuring the accuracy and proper validation of any product or performance claim included in a product description or features. All product claims advertised on the product information pages and shelf pages must be substantiated on the packaging. All content must be completely bilingual (English and French), including all upper case/lower case conventions, unit of measure and punctuation conventions. All content must comply with all standards and regulations across all markets in Canada, including (but not limited to): all food and drug regulations; and marketing and advertising regulations. All product images and content must always be updated to reflect any product and product information changes.

OVERVIEW:

1. [Anatomy: Product Information Page \(PIP\)](#)
2. **Convenience Items** - *First Aid, Incontinence, Pill Dispensers, Sexual Wellness, Hands & Feet, Feminine Care, Men's Grooming, Oral Care, Women's Hair Removal, Skin Care, Most Bath, Body and Personal Care Products*, Cotton Balls*
 - [Copy Standards](#)
 - [Imagery Specifications](#)
3. **Health Items** - *Diabetic Care, Pain Relievers, Laxatives, Digestion & Nausea, Skin Problem Solvers, Vitamins & Supplements, Sleeping Aids, Cold, Cough & Flu, Ear Care, Diet & Fitness, Vision Centre*
 - [Copy Standards](#)
 - [Imagery Specifications](#)
4. **Inspirational Items** - *Cosmetics, Hair Colour, Fragrances, Luxury/Indulgent Personal Care Products (as Identified by Category Manager)**
 - [Copy Standards](#)
 - [Imagery Specifications](#)
5. **Technical Items** - *Hair Tools, Mirrors, Home Health Care, Massage & Spa, Electric Shavers & Trimmers, Electric Tooth Brushes, Epilators, Facial Tools*
 - [Copy Standards](#)
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6. Seasonal Gift Sets

- [Copy Standards](#)
- [Imagery Specifications](#)

*Some personal care products may be considered luxury/indulgent products, and may qualify as **#4 Inspirational Items** rather than **#2 Convenience Items**. Work with the Category Manager to identify which products/brands should be considered.

1. Anatomy: Product Information Page (PIP)

Product Name: Sensodyne Multi-Action plus Whitening Sensitivity Toothpaste

Short Description: 100 mL Mint
By Sensodyne
Sold and shipped by Walmart

Reviews powered by BazaarVoice: ★★★★★ > 6 Reviews

Unit of Measure as Published in Online Item File: \$4.34/100ml

Product Features:

- Strengthens enamel by rebuilding weak spots
- Fight bacteria for 12 hours
- Prevent tooth cavities
- Prevent tartar
- Prevent plaque build-up
- Prevent gum inflammation
- Reduce gum bleeding
- Remove stains and whiten teeth

Product
Description

Description & Features

Only Colgate Total® has a Tricloguard™ formula that, with brushing, actively helps to fight 12 teeth and gum problems, and provides 12 hour antibacterial protection against plaque and gingivitis. Refreshes and whitens teeth by gently removing surface stains.

Product Features

- With brushing it helps to:
- Strengthens enamel by rebuilding weak spots
 - Fight bacteria for 12 hours
 - Prevent tooth cavities
 - Prevent tartar
 - Prevent plaque build-up
 - Prevent gum inflammation
 - Reduce gum bleeding
 - Remove stains and whiten teeth

Specifications

Available for Shipping to Canada Post	Yes
Product Type	Whitening
Brand	Colgate
Product Identifiers	
Walmart Item #	30876511
Model #	313628
SKU	10308180
UPC	5800031157

→ Specifications based on product attributes

2. Content Standards – Convenience Items (First Aid, Incontinence, Pill Dispensers, Sexual Wellness, Hands & Feet, Feminine Care, Men’s Grooming, Oral Care, Women’s Hair Removal, Skin Care, Bath & Body Care, Hair Care, Cotton Balls)

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product; and is extremely important for the success of both internal and external search results. The short description is also key in helping customers compare sizing options of multiple items from a product results page. You cannot use any other third party trademarks for which you do not have rights to use in the product description.

