

KOHL'S PRODUCT DETAILS PAGE (PDP) COPY GUIDELINES

Wellness & Personal Care

KOHL'S

Revised March 19, 2024

OBJECTIVE

To provide Kohl's vendors with a resource for Kohl's 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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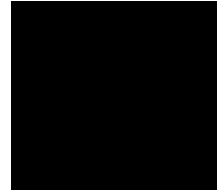
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PERSONAL CARE & GARMENT CARE COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Personal Care & Garment Care 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, product and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:** Features attributes help build this section of the PDP.
 - Explain the benefits of the product and features a customer would want to know
 - Avoid adding large blocks of copy. Please separate out into individual features
2. **WHAT'S INCLUDED:** Please list everything that comes with a product- attachments, mounting hardware, etc.
3. **DETAILS:**
 - Dimensions
 - Weight
 - Cord length (for noncordless)
 - Battery information
 - Charge time & battery life required for cordless products
 - Water tank capacity (for water flossers, irons, steamers, foot spas, etc.)
 - WiFi/Bluetooth(if applicable)
 - Warranty
 - Model no.

Rowenta SteamForce Pro Clothes Iron

[Rowenta](#)

★★★★★ 5.0 (16) [Write a review](#) [Ask a question](#)



Product Details

This high-performance steam iron brings together robust steam power with an outstanding soleplate for perfect, wrinkle free results every time.

FEATURES

- Steam on demand: Leverage the innovative steam trigger for custom control over when and where you apply steam for a tailor-made experience
- Smart screen for ultimate fabric care: Enjoy consistent, controlled heat and precise electronic temperature and steam adjustment for all your clothes. With five adjustable settings, ensure the finest treatment for every type of fabric
- Leak-free ironing: No more leaks, unwanted color transfers, or residue

DETAILS

- 6.1"H x 5.98"W x 12.6"D
- Weight: 5.18 lbs.
- 11.8 oz. water tank capacity
- 96-in. cord length
- Manufacturer's 1-year limited warranty
- For warranty information please click [here](#)
- Model no. DW9540

VITAMINS & SUPPLEMENTS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Vitamins & Supplements 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, product and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:** The following attributes helps build this section of the PDP.
 - Include features like uses and benefits of the product
 - Health claims should be specific and accurate. Vendors may be asked to provide substantiation for certain claims.
 - Products that are not approved by the Food and Drug Administration will require a vendor provided disclaimer stating as much.
 - Avoid adding large blocks of copy. Please separate out into individual features
2. **WHAT'S INCLUDED:** If more than one item, please list all items that are included
3. **DETAILS:**
 - Total weight
 - Age
 - Count
 - Flavor (if applicable)
 - Nutrition facts
4. **HOW TO USE**
 - Include dosing/application information
5. **INGREDIENTS:**
 - Required

vitaFusion Women's Sugar Free Gummy Multivitamin - 90 Count

[vitaFusion](#)

★★★★★ 4.7 (286) [Write a review](#) [Ask a question](#)



Product Details

vitaFusion Women's Gummies are formulated to support the overall health and wellness of women. These Sugar Free gummies pack a punch of essential vitamins, minerals, and natural fruit flavors that help support digestive health and immune function.

FEATURES

- Great tasting vitamin gummies make a tasty alternative to traditional hard-to-swallow pills
- Aids in digestive health with 4g of Fiber and supports immune function
- No artificial flavors or sweeteners, no synthetic (FD&C) dyes, no high fructose corn syrup, no gluten or dairy
- Delicious and Nutritious: Vitamins fused with delicious blueberry flavor for a taste you'll love!

DETAILS

- Weight: 1.107 lbs.
- 18 Years and Up
- 90 count
- Flavor: Blueberry

HOW TO USE

- Adults take two (2) gummy vitamins per day. Chew thoroughly before swallowing.

Ingredients

Polydextrose, water, gelatin, sorbitol; less than 2% of: blend of oils (coconut and/or palm) with beeswax and/or carnauba wax, color (blueberry and carrot concentrates), malic acid, natural flavor, and sucralose. Contains: tree nuts (coconut).

