KOHL'S PRODUCT DETAILS PAGE (PDP) COPY GUIDELINES

Accessories

KOHL'S

OBJECTIVE

To provide Kohl' vendors with a resource for Kohl' product detail copy standards and to outline specific requirements with regards to vendor-supplied copy content.

ABOUT KOHL'S COPY STANDARDS

We follow these standards for Kohls.com titles, formatting and copy. Vendor supplied copy is edited to adhere to numerous legal, SEO, DEI and marketing guidelines. This helps Kohl's build customer trust by providing accurate and consistent product pages.

From time to time you may see new attributes requested, as we are always analyzing customer feedback to create a better shopping experience.

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Click, or navigate to categories at right.

SUNGLASSES COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Sunglasses copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the Attribute Glossary

Men's Ray-Ban RB3498 61mm Polarized Rectange Sunglasses

Ray-Ban

A

A. Product Title

1. **Recommended Title/Title Description:** Include brand, gender, product and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:** The following attributes help us build this section of the PDP
   - **Frame Material**
   - **Special Features**
   - **Lens Material**
   - **Lens Features**
   - **Lens Color**
   - **Frame Color**
   - **Origin**

2. **FIT DETAILS:** The following attributes are necessary to create this section.
   - **How to find your frame size (Kohl's provided link)**
   - **Eye/bridge/temple measurements (in mm)**
   - **Silhouette**

B

Protect your eyes in style with these sleek, polarized sunglasses from Ray-Ban.

PRODUCT FEATURES
- Metal
- Standard
- This frame is durable
- Lens material: plastic
- Polarized
- Green
- Frame color: black
- Hard
- Imported

1-2

FIT DETAILS
- How do I find my frame size?
- Eye/bridge/temple measurements: 61mm/17mm/135mm
- Silhouette: rectangle

HAT COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Hat copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

A. Product Title

1. **Recommended Title/Title Description:** Include brand, gender, product and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:** The following attributes help us build this section of the PDP
   - **Brim (in inches) (when applicable)**
   - **Special Features**
2. **FIT & SIZING:** The following attributes are necessary to create this section.
   - **Inner circumference (when applicable)**
   - **Sizing**
3. **CONSTRUCTION & CARE**
   - **Fabric/Material**
   - **Care**
   - **Origin**

A

Women's LC Lauren Conrad Straw Split Back Cloche Hat

LC Lauren Conrad

★★★★☆ 4.6 (240)   Write a review   Ask a question

B

Enjoy classic style with this straw split back cloche hat from LC Lauren Conrad.

1–3

PRODUCT FEATURES
- Wide 3.25-in. brim
- Hidden elastic band
- Wide ribbon bow

FIT & SIZING
- 22.5-in. inner circumference
- One size fits most

CONSTRUCTION & CARE
- Paper straw
- Wipe clean
- Imported

GLOVE COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Glove copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

A. **Product Title**
1. **Recommended Title/Title Description:** Include brand, gender, product and any other necessary information required to title your product for Kohls.com.

B. **Product Details**
1. **FEATURES:** The following attributes help us build this section of the PDP
   - **Construction**
   - **Special Features**
2. **FIT DETAILS:** The following attributes are necessary to create this section.
   - **Palm to Fingertip Length (for each size when applicable)**
3. **FABRIC & CARE:** The following attributes are necessary to create this section.
   - **Fabric/Material**
   - **Care**
   - **Origin**

Men's Tek Gear® Microfleece Cuffed Touch Screen Gloves

Tek Gear

A

B

Stay nice and cozy with these men's Tek Gear microfleece cuffed touch screen gloves.

PRODUCT FEATURES
- Touchscreen compatible
- Resists pilling

FIT DETAILS
- S/M Palm to fingertip length: 5.5 in.
- S/M Hand circumference: 10 in.
- L/XL Palm to fingertip length: 6 in.
- L/XL Hand circumference: 11 in.

1-2

FABRIC & CARE
- Polyester
- Hand wash
- Imported

SOCK COPY REQUIREMENTS

Women's Cuddl Duds® 2-Pack Plushfill Reindeer Birdseye Twist Rib Crew Socks

Cuddl Duds

★★★★★ 4.9 (15) Write a review Ask a question

The following is a snapshot of the attributes that are typically <u>required</u> for Sock copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

A. Product Title

1. **Recommended Title/Title Description:** Include brand, gender, product and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:** The following attributes help us build this section of the PDP
   - **Special Features**
   - **Construction**
2. **FIT & SIZING:** The following attributes are necessary to create this section.
   - **Silhouette**
   - **Sizing**
3. **FABRIC & CARE**
   - **Fabric/material**
   - **Care**
   - **Origin**

Embrace the joy of ultimate comfort and style with this Women's Cuddl Duds® 2-Pack Plushfill Reindeer Birdseye Twist Rib Crew Socks.