*** YOU ARE RESPONSIBLE FOR ENSURING THE ACCURACY AND PROPER VALIDATION OF ANY PRODUCT OR PERFORMANCE CLAIM INCLUDED IN A PRODUCT DESCRIPTION OR FEATURE.**

PRODUCT NAME <i>Max Characters: 50</i>	SHORT DESCRIPTION <i>Max Characters: 25</i>
<p>Title of the product to be displayed on the product details page.</p> <p>Brand + {Special Feature} + Flavour/Scent/Type + Item Type</p>	<p>Abbreviated list of key item features.</p> <p>{Pack #} + Amount, Weight or Volume + Flavour/Scent/Type</p>
<p><i>{optional values}</i></p> <p><i>Examples:</i></p> <p>Colgate Cavity Protection Regular Toothpaste</p> <p>Pantene Pro-V Fine Hair Volume Shampoo</p> <p>Band Aid Brand Hello Kitty Bandages</p>	<p><i>{if applicable}</i></p> <p><i>Examples:</i></p> <p>375 mL</p> <p>20 Bandages</p> <p>6 x 375 mL, Refreshing Mint</p>

PRODUCT DESCRIPTION Max Characters: 300 Format: 1-2 sentences	
<p><i>Example:</i></p> <p><i>Colgate Total*Advanced Health* does more than just protect, it actually helps improve mouth health. Use Colgate Total* Advanced Health* Enamel Strength to help protect your smile from acid wear for a full 12 hours.</i></p>	<p>Additional Instructions:</p> <ul style="list-style-type: none"> • The product description references distinguishing features. Be sure to use the full product name once in the product description for clarity and better SEO value. Do not overuse the full product name or brand name in the description. • Additional branding information may be provided for Walmart Canada private branded products. Review additional documents for further information. • Don't put 2 spaces after a sentence. Only put 1. • Always use title case for the product name. • Always use sentence case for all other sentences (don't capitalize the first letter of random words and nouns). • Avoid using unrealistic words, such as "tonight", as a customer should expect a time lapse between ordering and fulfillment. Example: <ul style="list-style-type: none"> ○ WRONG: Start brightening your smile tonight with this whitening toothpaste. • Use periods and shorter sentences MORE than commas and longer sentences.

PRODUCT FEATURES

Max Characters: 100 per bullet point

Max: 4 bullet points

- **Special feature that differentiates this product**

Examples:

- *Helps rebuild enamel strength for strong healthy white teeth*
- *Suitable for people with sensitive teeth*
- *Enriched with vitamin E for a healthy shine*
- *12 hour protection*
- *Waterproof*

Imagery Specifications – Convenience Items

Mandatory Images:

(1) **Primary Image** should always be a direct front view of product (**DO NOT ROTATE PRODUCT**)

Image Requirements:

- Background: seamless white background (255/255/255 RGB)
- Pixels: Min. 750x750; Max. 2000x2000; 300 dpi

General Imagery Examples:









Mobile Ready “Hero” Images

Some suppliers have chosen to implement mobile ready “hero” images in an effort to optimize the mobile device shopping experience. We currently neither encourage nor discourage their use for national branded products. However, there are several considerations that must be made:

- Mobile ready hero images must follow the current inclusive design toolkit as provided by the University of Cambridge (<http://ecommerce.inclusivedesigntoolkit.com/>)
- All hero images must be completely bilingual (English and French in one image)
- The timing of transition from standard packaging images to hero images must be documented by the supplier; along with the unit sales impact before and after the change. Walmart.ca may request for this information at any time. Transition from one hero image format to another will require the same documentation as well
- In the current online grocery experience, the Stock-Up button obscures the size/pack count area on the bottom right hand corner. Suppliers must follow the short description standard in the Style Guide to provide clarity to customers. The Stock-Up button is expected to be rolled out for the rest of Walmart.ca
- Product information may be obscured by badges normally applied on the images (i.e. the Rollback or Clearance badges) during the course of selling
- The content strategy team may request to switch all images back to standard packaging images, or to a specific hero image format, at any time

Below are examples of the Stock-Up button and the Rollback badge obscuring the mobile ready hero images.