WELLNESS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Wellness 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, product and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:** The following attributes helps build this section of the PDP.
 - Include features like uses and benefits of the product
 - Avoid adding large blocks of copy. Please separate out into individual features
2. **WHAT'S INCLUDED:** If more than one item, please list all items that are included
3. **DETAILS:**
 - Weight or volume
 - Scent
 - Count
 - Flavor (if applicable)
 - Nutrition facts
4. **HOW TO USE**
 - Include application information
5. **INGREDIENTS:**
 - Required

Raw Sugar Living Mini Sugar Scrub - Watermelon + Fresh Mint

[Raw Sugar Living](#)

★★★★★ 4.4 (5) [Write a review](#) [Ask a question](#)



Product Details



Buff away dry, dull skin with this Raw Sugar Living sugar scrub, revealing brighter, healthier skin.



PRODUCT FEATURES

- This skin-softening scrub is a made with a blend of skin nourishing ingredients
- Vibrant mix of sugar, watermelon and peppermint leaf extracts help exfoliate, brighten, hydrate, and smooth. Once rinsed-off, skin is totally refreshed with a protective moisture veil soaked into your skin giving an extra boost, leaving it soft, supple and glowing with good vibes



DETAILS

- 3 oz.
- Watermelon + Fresh Mint scent
- Paraben-free, Phthalate-free, Sulfate-free, Cruelty-free, Vegan friendly



HOW TO USE

- Scoop out a dollop. Use circular motions to massage over dull areas. Rinse clean, and pat dry. Use 1-4x weekly. Pro note: clean off your shower/tub after using to avoid a slippery surface.



Ingredients

Caprylic/Capric Triglyceride, Sucrose (Sugar), Sodium Chloride, Sodium Cocoamphoacetate, Silica, Coconut Alkanes, Coco-Caprylate/Caprata, *Citrus Lanatus (Watermelon) Fruit Extract, *Mentha Piperita (Peppermint) Leaf Extract, *Butyrospermum Parkii (Shea) Butter Extract, *Cocos Nucifera (Coconut) Oil, *Macadamia Ternifolia Seed Oil, *Olea Europaea (Olive) Fruit Oil, *Limnanthes Alba (Meadowfoam) Seed Oil, *Simmondsia Chinensis (Jojoba) Seed Oil, *Symphytum Officinale (Comfrey) Leaf Extract, Tocopheryl Acetate (Vitamin E), *Aloe Barbadensis (Aloe Vera) Leaf Juice, D-Panthenol (Pro Vitamin B5), Polysorbate 20, Fragrance (Parfum) *Certified Organic/Cold Pressed Extracts

HAIR TOOLS COPY REQUIREMENTS

The following is a snapshot of the attributes that are typically required for Hair Tools 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, product and any other necessary information required to title your product for Kohls.com.

B. Product Details

1. **FEATURES:** The following attributes helps build this section of the PDP.
 - Include features like description and benefits of the product
 - Avoid adding large blocks of copy. Please separate out into individual features

2. **WHAT'S INCLUDED:** If more than one item, please list all items that are included

3. DETAILS:

- Dimensions
- Weight
- Material
- Cord length (if applicable)
- Battery Information
 - Charge time & battery life required for cordless products
- Care
- Warranty (if applicable)
- Model no.
- Origin

A

UNbrush Detangling Hair Brush



[UNbrush](#)

★★★★★ 4.7 (477) [Write a review](#) [Ask a question](#)

B



Product Details

This detangling brush from UNbrush gently yet thoroughly extracts knots and tangles from even the most unruly hair, painlessly and effortlessly.

1.

FEATURES

- Works equally great on wet and dry hair
- Unique backless vented cushion reduces styling time
- Easy-to-clean design ensures hassle-free maintenance
- Ultra-light, high performance handle allows for durable flexibility and ease of use
- DuoFlex Anti-Static Bristles™ work like magic, for gentle tangle release and reduced breakage
- 58 long bristles carefully and easily detangle even the most stubborn hair
- 47 mini bristles gently smooth and polish hair

3.