FEATURES
- Plushfill yarns are specially engineered for comfort
- Superior softness and fabulous fit

FIT & SIZING
- Crew silhouette
- Fits shoe sizes 4-10

FABRIC & CARE
- Polyester, spandex
- Machine wash
- Imported

BELT COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Belt copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the [Attribute Glossary](#)

Men's Sonoma Goods For Life® Scratch Reversible Leather Belt

Sonoma Goods For Life

A

B

A. Product Title

1. **Recommended Title/Title Description:** Include brand, gender, product and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **DETAILS:** The following attributes help us build this section of the PDP
   - **Reversible?**
   - **Hardware**
   - **Special Features**

2. **FABRIC & CARE**
   - **Fabric/material**
   - **Care**
   - **Origin**

This versatile belt will match with any outfit and save space in your closet.

DETAILS
- Reverses between brown and black sides
- Jet tone hardware
- Rectangle buckle

1-2

FABRIC & CARE
- Genuine Leather
- Wipe clean
- Imported

TIE & BOWTIE COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically <u>required</u> for Tie & Bowtie copy approvals. This not an exhaustive list and is subject to change. For attribute definitions, visit the Attribute Glossary

A. **Product Title**

    1. **Recommended Title/Title Description:** Include brand, gender, product and any other necessary information required to title your product for Kohls.com.

B. **Product Details**

    1. **PRODUCT FEATURES:** The following attributes help us build this section of the PDP
- **Special Features**
- **Width**

    2. **FABRIC & CARE**
- **Fabric/material**
- **Care**
- **Origin**

Men's Bespoke Black Solid Sateen Skinny Tie

A

B

Showcase your sense of style with this men's black skinny tie.

1-2

PRODUCT FEATURES
- Solid design
- 2-inches wide
- Narrow width complements slim, modern dress apparel

FABRIC & CARE
- Polyester
- Spot clean only
- Imported

ACCESSORIES ATTRIBUTES GLOSSARY

This is a list of attributes used in Accessories. Similar attributes have been condensed for brevity.

- **Age Appropriate:** Provide the numerical age or age range this product is appropriate for
- **Arm Openings/Sleeves:** For scarves, ponchos or kimonos, indicate if the product has arm openings or sleeves
- **Base Metal:** For umbrellas, please select the material for the handle/base
- **Belt Size:** Provide the smallest and largest waist size (in inches) this belt will fit
- **Bridge Size (in mm):** Provide the length of the part of the glasses that sits on the nose
- **Brim (in inches):** Provide the depth of the brim (in inches) of this hat
- **Brim Type:** Select the type of brim this hat has
- **Buckle Type:** Select the type of buckle closure on this product
- **Care:** Select how the product should be cared for. Do not select contradicting options (ex; selecting "Machine Wash" & "Hand Wash")
- **Character Name/Sports Player:** Provide any characters, licensed properties, athletes, etc. associated with this product
- **Coatings:** Provide any type of coatings this product has
- **Compression:** For leggings, tights and athletic socks, select the level of compression from the dropdown
- **Cuffs** Are there cuffs present on the product?
- **Designer/Series Name/Collection:** Provide the name of the designer, series or collection name as applicable
- **Diameter QTY** For umbrellas, indicate the diameter of the umbrella when open
- **Does this have reflective details? If so, describe location:** If your product has reflective details, list where on the product they are located
- **Durability:** For sunglasses, describe the durability or list technologies that improve durability
- **Eye Size (in mm):** Provide the length (in mm) of the length of the part of the glasses that holds the lense
- **Fabric Construction:** Provide the construction type of the fabrics. This includes constructions like poplin, jersey, corduroy, etc. and not fabrics like cotton, polyester, rayon
- **Fabric Technologies:** List the technologies of any fabrics on this product (ex; moisture-wicking technology wicks away sweat, etc.)
- **Fabric Treatment:** Provide any treatments on the fabric (slubbed, marled, etc.)
- **Fabric/Material:** List all materials for the specific product. This should match the materials listed on the product tag. Please avoid using abbreviations
- **Fashion Silhouette:** Provide the silhouette of this accessory (infinity, wrap, bucket, thong, etc.)
- **Features 1-9/Special Features:** Provide desirable qualities of your product to help the customer. Do not provide duplicative information from other fields.
- **Footbed:** Provide the footbed material
- **Frame Material:** For sunglasses, provide the material construction of the frame of the glasses
- **Gift Box:** Select whether or not this product comes in a gift box
- **H x W x D, H x W x L (should include UOM) - For Sets Include Dimensions for Each Piece:** Provide the height, width and depth dimensions (including the unit of measure) for this item or in the case of a set, for all items within the set. Be sure to label each measurement with height, width or depth. Please use decimals instead of fractions
- **Hand Circumference Range (in inches) for Each Size (Around Knuckles):** For mittens and gloves, list the hand circumference range for each size