					
Pringles Sour Cream & Onion A flavour combination ☆☆☆☆☆ (0) \$1.44/100g	Magnum® Almond Belgian Chocolate 3 x 100 mL ☆☆☆☆☆ (39) \$2.33/100ml	Magnum Ice Cream Bar 3 PC ☆☆☆☆☆ (44) \$2.59/100ml	Kellogg's Special K Nourish Coconut, Special K Nourish cere ☆☆☆☆☆ (1) \$1.38/100g	Vim® Bathroom Spray 950 mL ☆☆☆☆☆ (383) Was \$3.87 31¢/100ml	Vaseline® Intensive Care Advanced 600mL ☆☆☆☆☆ (1657) Was \$6.77 \$1/100ml
\$2.25	\$6.98	\$6.98	\$5.47	\$2.97	\$5.97

3. Content Standards – Health Items (Diabetic Care, Pain Relievers, Laxatives, Digestion & Nausea, Skin Problem Solvers, Vitamins & Supplements, Sleeping Aids, Cold, Cough & Flu, Ear Care, Diet & Fitness, Vision Centre)

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product; and is extremely important for the success of both internal and external search results. The short description is also key in helping customers compare sizing options of multiple items from a product results page. You cannot use any other third party trademarks for which you do not have rights to use in the product description.

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PRODUCT NAME <i>Max Characters: 50</i>	SHORT DESCRIPTION <i>Max Characters: 25</i>
<p>Title of the product to be displayed on the product details page</p> <p>Brand + {Special Feature} + {Flavour} + Item Type + , {Serving Amount}</p> <p>{optional values}</p>	<p>Abbreviated list of key item features.</p> <p>{Pack #} + Amount, Weight or Volume</p>
<p><i>Examples:</i></p> <p>Webber Naturals Magnesium Tablets, 500mg</p> <p>Centrum Select Essentials Adults 50+ Multivitamin Tablets</p> <p>Body Fortress Cookies & Cream Whey Protein Powder</p> <p>Opti Free Pure Moist Disinfecting Solution</p>	<p><i>Examples:</i></p> <p>60 Tablets</p> <p>Pack of 4</p> <p>6 x 375 mL</p> <p>907 g</p> <p>2 x 300 mL</p>

PRODUCT DESCRIPTION Max Characters: 300 Format: 1-2 sentences	
<p><i>Example:</i></p> <p><i>Calcium Magnesium Citrate with Vitamin D3 helps improve the ratio between calcium and magnesium that may become unbalanced in a diet that emphasizes calcium-rich and magnesium-poor foods. Vitamin D enhances absorption of calcium while magnesium works with calcium to support bones, joints, muscles, and nerves.</i></p>	<p>Additional Instructions:</p> <ul style="list-style-type: none"> • The product description references distinguishing features. Be sure to use the full product name once in the product description for clarity and better SEO value. Do not overuse the full product name or brand name in the description. • Additional branding information may be provided for Walmart Canada private branded products. Review additional documents for further information. • Don't put 2 spaces after a sentence. Only put 1. • Always use title case for the product name. • Always use sentence case for all other sentences (don't capitalize the first letter of random words and nouns). • Avoid using unrealistic words, such as "tonight", as a customer should expect a time lapse between ordering and fulfillment. Example: <ul style="list-style-type: none"> ○ WRONG: Stop cold symptoms and get a good night's rest tonight. • Use periods and shorter sentences MORE than commas and longer sentences.

PRODUCT FEATURES

Max Characters: 100 per bullet point

Max: 4 bullet points

- **Special feature that differentiates this product**

Examples:

- *For effective relief of: headaches, aches and pain*
- *Easy-to-swallow sweet-coated tablets*
- *Three antibiotics combined: polymyxin B, bacitracin zinc, and gramicidin*
- *Odorless*
- *Decongestant*

Imagery Specifications – Health Items

Overview Imagery

- Mandatory:** The primary image should always be a front view
- Mandatory:** Alternative Image nutritional label
- Background is always a seamless white background (255/255/255 RGB)
- Image pixel requirements: **Minimum 750x750; Maximum 2000x2000; 300 dpi**

General Imagery Examples:



Nutrition Facts

Serving Size 2 Scoops (39 g)
Servings Per Container 58

Amount Per Serving		Calories 150		Calories from Fat 20	
	% DV*		% DV*		% DV*
Total Fat 2g	3%	Potassium 220mg	6%		
Saturated Fat 1g	5%	Total Carb. 7g	2%		
Trans Fat 0g		Dietary Fiber 0g	0%		
Cholesterol 80mg	27%	Sugars 2g			
Sodium 150mg	6%	Protein 26g	52%		
Vitamin A	0%	Vitamin C	0%		
Calcium	10%	Iron	<2%		
*Percent Daily Values (%DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:					
		Calories:	2,000	2,500	
Total Fat	Less than	65g	80g		
Sat Fat	Less than	20g	25g		
Cholesterol	Less than	300mg	300mg		
Sodium	Less than	2,400mg	2,400mg		
Potassium		3,500mg	3,500mg		
Total Carbohydrate		300g	375g		
Dietary Fiber		25g	30g		

Whey Protein Concentrate Typical Amino Acid Profile

mg per serving	
L-Alanine	1440
L-Arginine	790
L-Aspartic Acid	3000
L-Cysteine	640
L-Glutamic Acid	3090
L-Glutamine	1630
L-Glycine	550
L-Histidine	500
L-Isoleucine	1770
L-Leucine	2870
L-Lysine	2610
L-Methionine	590
L-Phenylalanine	920
L-Proline	1650
L-Serine	1420
L-Threonine	1900
L-Tryptophan	550
L-Tyrosine	850
L-Valine	1610
Total BCAAs	6250 mg
L-VALINE	

NUTRITION INFORMATION NUTRITIONNELLE

	Unit / Unité	per 100g / par 100g	per 100g / par 100g
ENERGY / ÉNERGIE	Cal	152	360
ENERGY / ÉNERGIE	kJ	640	1510
PROTEIN / PROTÉINES	g	5.9	14
FAT / LIPIDES	g	5.9	14
UNSATURATED ACID / ACIDE UNSATURÉ	g	0.97	23
UNSATURATED ACID / ACIDE UNSATURÉ	g	0.17	0.4
POLYUNSATURATED / POLYINSATURÉS	g	1.4	3.3
SATURATED / SATURÉS	g	0.63	1.5
CHOLESTEROL / CHOLÉSTÉROL	mg	42	10
CARBOHYDRATE / GLUCIDES	g	19	45
DIETARY FIBRE / FIBRE ALIMENTAIRE	g	1.27	3
SODIUM	mg	84	200
POTASSIUM	mg	194	480
CALCIUM	mg	148	350
PHOSPHORUS / PHOSPHORE	mg	127	300
MAGNESIUM / MAGNÉSIE	mg	42	100
IRON / FER	mg	1.9	4.5
ZINC	mg	1.9	4.5
IODINE / IODE	mg	0.016	0.038
VITAMIN A / VITAMINE A*	µg	422	1000
VITAMIN D / VITAMINE D	µg	34	80
VITAMIN E / VITAMINE E	µg	13	30
VITAMIN C / VITAMINE C	mg	25	60
VITAMIN K / VITAMINE K	µg	0.014	0.032
THIAMINE	mg	0.16	0.38
RIBOFLAVIN / RIBOFLAVINE	mg	0.18	0.45
NIACIN / NIACINE	mg	2.1	5
PANTOTHENIC ACID / ACIDE PANTOTHÉNIQUE	mg	1.06	2.5
VITAMIN B6 / VITAMINE B6	µg	0.3	0.7
FOLIC ACID / ACIDE FOLIQUE	µg	0.051	0.12
VITAMIN B12 / VITAMINE B12	µg	0.0009	0.0021
MANGANESE / MANGANÈSE	mg	0.1	0.2
COPPER / COBRE	mg	0.21	0.5
SILICON / SILICONE	mg	0.0016	0.0038
CHLORINE / CHLORINE	mg	115	272
BOTRYN / BOTRYNE	mg	0.032	0.075
CHROMIUM / CHROME	mg	0.013	0.03
MOLYBDENUM / MOLYBDÈNE	mg	0.008	0.019
CHOLINE	mg	23	55

*50% AS BETA-CAROTENE / 50 % SOUS FORME DE BÉTACAROTÈNE

Nutrition Facts Valeur nutritive

Per bag (33 g) / Par sac (33 g)

Amount	% Daily Value
Teneur	% valeur quotidienne
Calories / Calories 100	
Fat / Lipides 2.5 g	4 %
Saturated / saturés 2.0 g	
+ Trans / trans 0 g	11 %
Cholesterol / Cholestérol 10 mg	4 %
Sodium / Sodium 15 mg	1 %
Potassium / Potassium 60 mg	2 %
Carbohydrate / Glucides 16 g	5 %
Fibre / Fibres 8 g	33 %
Sugars / Sucres 2 g	
Protein / Protéines 10 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	2 %
Calcium / Calcium	20 %
Iron / Fer	4 %