DETAILS

- 8.5"H x 3.25"W x 1.75"D
- 1.5-oz.
- Plastic
- Model no. ACOO
- Imported

WELLNESS & PERSONAL CARE ATTRIBUTES GLOSSARY

This is a list of attributes used in Wellness & Personal Care. Similar attributes have been condensed for brevity.

- **Age Appropriate:** List the age(s) this product is intended for, if applicable
- **Auto Shut-Off?:** Select whether or not this item shuts off automatically after a certain amount of time has passed
- **Batteries - Number & Type Required, Included?:** List the type of batteries required, how many are required and whether or not they are included
- **Bristle Type:** For oral care, select the bristle type from the dropdown
- **Capacity/Volume - Product 1-3 QTY:** List the capacity/volume in ounces for this product
- **Care:** Select how the product should be cared for. Do not select contradicting options (ex; selecting "Machine Wash" & "Hand Wash")
- **Clinical Results/Health Benefits:** Describe any health benefits of the product
- **Compatibility - list brands and model numbers, devices & apps:** For products that are meant to be used with other products (i.e.: cell phones, attachments, accessories etc.) list items that are compatible
- **Cord Length (in inches):** List (in inches) the length of any attached power cord
- **Diaper Size & Diaper Weight Range:** Indicate the diaper size and weight range for each size
- **Electrical Power Number & UOM:** List the power number and unit of measure (ex: 1400 watts)
- **Fabric/Material:** There are various attributes that request material. Generally, you will need to list all materials for the specific product. This should match the materials listed on the product tag or product packaging. Please avoid abbreviations like PE, PS, PU etc. It is difficult to determine what the intended material is. Do not include packaging materials. Other attributes will ask for a specific material on the product, such as "Cover material" & "Lining material"
- **Feature 1-9/Special Features/Selling Features:** Provide desirable qualities of your product to inform the customer. Do not provide duplicative information from other fields. This is the primary information editors use to build the "Features" section of the PDP. Adding little to no information for this attribute(s) will result in little to no information on the product's features section of the PDP.
- **Flavor:** List the flavor of consumable products
- **Fragrance Concentration - Product 1-3:** Select the concentration level from the dropdown (Eau de parfum, Eau de toilette, etc.)
- **Fragrance Name, Scent, Flavor - Product 1-3:** List the fragrance name, scent and flavor
- **Fragrance Notes Top, Middle and Base:** List the fragrance notes
- **H x W x D, H x W x L (should include UOM) - For Sets Include Dimensions for Each Piece:** There are various attributes that request dimensions. Please use the format listed for a specific attribute. For general dimensions (H x W x D or H x W x L) provide the assembled/opened measurements of the product. Include the UOM after each metric. Example: if UOM is inches, 4"H x 5"W x 2"D. Please use decimals instead of fractions.
- **How Does it Work/What Does it Do?:** For products that may not be immediately self-explanatory or are introducing new technology to consumers (e.g., smart home items), provide clear explanations of their functionality, highlight the problems they can solve or explain the benefits customers will enjoy from using them. This copy should distinctly differ from the Features or Special Features sections.
- **How to Use Instructions/Usage Activity :** For products that may not be immediately self-explanatory or are introducing new technology to consumers, please include brief instructions or indicate what the product is used for.

WELLNESS & PERSONAL CARE ATTRIBUTES GLOSSARY CONTINUED

This is a list of attributes used in Wellness & Personal Care. Similar attributes have been condensed for brevity.

- **Ingredient Features:** Describe any benefits/features of the ingredients
- **Ingredients:** List the manufacturer's ingredients for personal care products
- **Is this a blind assortment where the product selection is random?:** If there is not a sku for each item in this style and the customer will be given a color/type at random, please select "Yes"
- **Licensed Property Name:** List any characters, movies, musicians, video games, sports teams etc.
- **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
- **Number of Settings:** List the number of settings
- **Number of Speeds:** List the number of speeds
- **Organic & Recycled Materials:** For all products that claim to be recycled or organic, you must provide the percentage of recycled or organic material: total product material content breakdown is needed and should add up to 100%
- **Power Source:** Indicate the power source (battery, wall plug etc.)
- **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.)
- **Is this Rechargeable/Battery Charge Time/Battery Charge Life:** List whether or not this product is rechargeable, how long it takes to fully recharge, and how long a fully charged battery lasts
- **Recommended Surface Application:** Indicate the surfaces this product can be used on
- **Recommended Title/Title Description:** Include brand, product and any other necessary information required to title your product for Kohls.com.
- **Reusable?:** Is this product reusable
- **Room Size (in sq. ft.):** For space heaters, humidifiers, air purifiers, dehumidifiers and air conditioners: indicate the maximum room size (in sq. ft.) that the product is intended for
- **Set:** Include all information for each piece within set: List all pieces that are in a set
- **Shades:** For makeup, list the types of shades
- **Shipped in Original Packaging:** Select whether or not this product is shipped in its original packaging. This enables us to alert customers if an item they may be giving as a gift will arrive at their home showing the product that is inside the bag/box
- **Surfaces Not Recommended:** Indicate the surfaces this product SHOULD NOT be used on
- **Warranty Length:** Select the warranty length of the product
- **Water Tank Capacity:** For humidifiers, mops, steamers, irons, water flossers, dehumidifiers and any other product that that has a water tank, provide the water tank capacity and provide the UOM
- **Weight (Product) QTY & (Product) UOM:** Provide the weight quantity and unit of measure for your product
- **What's Included?:** List all items that are included for a product. For example, if the title lists a 3-pc. set, please list out each individual item.

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 certified, during vendor attribute submission, select the relevant responsible product attributes



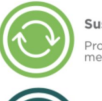
Asian owned
& founded



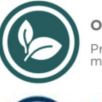
Black owned
& founded



Hispanic owned
& founded



Sustainably Sourced
Produced by using responsible
methods and materials



Organic
Produced with organic
methods and materials



Certified Nontoxic
Product tested for substances known to be
harmful to human and environmental health.

KOHL'S SUSTAINABILITY RESPONSIBLE PRODUCT FEATURES

When filling out attributes, you will encounter Kohl's Sustainability Attributes. See examples below:

- *Does this product contain sustainability features?*
- *Sustainably Sourced: Do you have any of these third party certifications?*
- *Certified Nontoxic: If OEKO-TEX, what is the certification number?*
- *Sustainably Sourced: Recycled Polyester?*

We understand that many products & brands may have eco-friendly aspects, however the specific Sustainability Attributes are only for specific certifications. Please **ONLY** fill out the Sustainability 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
- [re]Cyclo Certified
- Recycled 100 Claim Standard Certified
- Recycled Blended Claim Standard Certified
- EVA (SGS) Tested
- Responsible Down Standard Certified
- Sourced through Better Cotton Initiative™
- EcoVero™ Certified
- Lenzing Tencel
- Ecocosy
- STANDARD 100 by OEKO-TEX® CERTIFIED
- MADE IN GREEN by OEKO-TEX® CERTIFIED
- 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 Sustainability Icons to the PDP, third-party certification is required. Depending on the certification, you may also need to provide a certification # and other substantiating information.

Common Sustainability Attribute Pitfalls:

- Filling out attributes that are tied to a certification without indicating a certification
 - Tested for harmful substances (only for OEKO-TEX)
 - Phthalate free (only for CertiPur certification)
 - Made from certified sustainable wood pulp (EcoCosy certification only)
- 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.
- Tip: If you have responded "No" to the attribute "Does this product contain sustainability features?" Then you should also be responding "No", "No Value", or "N/A" to all of the rest of the sustainability features attribute questions.

WELLNESS & PERSONAL CARE 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.
- **Health Benefits:** Products that are not approved by the Food and Drug Administration require a vendor-provided disclaimer stating "this product is not approved by the Food and Drug Administration."
- **Made in the USA:** In order to use "Made in the USA" on the PDP, the merchant group name must include "MIUSA". Work with your merchant partner to complete the verification process to be able to display "Made in the USA" on product pages.
- **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.
- **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.
- **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.

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.
- **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