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ACCESSORIES ATTRIBUTES GLOSSARY
(CONTINUED)

- **Hanging Type:** Provide the way in which this product can be hung
- **Hinges:** For sunglasses, indicate the type of hinge
- **Inner Circumference (in inches):** For hats, list the inner circumference in inches
- **Insole Construction:** Provide the insole (footbed) material
- **Is this 4-Way Stretch?:** Select whether or not the fabric features 4-way stretch
- **Is this Adjustable?:** Select whether or not this product is adjustable
- **Is this anti-odor? If so, define the technology?:** Provide any anti-odor technology.
- **Is this breathable?:** Select whether or not this product features breathability
- **Is this moisture-wicking?** Select whether or not this product features moisture-wicking technology
- **Is this Plus, Reg, Petite?:** Select the size(s) this product comes in such as plus, regular and/or petite
- **Is this Reversible?:** Select whether or not this product is reversible
- **Lens color:** For sunglasses, provide the color of the lenses
- **Lens Material:** For sunglasses, provide the material of the lenses
- **Lens Treatment:** For sunglasses, provide any treatments on the lenses
- **Licensed Property Name** List any characters, movies, musicians, video games, sports teams etc.
- **Lining/Midsole/Outsole/Upper Material:** There are various attributes that request specific material. List all materials for that specific part of the product. (Outsole Material: provide ONLY the material of the outsole). Please avoid abbreviations like PE, PS, PU etc. It is difficult to determine what the intended material is.
- **Model/Style Number:** List the model number for the product. If multiple model numbers due to color and style, simplify when possible. For example: red: 1112-R, blue: 112-B, green: 1112-G, you would provide "1112" as the model number
- **Music/Sound - What Song, Artist?** If this product plays music, provide the song(s) and musical artist(s)
- **Name the construction and describe its feel:** Provide the construction so the customer know how the product will look and feel (ex; jersey, twill, denim, etc.). This is not the material content (ex; cotton, polyester, spandex).
- **Opacity** For tights, select the level of opacity
- **Origin:** Provide the origin of this product. If you are providing a domestic (made in the USA) origin, ensure than you have followed the legal documentation process for doing so (if you are unsure, reach out to your merchant partners)
- **Palm to Fingertip Length (in inches) for Each Size:** Provide the length (in inches) of the palm to the finger tip for each size these gloves come in
- **Platform Height (in inches):** Provide the height (in inches) of the platform base of this shoe
- **Pockets Attributes:** Multiple attributes ask for pocket information. Please provide number of pockets and as much detail as possible so customers know the functionality & location of the pockets.
- **Product Closure:** There are multiple products that require a closure attribute. Provide the functionality of the closure for your product (ex; button, hook & loop, magnetic, lobster-claw clasp, etc.)
- **Product Neckline:** Select the product neckline from the dropdown

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ACCESSORIES ATTRIBUTES GLOSSARY
(CONTINUED)