EACH TABLET CONTAINS: VITAMINS	
Vitamin A (vitamin A acetate)	300 mcg/1000 IU
Beta-Carotene	1800 mcg/2000 IU
Vitamin E (dl-alpha-tocopheryl acetate)	33.8 mg/75 IU
Vitamin C (ascorbic acid)	90 mg
Folate (folic acid)	400 mcg
Vitamin B1 (thiamine mononitrate)	2.25 mg
Vitamin B2 (riboflavin)	3.2 mg
Niacinamide	15 mg
Vitamin B6 (pyridoxine hydrochloride)	8 mg
Vitamin B12 (cyanocobalamin)	25 mcg
Vitamin D (cholecalciferol)	15 mcg/600 IU
Biotin	45 mcg
Pantothenic Acid (calcium D-pantothenate)	10 mg
Vitamin K1	25 mcg
MINERALS	
Calcium (calcium carbonate)	200 mg
Iodine (potassium iodide)	150 mcg
Iron (ferrous fumarate)	4 mg
Magnesium (magnesium oxide)	50 mg
Copper (cupric sulfate)	1 mg
Manganese (manganese sulfate)	5 mg
Potassium (potassium chloride)	80 mg
Chromium (chromium chloride)	100 mcg
Molybdenum (sodium molybdate)	45 mcg
Selenium (sodium selenate)	55 mcg
Zinc (zinc oxide)	7.5 mg
OTHER INGREDIENTS	
Lactin (magnesium stearate)	500 mcg
Lycopene	600 mcg
ADULT DOSAGE (50+): ONE TABLET DAILY WITH FOOD. TAKE A FEW HOURS BEFORE OR AFTER TAKING OTHER MEDICATIONS.	
• Store at room temperature (15°-30°C)	
• Protect from moisture	
• Bottle mouth sealed for package security	
• Child resistant cap	

4. Content Standards – Inspirational Items (Cosmetics, Hair Colour, Fragrances, Luxury Personal Care Products)

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<p>Title of the product to be displayed on the product details page.</p> <p>Brand + {Special Feature/Sub Brand} + Flavour/Scent/Type + Item Type</p>	<p>List the KEY feature/benefit.</p> <p>{Pack #} + Amount, Weight or Volume + Flavour/Scent/Colour/Benefit {if not grouped}</p>
<p><i>{optional values}</i></p> <p><i>Examples:</i></p> <p>Lacoste Touch of Pink Eau de Toilette Spray for Women Perfume</p> <p>e.l.f Cream Eyeliner</p> <p>Flower Win Some Rouge Crème Blush</p> <p>Maybelline New York Fit Me Blush</p> <p>NYC New York Color City Proof Eye Shadow</p>	<p><i>{if applicable}</i></p> <p><i>Examples:</i></p> <p>50 mL, Touch of Pink</p> <p>Coffee Brown</p> <p>Multiple Colours</p> <p>Multiple Colours</p> <p>24Hr Waterproof</p>

PRODUCT DESCRIPTION Max Characters: 300 Format: 1-2 sentences	
<p><i>Example:</i></p> <p><i>New Lash Sensational Mascara from Maybelline New York. Our first volume fanning brush with 10 layers of bristles captures reveals and unfolds every last lash. Liquid Ink formula coats from all sides. For a sensational full fan look.</i></p>	<p>Additional Instructions:</p> <ul style="list-style-type: none"> • The product description references distinguishing features. Be sure to use the full product name once in the product description for clarity and better SEO value. Do not overuse the full product name or brand name in the description. • Additional branding information may be provided for Walmart Canada private branded products. Review additional documents for further information. • Don't put 2 spaces after a sentence. Only put 1. • Always use title case for the product name. • Always use sentence case for all other sentences (don't capitalize the first letter of random words and nouns). • Avoid using unrealistic words, such as "tonight", as a customer should expect a time lapse between ordering and fulfillment. • Use periods and shorter sentences MORE than commas and longer sentences.

PRODUCT FEATURES

Max Characters: 100 per bullet point

Max: 4 bullet points

- **Special feature that differentiates this product**

Examples:

- *Formaldehyde-free*
- *16 hour all-day wear*
- *Woodsy with citrus notes*
- *Angled applicator for precise lines*
- *90% grey hair coverage*

Imagery Specifications – Inspirational Items

Mandatory Images:

- (1) **Primary Image** should always be a direct front view of product (**DO NOT ROTATE PRODUCT**)
- (2) **Alternate Image** should be an alternate view of the package (back, side, angled)
- (3) **Alternate Image** should be a lifestyle image

Primary Image Examples:

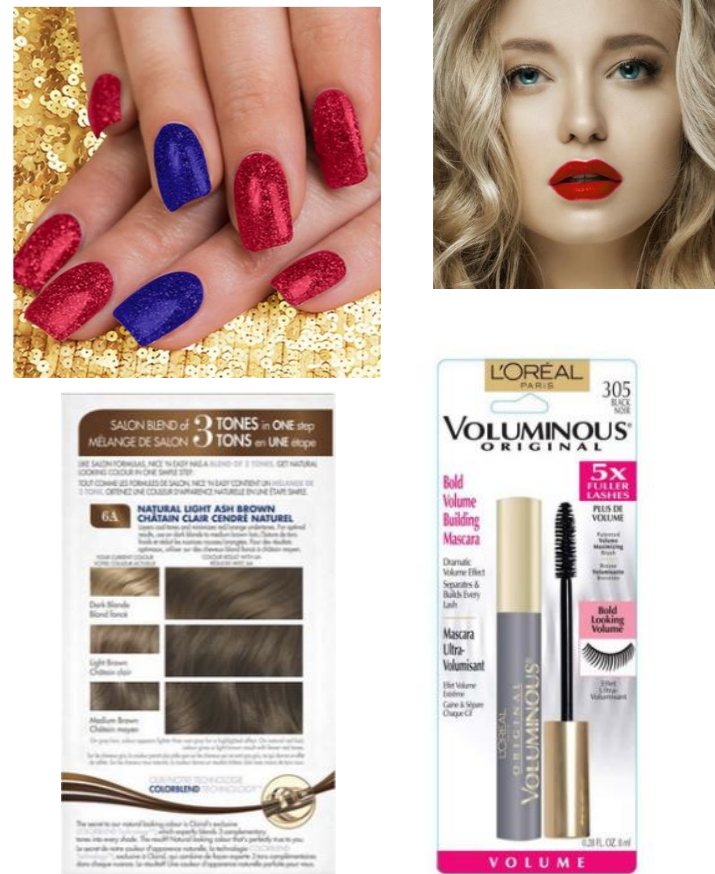


Image Requirements:

Background: seamless white background (255/255/255 RGB)

Pixels: Min. 750x750; Max. 2000x2000; 300 dpi

Alternate Image Examples:



5. Content Standards – Technical Items (Hair Tools, Mirrors, Home Health Care, Massage & Spa, Electric Shavers & Trimmers, Electric Tooth Brushes, Epilators, Facial Tools)

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PRODUCT NAME <i>Max Characters: 45</i>	SHORT DESCRIPTION <i>Max Characters: 25</i>
<p>Title of the product to be displayed on the product details page.</p> <p>Brand + {Special Feature/Sub Brand} +Flavour/Scent/Type + Item Type</p>	<p>List the KEY feature.</p>
<p><i>{optional values}</i></p> <p><i>Examples:</i></p> <p>Conair Infiniti Pro Curl Secret Curling Iron</p> <p>Kiss Tornado 360 Hair Dryer</p> <p>HoMedics SoundSpa Portable Sound Machine</p>	<p><i>{if applicable}</i></p> <p><i>Examples:</i></p> <p>400 Degree Heat</p> <p>3x Super Fast Hair Drying</p> <p>6 Natural Nature Sounds</p>