- **Product Technologies (Provide branded names and definitions of technologies):** List and describe the technologies of this product (ex; moisture-wicking technology wicks away sweat, etc.)
- **Provide inseam lengths (in inches) for Short, Regular & Long lengths** Provide the length of the inseam (in inches) for all lengths these bottoms come in (short, regular, long)
- **Reading Glasses Lens Strength:** Provide the strength (including + or -) of the lenses
- **Recommended Activity (ie. Running, Training, Yoga):** Provide any specific activities this shoe is intended for (walking, hiking, basketball, etc.)
- **Recommended Title/Title Description:** Include brand, product and any other necessary information required to title your product for Kohls.com.
- **Shoe Size Range:** List the sizes included for this shoe style.
- **Slip-On/Pull-On:** Select whether or not this shoe is a slip-on/pull-on style (no closure)
- **Sock Features** Provide any selling features these socks have
- **Sock Size Range** Provide the size range of the socks
- **Sole Style/Type:** Select the type of outsole. Example: slip-resistant, non-skid ect.
- **Specific Plating/Finish:** For belts, umbrellas and any other product with metal, list the plating or finish color (Gold tone, black etc)
- **Strap length (in inches) - List Range for Adjustable:** Provide the length of the strap (in inches) or the length range of the strap (if adjustable)
- **Sunglasses Frame Color:** Provide the color of the frame on these sunglasses
- **Tag Free?:** Select whether or not this product does not have a tag
- **Target Areas:** For leggings and tights, describe the target ares (tummy control, etc.)

- **Temple Size (in mm):** Provide the length (in mm) of the length of the part of the glasses that goes over the ears
- **Toe Style** For slippers, select the toe shape from the dropdown (almond, peep, round, etc.)
- **Type of Case** For glasses and umbrellas, if a case is included, select the case type from the dropdown
- **UV/UPF Protection & UV/UPF Rating (Numerical):** Select whether or not this product has UV or UPF protection and provide the numerical value of the UV or UPF protection on this product
- **Waist Strap Length (inches) - List Range for Adjustable:** Provide the length of the strap (in inches) or the length range of the strap (if adjustable) for this product to fit around the waist
- **Waistband (elastic, foldover, drawstring):** Describe the waistband functionality
- **Warranty Length:** Provide the length of time there will be a warranty on this product
- **Water Resistant:** Select whether or not this product is water resistant
- **Weight (Product) QTY (include UOM):** Provide the numerical value of the weight of this product. Please include unit of measurement.
- **What is the moisture-wicking name?:** Provide the branded name (if applicable) of the moisture-wicking technology
- **What is the type of water protection?:** Describe if this product is water resistant, waterproof, etc.
- **What's Included?:** Provide a list of all included parts and pieces.
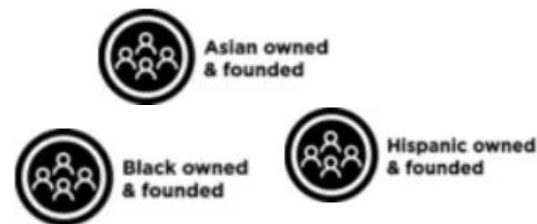
KOHL'S PRODUCT DETAIL ICONS

• **Adaptive Icons**

- To have the adaptive Icon added to your product pages, work with your merchant to have "Adaptive" included in the merchant group
- Include "Adaptive" in the titles of relevant product
- Include features that explain why the product is adaptive

• **DIverse Owned Icons**

- If your brand is diverse owned or founded, please work with you merchant partners to learn the process to become approved as a Diverse Owned/Founded brand for Kohls.
- We offer Diverse Owned and/or Founded Icons for the following groups:

  - Black Owned Brand/Founded
  - Woman Owned/Founded Brand
  - Hispanic Owned/Founded Brand

  - Asian/Founded Owned
  - LGBTQIA+ Founded/Owned
  - Veteran Owned

• **Responsible Product Icons**

- Kohls recognizes a number of 3rd party certifications that will prompt a icon to display on the PDP.
- Refer to the Responsible Product Features slide for more information on recognized certifications.
- **IF** you have a product that is certified by one of Kohl's recognized 3rd party certifications, during vendor attribute submission please complete all relevant responsible product attributes

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KOHL'S RESPONSIBLE PRODUCT FEATURES

When filling out attributes, you will encounter Kohl's Responsible Product Attributes. See examples below:
- *Responsible Solutions: Do you have any of these third party certifications?*
- *OEKO-TEX: If OEKO-TEX, what is the certification number?*
- *Organic: Do you have any of these third party Organic certifications?*

We understand that many products & brands may have eco-friendly or sustainable aspects, however the Responsible Product Attributes are <u>only</u> for specific certifications. Please **ONLY** fill out the Responsible Product Attributes if the product has **one or more of the following recognized 3rd party certifications:**

- REPREVE Certified
- Cotton LEADS Certified
- Sourced through Better Cotton Initiative™ (BCI)
- Global Recycled Standard Certified
- Recycled 100 Claim Standard Certified
- Recycled Blended Claim Standard Certified

- Recycled EVA
- Responsible Down Standard Certified
- EcoVero™ Certified
- Tencel
- Ecocosy
- STANDARD 100 by OEKO-TEX® CERTIFIED
- MADE IN GREEN by OEKO-TEX® CERTIFIED

- Lenzing: Lyocell, Modal, Viscose
- bluesign® Certified
- CertiPUR-US Certified
- Organic 100 Content Standard Certified
- Organic Blended Content Standard Certified
- Global Organic Textile Standard Certified (GOTS)
- EIM Scored (Water Conscious)

In order to display a "Responsible Product Features" section and apply Responsible Product Icons to the PDP, third-party certification is <u>required</u>. Depending on the certification, you may also need to provide a certification # and other substantiating information.

Recognized Third Party Certifications that Kohl's has agreed to display on a PDP, but will not have the icon displayed:
- UL GREENGUARD Certified
- UL GREENGUARD GOLD Certified
- UL 2884 Environmental Claim Validation Procedure (ECVP) for Substance Content Claims - Formaldehyde Free Claim Validation

Common Sustainability Attribute Pitfalls:
- Not providing a certification # for certifications where this is required
  - Global Recycled Standard Certified, Recycled 100 Claim Standard Certified or Recycled Blended Claim Standard Certified, OEKO-TEX, Organic 100/Blended Content Standard Certified, Global Organic Textile Standard Certified (GOTS)
- Not including a material percentage breakdown for recycled or organic materials
  - Applies to ALL claims of recycled/organic material, including recycled/organic products that do not have one of the Kohl's recognized 3rd party certifications.
- For OEKO-TEX: Not selecting "Yes - OEKO-TEX Certification is displayed on the product packaging":
  - If your product has an OEKO-TEX certification, if this question is selected as "No", we will be unable to display the OEKO-TEX claim on the PDP.

ACCESSORIES LEGAL GUIDELINES

- **Bamboo & Hypoallergenic:** Product that is/has rayon from bamboo or viscose from bamboo is acceptable. Vendors must provide the percentage of a product that is crafted of rayon from bamboo or viscose from bamboo, and any other materials used in crafting the product. If your product is antimicrobial you must submit documentation that the product has been treated with an antimicrobial agent. If your product is odor resistant / odor absorbing you must submit documentation, such as a test report showing this is true. Products made with bamboo and bamboo-derived materials cannot have a hypoallergenic callout.

- **Bonus Packs:** Legally, we are not permitted to call any extra item(s) out as "free" on Kohls.com. We can call out "Bonus" items if the pricing truly reflects the price of the product without the bonus item (ex: a 3 pack of socks with a 4th bonus pair of socks must cost the customer what a 3 pack of socks costs).

- **Trademarks:** If copy or imagery features a trademarked term, brand name or logo, we cannot include the claim without confirmation you have the proper licensing to use it (Common examples include: Velcro, Onesie, Wiffle Ball, Luxury brands like Dior and Chanel, etc.)

- **Faux Fur:** We cannot have any products on kohls.com that contain real fur. You must confirm via the Faux-Fur attribute that "yes", your product contains faux-fur or "no", your product does not contain faux-fur. If you select "No Value", your attribution will be rejected.

- **Made in the USA:** In order to use "Made in the USA" on the PDP, the merchant group name must include "MIUSA"

- **New & Improved:** Kohls.com does not use the terms "new and improved" unless there truly are *substantial* or *significant* features that are both new *and* improved. The FTC closely examines an advertiser's use of the word "new" because it is no longer "new" after a certain period of time.

- **Non-Profits:** For non-profit donations, you must provide specific verbiage to be displayed on Kohls.com. You must also provide confirmation and documentation stating you will notify Kohl's if the donations change or stop.

- **Testing Claims:** Testing done under specific conditions (ie: multiple variables, disclaimers to testing) *cannot* be called out in copy. Testing done to compare against other models/brands *cannot* be called out in copy. For any copy callouts regarding claims about specific testing you must confirm you can provide documentation if requested to verify testing.

- **Proposition 65:** Vendors are responsible for providing Kohl's with the warning when it is needed. Specific attributes ask for Prop 65 info. Please fill out this attribute exactly as the disclaimer should appear on the PDP.

- **Swarovski:** Swarovski branded crystals can only be called out on sunglasses. No other product types may specify Swarovski as a crystal brand.

- **Tribal Names:** Kohls.com will not use any specific tribal names in any copy - this violates the Indian Arts & Crafts Act. Acceptable keywords include; general use of the word tribal, geometric, medallion, scroll, ikat and batik.

- **Utah Law Label:** Any article of bedding, upholstered furniture, quilted clothing, or filling material sold must be labeled and tagged correctly, and that the label is easily accessible to the consumer for examination before purchase. Because Kohl's is an online retailer, and these products will be on Kohls.com, we request that you upload to K-Link an image or rendering of the law label for each bedding, upholstered furniture, quilted clothing, or filling material product that will be sold on Kohls.com.

- **Vegan Leather:** Any Vegan Leather callouts in attribution require the vendor to provide some form of certification(PETA Certification, Materials Report etc.)

- **Wool:** If a product is 100% wool, you must state this specifically in attribution and be able to provide proof if requested.

REJECTIONS

Your attributes may be rejected for many reasons. Some of the most common reasons are listed here:

- You have not filled in a value for a **required attribute**

- You have filled in attributes with **conflicting information** (ex; machine wash and spot clean)

- You have filled in an attribute **incorrectly** (incorrect information, incorrect formatting, etc.)

- You indicated your product is Made in the USA, but the merchant group name does not include this

- You have selected an attribute value that **requires another attribute(s)** to be filled out, but you have **not filled out the additional attribute(s)**;

  - Your product requires a Prop 65 warning label, but you have not provided the text for the label
  - You have listed recycled or organic materials, but have not provided a percentage breakdown totaling 100% for what these materials are
  - Your product is intended to be sat or rode upon and you did not include maximum weight capacity

TIPS, TRICKS & BEST PRACTICES

- **Attribution Best Practice:** Designated attributes are customized for specific product types to provide accurate information efficiently. Please prioritize the use of designated attribute fields. The special features attributes should be reserved for unique product features that do not fit elsewhere, but would be crucial for understanding or selling the product.

- **Duplicative Information:** Due to the large number of product types Kohl's sells online, occasionally, there may be redundancies in attributes. Please do not provide duplicate information, as editing out redundancies slows the page build process and delays getting the product online.

- **Product Titles:** we advise against using robust marketing copy in your title to ensure readability and a seamless customer experience on our mobile platform. For these reasons, we recommend limiting your titles to 60 characters.

- **Gender:** do not include gender in product titles for non-gendered items

- **Branding:** be sure to enter your brand name exactly as you want it displayed on Kohls.com

- **Long Form Marketing Copy:** Avoid using large blocks of copy. It is preferred to separate copy out into individual features either using the Features 1-9 attributes or in a bulleted/list format in the Special Features/Selling Features attribute. Per guidance from our SEO partners, we do not necessarily use vendor copy verbatim in order to mitigate negatively impacting our SEO value and to stand out from our competitors for Google ranking. Kohl's aims to preserve a clear, concise and positive user experience, for all customers, including our mobile customers.

- **Sentence Case:** ALL CAPS and Proper Case should be avoided when filling out attributes. Please use Sentence Case ONLY when filling out attributes.

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- **Controversial Products:** we will not sell controversial products on Kohls.com. These include but are not limited to products featuring; cultural stereotypes, jokes or puns regarding religion, political candidates, political parties, controversial groups, promotion of violence, gore, inappropriate innuendo, profanity, and inappropriate drug or alcohol use

- **Material Percentages:** there is no need to call out the percentages of materials used to create a product, unless you are making recycled or organic claims

- **Not Applicable:** avoid using the term "NA" or "na" without a forward slash "/" between the "N" and the "A" when you wish to skip an attribute or leave it blank. Our system has a problem with this specific term. Instead, please only use "N/A" or "No Value" when you would like to skip an attribute without leaving a value.

- **Dimensions:** Always list as H x W x L (or D) using prime marks. Example of dimension attribute with prime marks: 12"H x 4"W x 3"L. Use decimals instead of fractions

- **Conflicting information:** be cautious not to include conflicting information in your attributes (examples: machine wash and wipe clean; selecting "not included" for batteries, but listing "batteries included" in the Special Features)

- **Good-Faith Advertising:** If a product makes a claim, then that claim should be specific and accurate. Vendors may be asked to provide substantiation for certain claims.
  - Examples: Any claims that generalize the environmental benefits of a product will not be published: "green," "environmentally friendly", "eco-friendly", "Better for the environment/planet" etc.; Testing claims that assert one product to be superior to other models/brands will not be published