PRODUCT DESCRIPTION	
Max Characters: 300 Format: 1-2 sentences	
<p>Example:</p> <p><i>The ic0907 foot and body massager from iComfort offers a powerful, quick and deep massage.</i></p> <p><i>Its powerful vibration action uses multiple reflexology pressure points. The infrared heat helps to relieve tired and aching feet, while its wireless remote control makes its use even more convenient. The iComfort foot massager can be used for your feet, calves, thighs or lower back.</i></p>	<p>Additional Instructions:</p> <ul style="list-style-type: none"> • The product description references distinguishing features. Be sure to use the full product name once in the product description for clarity and better SEO value. Do not overuse the full product name or brand name in the description. • Additional branding information may be provided for Walmart Canada private branded products. Review additional documents for further information. • Don't put 2 spaces after a sentence. Only put 1. • Always use title case for the product name. • Always use sentence case for all other sentences (don't capitalize the first letter of random words and nouns). • Avoid using unrealistic words, such as "tonight", as a customer should expect a time lapse between ordering and fulfillment. • Use periods and shorter sentences MORE than commas and longer sentences.

PRODUCT FEATURES

Max Characters: 100 per bullet point

Max: 4 bullet points

- **Special feature that differentiates this product**

Examples:

- *1 ½" tapered wand*
- *10 temperature settings*
- *Automatic shut-off*
- *Waterproof*
- *Infrared technology*

Imagery Specifications – Technical Items

Mandatory Images:

- (1) **Primary Image** should always be a direct view of product (**DO NOT ROTATE PRODUCT**)
- (2) **Alternate Image** different view of product
- (3) **Alternate Images** should show packaging **front, back and side views, one view per image.**

Primary Image Examples:



Image Requirements:

- Background: seamless white background (255/255/255 RGB)
- Pixels: **Min. 750x750; Max. 2000x2000; 300 dpi**

Alternate Image Examples:



6. Content Standards - Seasonal Gift Sets

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PRODUCT NAME Max Characters: 45	SHORT DESCRIPTION Max Characters: 25	PRODUCT DESCRIPTION Max Characters: 300 Format: 1-2 sentences	FEATURES & SPECIFICATIONS Max Characters: 200/bullet Format: Bullet Point
<p>Title of the product to be displayed on the product details page</p> <p>Brand + {Special Feature} + Type + Gift Set</p>	<p># of items in Set</p>	<p>Marketing copy that references one distinguishing. Be sure to repeat your product type and brand in this paragraph at least 1 time for better SEO.</p>	<p>Within features & specifications, please list ALL items found within the gift set, and include net weight (g) or volume (ml) when available.</p>
<p>{optional values}</p> <p>Examples:</p> <p>Axe Back-to-School Essentials Bath & Body Gift Set</p> <p>Vaseline Lip Therapy Gift Set</p> <p>Armor All Complete Car Care Gift Set</p>	<p>{if applicable}</p> <p>Examples:</p> <p>5 Piece Gift Set</p> <p>3 Piece Gift Set</p> <p>4 Piece Gift Set</p>	<p>Example:</p> <p>Get your beauty fix on! We're bringing you 12 Days of Beauty to count down to the holidays. Open one day at a time or if you can't wait and need to open all at once we totally understand. Enjoy the best of Hard Candy's favourite mini beauty treats inside. Not opening all those doors at once has never been so hard!</p>	<p>Example:</p> <p>10 Pieces set includes:</p> <ul style="list-style-type: none"> • 1 walk the line liquid liner (5 ml) • 1 fierce effects daring lip gloss (5 ml) • 1 sheer envy colour correcting primer (10 ml) • 1 take me out eyeliner (5 ml) • 2 eye def glitter eye shadows (2x 8 g) • 2 glow all the way face and body luminizers (2x 15ml) • 2 plumping serum lip glosses (2 x 10 ml)

Imagery Specifications – Seasonal Gift Sets

Mandatory Images:

- (1) **Primary Image** should always be a direct front view of product (**DO NOT ROTATE PRODUCT**)
- (2) **Alternate Image** Image of set items outside of box
- (3) **Alternate Image** Backview of packaging
- (4) **Alternate Image** Backview of set, outside of the box
- (5) **Alternate Image** Carrying case or bag (if part of assortment)

Image Requirements:

- Background: seamless white background (255/255/255 RGB)
- Pixels: **Min. 750x750; Max. 2000x2000; 300 dpi**

Primary Image must be Front View in packaging

Secondary Image must be product out of packaging to avoid customer confusion



Examples of alternate images:

