CVS Health

PDP Standards and Guidelines

Within STIBO

July 2023

Global Standards

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Image Guidelines

Example

Standard

- All product images must be standard '.jpg' image files – name MUST be in lowercase.
- All image names must exclude leading zeroes and should include the last check digit
- Primary Image must be front of product and on a white (#FFFFFF) background
- All images must be a minimum of 1500x1500 pixels and square.
- Images for the beauty and personal care categories that feature models must include the appropriate CVS Beauty Marks
- Must submit a minimum of 3 images
- See next slide for image ranking rules

STIBO Requirements

- Must upload a minimum of 3 digital assets under primary images
- Format must be JPG
- Primary and Secondary images can have multiple images, the other types can only have one

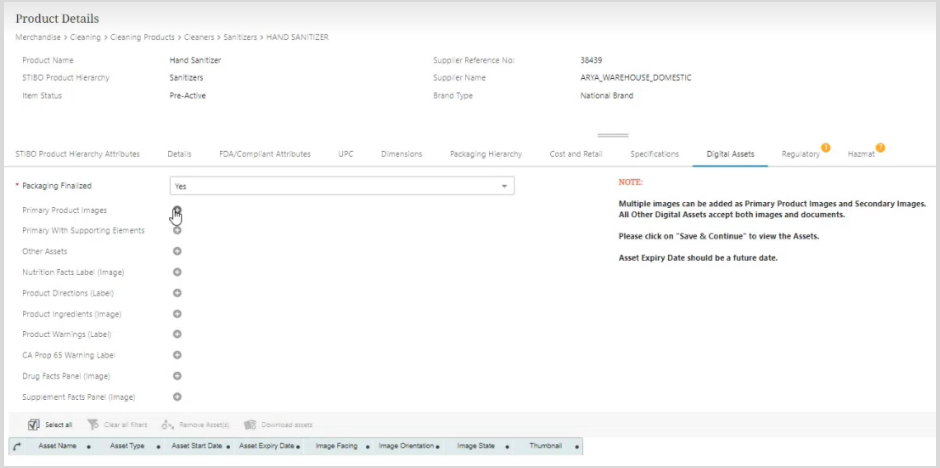

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Image Guidelines

Please follow the chart to the right to determine image ranking rules

ImageType (Value)	State	Orientation	Facing	Rank
primary	in-package	center	front	10
primary	out-of-package	center	front	20
primary	in-package	center	back	30
primary	out-of-package	center	back	40
primary	in-package	center	left	50
primary	out-of-package	center	left	60
primary	in-package	center	right	70
primary	out-of-package	center	right	80
primary	in-package	center	top	90
primary	out-of-package	center	top	100
primary	in-package	center	bottom	110
primary	out-of-package	center	bottom	120
drug-panel		-	-	130
nutrition-panel		-	-	150
supplement-panel		-	-	170
ingredients		-	-	180
preparation-instructions		-	-	185
petfood-feeding-instructions		-	-	187
primary	in-package	right	back	190
primary	out-of-package	right	back	200
primary	in-package	left	back	210
primary	out-of-package	left	back	220
primary	in-package	no–plung-angle	front	230
primary	out-of-package	no–plung-angle	front	240
warnings-handling		-	-	280
primary-supporting		-	-	290
primary	styled	-	-	300
primary	staged	-	-	350
primary	held	-	-	400
primary	worn	-	-	450
primary	used	-	-	500
primary	family	-	-	550
primary	formed	-	-	600
supplemental-sidekick		-	-	650
size-comparison		-	-	700
content-texture		-	-	750
detail-technology		-	-	800
application		-	-	850
ambiance-mood		-	-	900
lighting-panel		-	-	950
certifications-claims		-	-	1000

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Product Description/Details

Standard

- Make sure descriptions are specific to CVS
- Give important information first in the form of descriptive bullets
- Fully describe the product to educate the customer. Only include relevant, important details.
- Make it easy to scan by breaking it up into short blocks of copy
- Think of the What, Who, Where, When, Why, and How

Example

Citracal Petites Calcium Citrate With Vitamin D3, Caplets, 200 Count
200 CT, 0.59 lbs. Item # 77214

Citracal Petites sugar free Calcium Citrate caplets are designed to provide the calcium andvitamin D3 you may not get enough of from the foods you eat each day. Calcium is an essentialmineral needed for bone health.* Add Citracal Petites as part of your daily regimen to supportstrong bones.* Vitamin D3 promotes calcium absorption. Citracal Petites contains 400 mg ofcalcium and 500 IU of vitamin D3 per serving to help achieve optimal bone health, defy boneaging and reduce the risk of Osteoporosis.† They are smaller and easier to swallow compared toCitracal Maximum Plus and can be taken with or without food. Citracal is the #1 Doctor andPharmacist‡ recommended calcium brand. So, whether you're 19 or 90, talk to your doctorabout adding Citracal Petites to your diet and overall wellness and fitness regimen to helpsupport bone health*†Adequate calcium and vitamin D throughout life, as part of a well-balanced diet, may reducethe risk of osteoporosis.‡Pharmacy Times Survey, 2020*This statement has not been evaluated by the Food and Drug Administration. This product isnot intended to diagnose, treat, cure, or prevent any disease.

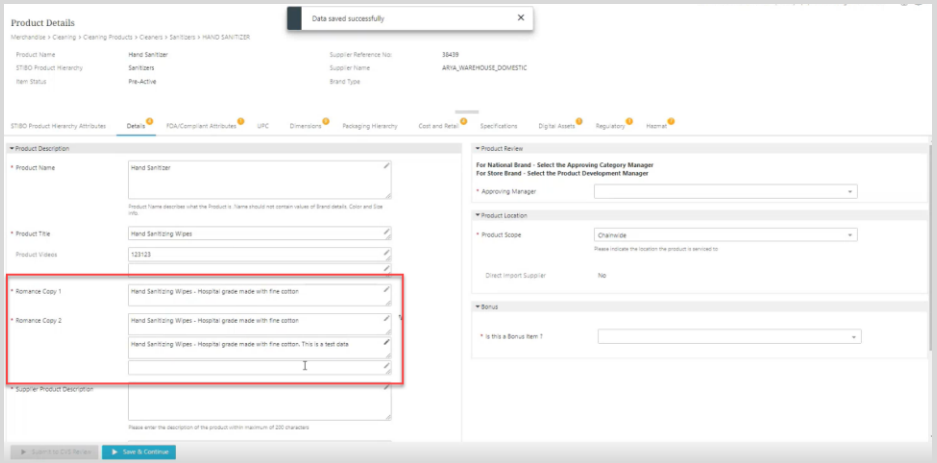
TESTED TO BE TRUSTED

We require that all vitamins & supplements are third-party tested to help ensure they contain the listed dietary ingredients. To learn more, please visit cvs.com/tested-trusted.

- DEFY BONE AGING: Citracal Petites is a sugar free calcium supplement, providing 400 mg of calcium per serving to help support bone health* as part of your overall wellness and fitness regimen; just 2 caplets twice a day
- IMPORTANCE OF CALCIUM: This essential mineral is needed for bone health*; Petites is made with Calcium Citrate
- WITH VITAMIN D3: 500 IU per serving helps absorb dietary calcium*, as few foodscontain vitamin D
- SMALLER, EASIER TO SWALLOW‡: These coated caplets are smaller and easier to swallow and can be taken with or without food
- #1 CALCIUM BRAND RECOMMENDED: Citracal is the #1 Doctor & Pharmacist‡ recommended calcium brand

STIBO Requirements

- Romance Copy 1 will be paragraph form with up to 2,000 characters
- Romance Copy 2 will be bullet point form up to 300 characters per bullet
  - Requires 3 bullet points at minimum, 15 bullet points max
- If Tested to be Trusted is applicable, add to the end of the paragraph section (Romance Copy 1)



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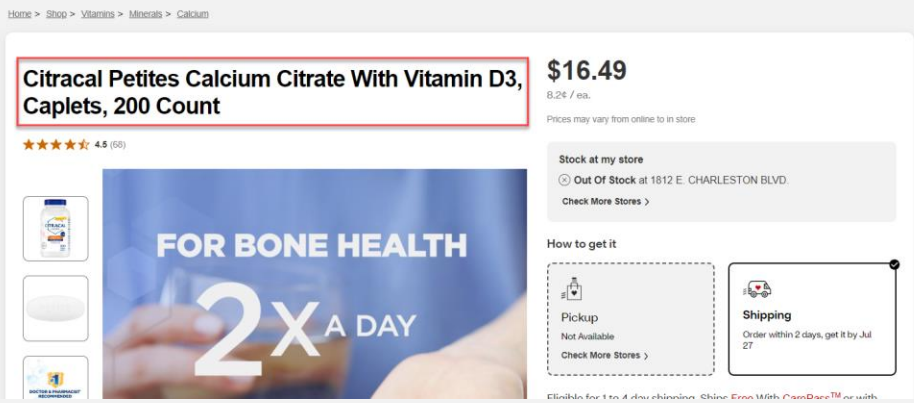
Titles

Example

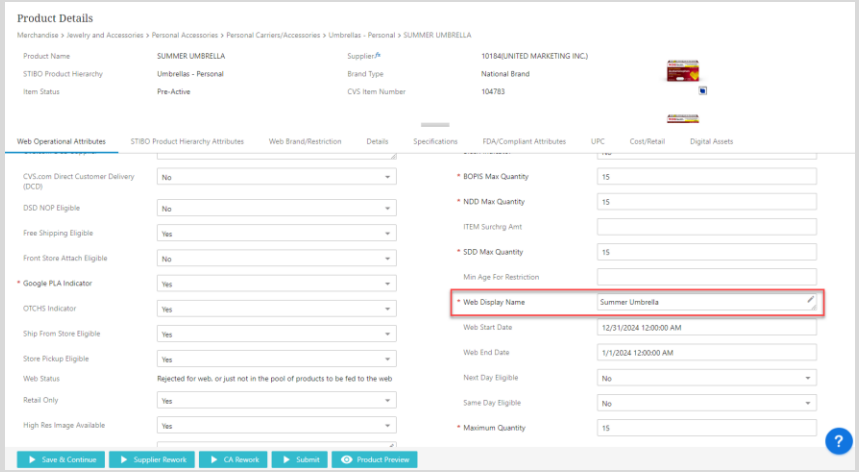
Standard

- Include as much information to be able to identify the product uniquely, while still maintaining a quick and easy to read title
- Must Include:
  - Brand
  - Product Name/Description
  - Differentiator (Count, Scent, Variants, etc.)



STIBO Requirements

- Enter under “Web Display Name”
- 250 character limit
- SEO recommends 150 characters max.



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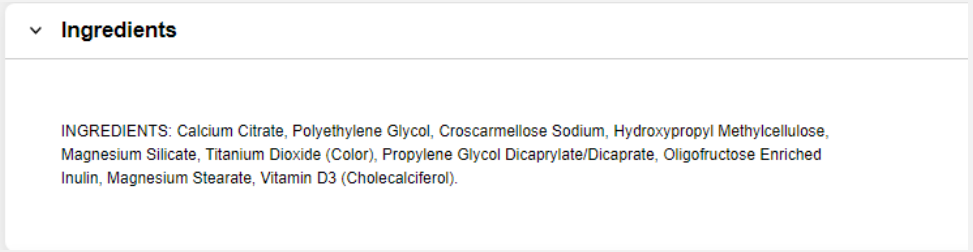
Ingredients

Example

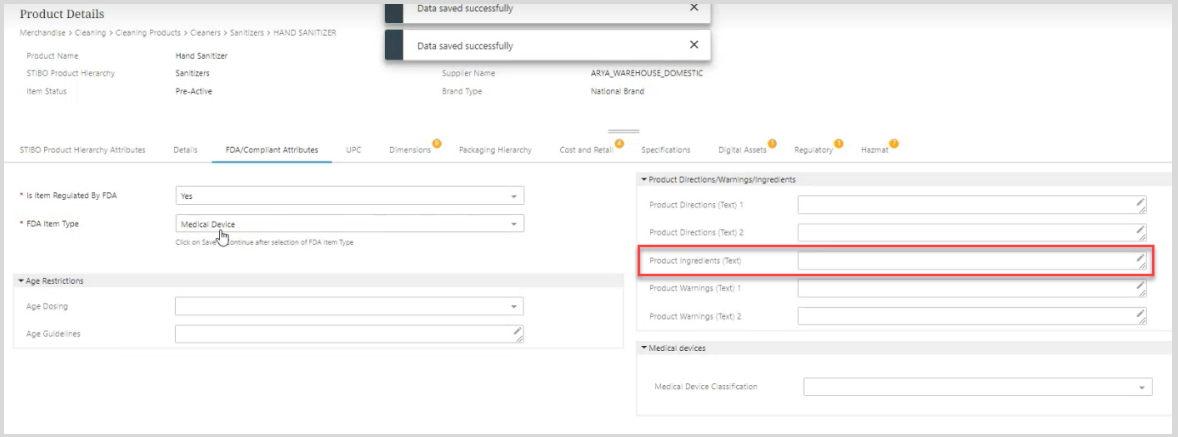
Standard

- List out ingredients as they appear the label
- Include image of label within images
- Any consumable product should include ingredient information
- List out as shown to the right, in the same order as the label with a coma in between



STIBO Requirements

- 10,000 character max
- “Is Item Regulated by FDA” must be selected as “yes” and type must be indicated for this field to appear



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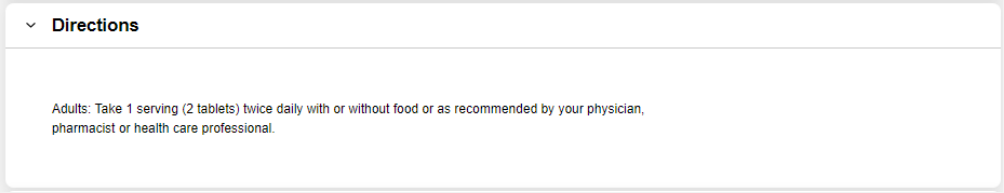
Directions

Example

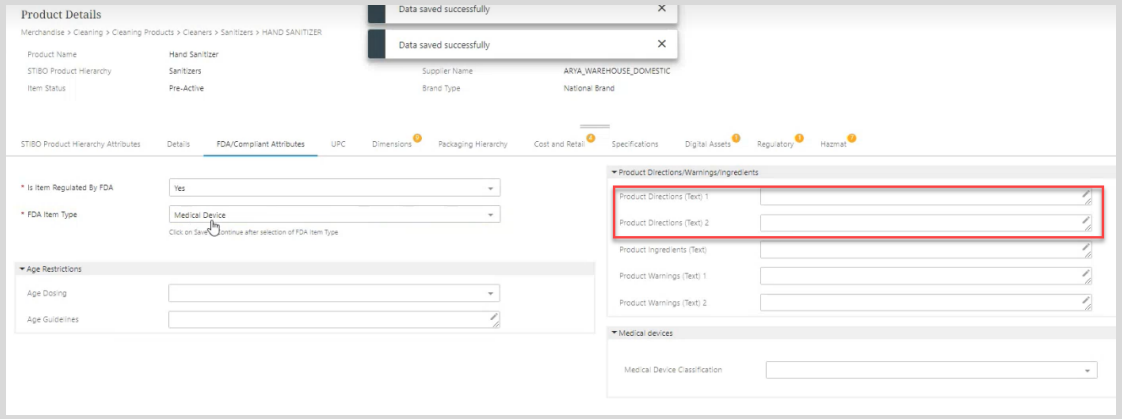
Standard

- List out any directions needed for use
- List as displayed on any labels



STIBO Requirements

- 300 character max, 15 bullet point max, no minimum
- “Is Item Regulated by FDA” must be selected as “yes” and type must be indicated for this field to appear



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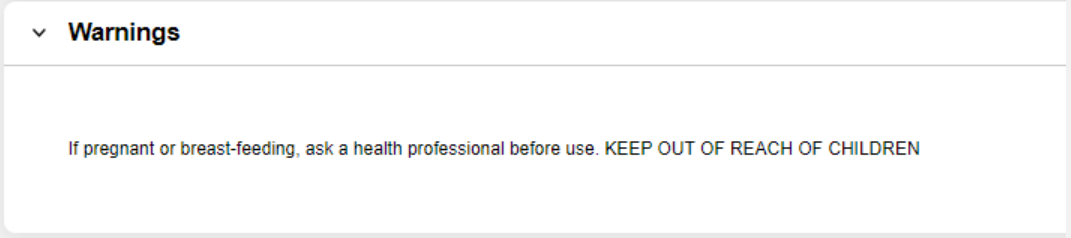
Warnings

Example

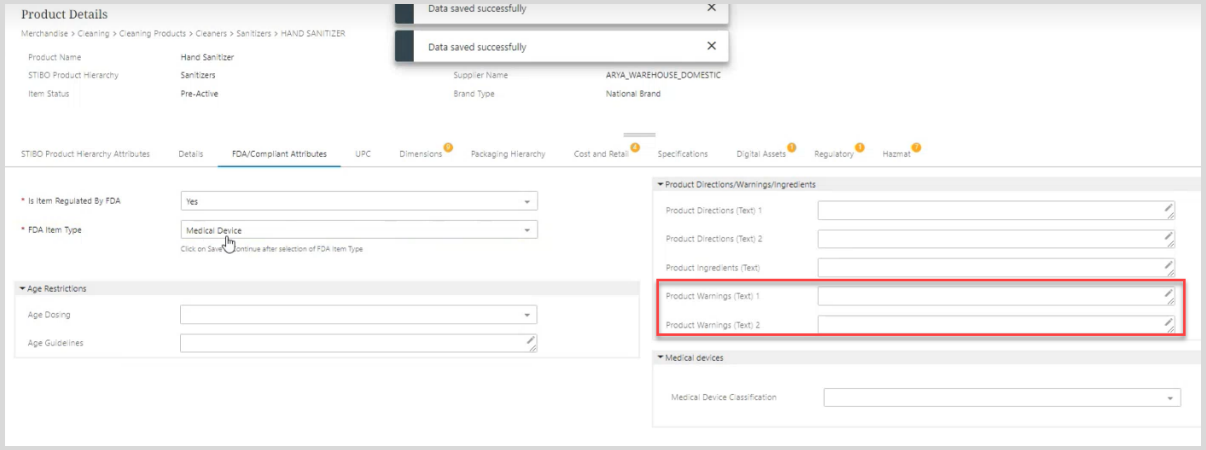
Standard

- List out any warnings applicable for use
- List as displayed on any labels



STIBO Requirements

- 300 character max, 15 bullet point max, no minimum
- “Is Item Regulated by FDA” must be selected as “yes” and type must be indicated for this field to appear



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Specifications

Example

Standard

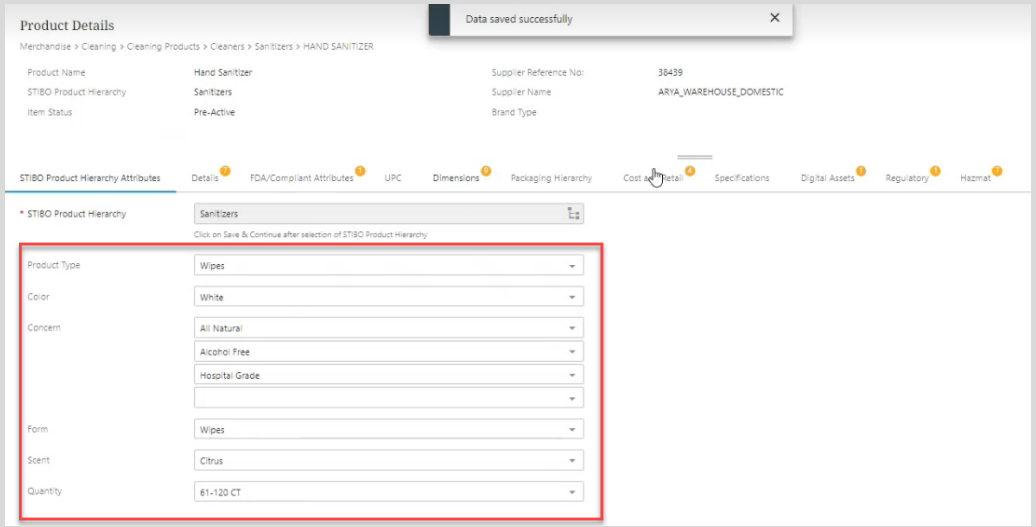
- Fill out all fields that are applicable, specific options will appear based on the product type
- Provide as much information as available so that the consumer has any all key information

Specifications

Concern	Immune support
Form	Tablets, capsules & caplets
Key ingredient	Calcium
Product type	Dietary supplements
Quantity	121-200 ct

STIBO Requirements

- Taken from “STIBO Product Hierarchy Attributes”
- Options limited to values given



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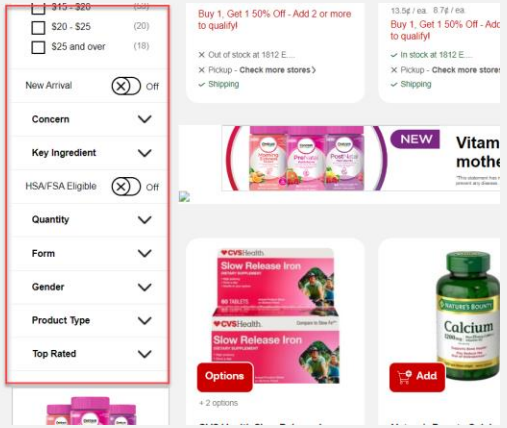
Left Hand Nav. Attributes

Example

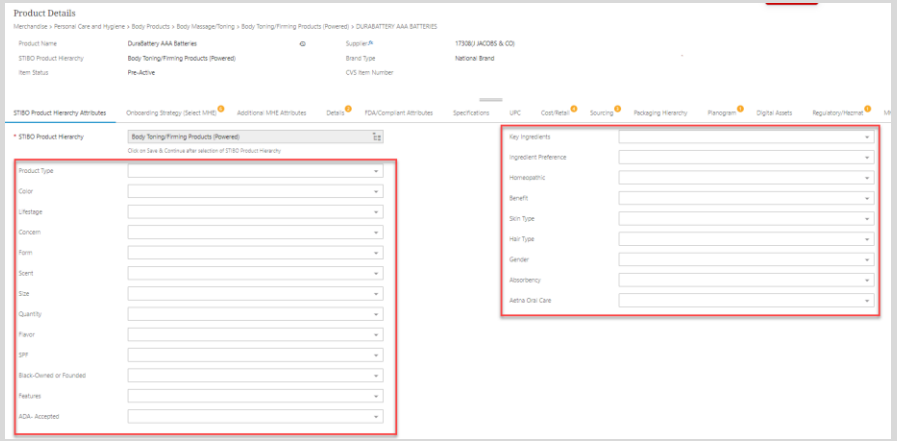
Standard

- Fill out all fields that are applicable, specific options will appear based on the product type
- Provide as much information as available to allow as many filters as the customer may need. Specific filters that appear will depend on CVS digital team making them available on site
- The more filters that are available the more chances the customer will have to find that product when engaging with filters



STIBO Requirements

- Taken from “STIBO Product Hierarchy Attributes”
- Options limited to values given
- For options to show on site, they must also be indicated within Bloomreach



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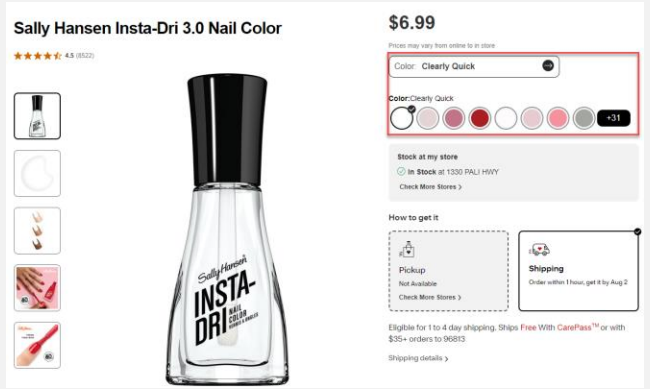
Product Groupings

Standard

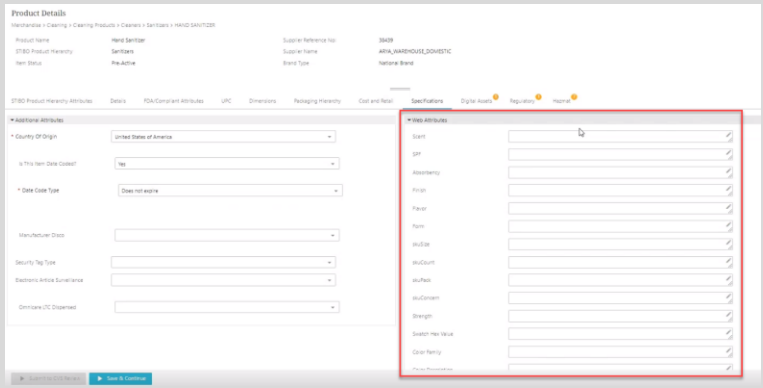
- SKUs are grouped to provide ease of choice for the customer. Examples of potential groupings are, size, count, scent, color, etc.
- All SKUs grouped into a single PDP must share the following:
  - Brand
  - All categorization and subcategorization
  - Grouping type (if items are grouped by color but one SKU does not have a color attribute, it will not appear on the PDP)
- Questions to keep in mind when considering grouping:
  - are they inherently the same item?
  - are they in the same category?
  - are they the same brand?
  - do they serve the same purpose?
  - Would the customer want it the same as another in the group?
  - Is there more than one item for each attribute?

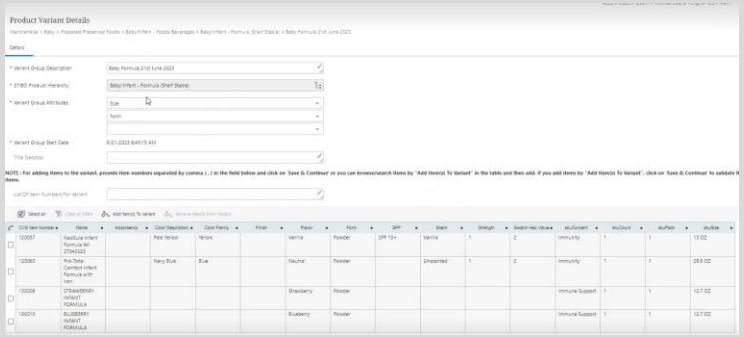
Example



STIBO Requirements

- Products are grouped by attributes indicated in the specifications section, groupings by attribute must first have that particular attribute filled out for all SKUs within the grouping to be able to group
- Recommendation is to fill out any attributes here for all SKUs so that future groupings are possible
- 100 character max for these fields within specifications
- Product Variant will then need to be created indicating that the SKUs should be grouped and by which attribute will create the variant grouping





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Standards by Business Unit

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Health Standards

Example

Standard

- "HSA/FSA Eligible" – should be the first bullet of any applicable sku
- Vitamins – Tested to be Trusted verbiage
  - "Tested to be Trusted - We require that all vitamins & supplements are third-party tested to help ensure they contain the listed dietary ingredients. To learn more, please visit cvs.com/tested-trusted."
- Cold Remedies – Age Restricted items should include shipping restrictions/limitations in first bullet
  - "Age verification required for purchase *State restrictions apply for shipping. Below are the states that are eligible for shipping." + states listed
  - If PSE item, product should be listed as "In Store Only" with verbiage: "NOT SOLD ONLINE: XYZ Product are for in-store purchase only. Find XYZ Product behind the pharmacy counter, without a prescription."
- Allergy Remedies – Age Restricted items should include shipping restrictions/limitations
  - "Age verification required for purchase *State restrictions apply for shipping. Below are the states that are eligible for shipping." + states listed
- Pain Relievers – Age Restricted items should include shipping restrictions/limitations
  - "Age verification required for purchase *State restrictions apply for shipping. Below are the states that are eligible for shipping." + states listed
- First Aid – Age Restricted items should include shipping restrictions/limitations
  - "Age verification required for purchase *State restrictions apply for shipping. Below are the states that are eligible for shipping." + states listed
- Home Health Care – Age Restricted items should include shipping restrictions/limitations
  - "Age verification required for purchase
- Eye Care- Preservative Free and Homeopathic items should be specifically notated

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Beauty Standards

Example

Standard

- **PDP Description & SKU Description Standard:**
  - SKU descriptions have differentiators
  - Product size in OZ or quantity should be located at the very end of the description (grouped or not grouped)
- Should be first bullet in Facial care/Skincare is "Derm tested/ approved"
- Products including "non-comedogenic" and/or "paraben free" should be bulleted
- Products that are environment friendly, vegan friendly, fragrance free, oil free, allergy tested, Oxybenzone-free should be bulleted
- Sensitive skin tested/friendly and/or SkinSafe should be bulleted
- HAS/FSA eligible should be called out
- Products including Acids, vitamins or other essential ingredients to be bulleted

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Personal Care Standards

Example

Standard

- **PDP Description & SKU Description Standard Examples:**
  - SKU descriptions have differentiators (product size in OZ or IN, Quantity, Month Supply etc.)
  - Multiple SKUs that are grouped under 1 PDP do not have differentiators in PDP Description, only in SKU Description (Garnier example)

Department	Category	Example of Product ID (if grouped)	Example with 1 Key Differentiator	Example with 2+ Key Differentiators
Personal Care	DEODORANTS	Degree UltraClear Black+White Antiperspirant Deodorant, Pure Clean	Degree UltraClear Black+White Antiperspirant Deodorant, Pure Clean, 2.6 OZ, 2 Pack	Native Deodorant, Coconut & Vanilla, 2.65 OZ
	HAIR ACCESSORIES	Wet Brush Original Detangler Brush	Tangle Teezer The Wide Tooth Comb	Conair Secure Hold Hair Pins, 100 CT
	HAIR ACCESSORIES - FASHION	Hollywood Fashion Secrets Medium Silicone CoverUps	Hollywood Fashion Secrets Medium Silicone CoverUps, Size 2, Light	Kitsch Recycled Plastic Jumbo Classic Claw Clips, 2 CT
	HAIR ACCESSORIES - APPLIANCES	Revlon One-Step Hair Dryer and Volumizer Hot Air Brush	Revlon 1875W Turbo Hair Dryer	Conair Infiniti Pro Tourmaline Ceramic Curling Iron, 1.5 IN
	HAIR CARE	Garnier Fructis Sleek & Shine Shampoo	Garnier Fructis Sleek & Shine Shampoo, 12.5 OZ	TRESemme TRES Two Extra Hold Non Aerosol Hair Spray, 10 OZ
	HAIR CARE - HAIR REGROWTH	Rogaine Men's Extra Strength 5% Minoxidil Solution for Hair Regrowth	Rogaine Men's Extra Strength 5% Minoxidil Solution for Hair Regrowth, 3 Month Supply	Viviscal Extra Strength Hair Growth Supplement Tablets, 60 CT
	HAIR COLOR	Clairol Nice'n Easy Permanent Hair Color	Clairol Nice'n Easy Permanent Hair Color, 4 Dark Brown	L'Oreal Paris Superior Preference Fade-Defying Hair Color, UL61 Ultra Light Ash Brown
	KIDS PERSONAL CARE	Philips Sonicare Kids Replacement Electric Toothbrush Head	Philips Sonicare Kids Replacement Electric Toothbrush Head, 2 CT	quip Kids Electric Toothbrush Starter Kit, 2-Minute Timer + Travel Case
	KIDS PC SHAMP+COND	Suave Kids 2 in 1 Shampoo and Conditioner	Johnson's Strengthening Tear-Free Kids Shampoo, 13.6 OZ	Suave Kids 2 in 1 Shampoo and Conditioner, Watermelon Wonder, 12 OZ
	KIDS PC ORAL	CVS Health Kids Dr. Seuss Toothbrush for ages 4-8, Extra Soft Bristle	CVS Health Kids Dr. Seuss Toothbrush for ages 4-8, Extra Soft Bristle, 1 CT	CVS Health Kids Toothbrush for ages 4-8, Extra Soft Bristle, Watermelon, 4.2 OZ
	KIDS PC BATH	Alaffia Kids Shampoo & Body Wash	Alaffia Kids Bubble Bath, Lemon Lavender, 16 OZ	Alaffia Kids Shampoo & Body Wash, Coconut Strawberry, 16 OZ
	ORAL HYGIENE	DenTek Instant Oral Pain Relief Advanced Kit, Benzocaine 20% Maximum Strength	CVS Health Denture Cleanser Anti-Bacterial Tablets, 40 CT	CVS Health No Boiling Dental Guards, 2 CT
	ORAL HYGIENE - TP	Colgate Optic White Stain Fighter Whitening Toothpaste, Clean Mint	Colgate Optic White Pro Series Whitening Toothpaste with 5% Hydrogen Peroxide, Enamel Strength, 3 OZ	Crest Pro-Health Smooth Formula Toothpaste, Clean Mint, 4.6 OZ, 2 Pack
	ORAL HYGIENE - TB	Oral-B Pulsar Whitening Battery Powered Toothbrush	Oral-B Vivid Luminous Toothbrush, Medium Bristle, 1 CT	Colgate 360 Optic White Whitening Toothbrush, Soft Bristle, 4 CT
	ORAL HYGIENE - FLOSS	Gum Comfort Slide Flossers	Oral-B Glide Pro-Health Comfort Plus Dental Floss, Mint, 40 M, 3 Pack	Gum Comfort Slide Flossers, 120CT
	ORAL HYGIENE - WHITENING	Crest 3D White Luxe Whitestrips Supreme FlexFit Teeth Whitening Kit	Crest 3D White Luxe Whitestrips Supreme FlexFit Teeth Whitening Kit, 21 Treatments	Colgate Optic White Overnight Whitening Pen
	ORAL HYGIENE - POWER	Philips Sonicare ProtectiveClean 5100 Rechargeable Electric Toothbrush	Oral-B iO Series 7 Electric Toothbrush with 2 Brush Heads, Black Onyx	Philips Sonicare SimpleClean Replacement Brush Heads, White, 5 CT
	ORAL HYGIENE - MOUTHWASH	Listerine Antiseptic Mouthwash for Bad Breath, Plaque, and Gingivitis, Cool Mint	Colgate Total Pro-Shield Mouthwash, Peppermint, 1 L	ACT Anticavity Fluoride Mouthwash, Mint, 18 OZ
	PRO SALON	Biolage Smooth Proof Conditioner	Living Proof Full Shampoo, 8 OZ	Kerastase Resistance Masque Force Architecte Reconstructing Masque, 6.8 OZ
	SHAVING NEEDS	Schick Hydro Silk Easy Control Sugar Wax Roller for Body + Pubic	Nair Hair Remover Cocoa Butter Hair Removal Lotion, 9 OZ	Nair Sensitive Ready Wax Strips Face and Bikini, 40 CT
	SHAVING - RAZORS/BLADES	Gillette Fusion5 Men's Razor Blade Refills	Gillette Fusion5 Men's Razor Blade Refills, 8 CT	Gillette Venus for Pubic Hair and Skin Women's Razor + 2 Razor Blade Refills
	SHAVING - ELECTRIC RAZORS	Philips Norelco Bodygroom Series 7000 Showerproof Body Trimmer & Shaver, BG7030/49	Philips Norelco OneBlade Replacement Blade, 2 CT	Philips Norelco Series 5000 Men's Rechargeable Wet & Dry Electric Shaver, X5004/84
	SHAVING - GELS/CREAMS	Barbasol Thick and Rich Shaving Cream, Soothing Aloe	Gillette Fusion5 Ultra Sensitive Hydra Shave Gel, 7 OZ	Gillette Fusion ProGlide Sensitive 2 in 1 Shave Gel, Ocean Breeze, 6 OZ
	SHAVING - GROOMING	Just for Men 1-Day Beard & Brow Color	Just for Men 1-Day Beard & Brow Color, Dark Brown	Would Shampoo+Conditioner, Golden Hour, 16 OZ

- **Items fulfilled via DSD are currently listed online as 'In Store Only'**
  - Select SKUs from Multicultural Hair, Hair Accessories
- **PDP Copy**
  - "HSA/FSA Eligible" products should be the 1st bullet
  - Clean products tags should be bulleted (Ex: "paraben free", "phthalate free", "sulfate free", "silicone free", "cruelty free", "vegan friendly", "sustainable packaging", "benzene free", etc.)
  - Products including "sensitive friendly" tags should be bulleted
  - Essential ingredients should be bulleted (Ex: Minoxidil, Ketoconazole, Zinc Pyrithione & Selenium Sulfide)

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General Merchandising Standards

Standard

- **PDP Description & SKU Description Standard Examples:**
  - SKU descriptions have differentiators (product size in oz or ft, Quantity (ct), Scent etc.)
    - Unit of measure is lower case with spaces
  - Multiple SKUs that are grouped under 1 PDP do not have differentiators in PDP Description, only in SKU Description

Department	Category	Example of Product ID (if grouped)	Example with 1 Key Differentiator	Example with 2+ Key Differentiators
General Merchandise	APPAREL	Style Essentials by Hanes No Hose Capri Shaper	Style Essentials by Hanes No Hose Capri Shaper, Black	Style Essentials by Hanes No Hose Capri Shaper, Black, XL
	BATTERIES	Duracell Coppertop AAA Alkaline Batteries	Duracell Coppertop AAA Alkaline Batteries, 4 ct	N/A
	CELEBRATIONS	Anagram Air Balloon Birthday	Anagram Air Balloon Birthday, Gold	N/A
	HOUSEHOLD	Dawn Ultra Dishwashing Liquid Dish Soap	Dawn Ultra Dishwashing Liquid Dish Soap, 41 oz	Dawn Ultra Dishwashing Liquid Dish Soap, Original Scent, 41 oz
	HOUSEHOLD PAPER	Charmin Ultra Soft Toilet Paper	Charmin Ultra Soft Toilet Paper, 4pack	N/A
	HOUSEWARES	Yankee Candle Pillar Candle	Yankee Candle Pillar Candle, 12 oz	Yankee Candle Pillar Candle, Coconut Beach, 12 oz
	LAUNDRY	Tide PODS Liquid Laundry Detergent Pacs with Downy	Tide PODS Liquid Laundry Detergent Pacs with Downy, 26 ct	Tide PODS Liquid Laundry Detergent Pacs with Downy, April Fresh, 26 ct
	PET WELLNESS	Temptations Classic Treats for Cats	Temptations Classic Treats for Cats, 16 oz	Temptations Classic Treats for Cats, Seafood Medley Flavor, 16 oz
	SEASONAL	Merry Brite Mini Lights	Merry Brite Mini Lights, 120 ct	Merry Brite Mini Lights, Clear Bulbs with Green Wire, 120 ct
	SMALL ELECTRONICS	Philips USB-C to Lightning Cable	Philips USB-C to Lightning Cable, 3 ft	Philips USB-C to Lightning Cable, White Braided, 3 ft
	STATIONERY	Caliber 1 Subject Notebook	Caliber 1 Subject Notebook, College Ruled	Caliber 1 Subject Notebook, College Ruled, 11x8.5
	TOYS	Play-Doh Party Pack	Play-Doh Party Pack, 10 ct	

- **PDP Copy:**
  - "HSA/FSA Eligible" products should be called out in a bullet

- **Household Paper** – all items are BOPIS eligible (Max Quantity of 2 per order)
  - Ship to Home only enabled if matching the below requirements (Max Quantity of 2 per order)
    - Toilet Paper: Pack Sizes 6 or less
    - Paper Towels: Pack Sizes 3 or less

    Anything larger than the above pack types must be BOPIS Only

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Consumables Standards

•PDP Description & SKU Description Standard Examples:

Department	Category	Example of Product ID (if grouped)	Example with 1 Key Differentiator	Example with 2+ Key Differentiators
Edibles	BEVERAGES	Gold Emblem Refillable Purified Water	Gold Emblem Refillable Purified Water, 60.9 fl oz	Gold Emblem Refillable Purified Water, 3 ct, 60.9 fl oz
	CANDY	M&M'S Milk Chocolate Candy	M&M'S Milk Chocolate Candy, 10 oz	M&M'S Milk Chocolate Candy, Sharing Size Resealable Bag, 10 oz
	DAIRY	Lactaid 2% Reduced Fat Milk	Lactaid 2% Reduced Fat Milk, 64 oz	N/A
	FRESH & FROZEN FOODS	Hot Pockets Frozen Sandwiches	Hot Pockets Frozen Sandwiches, 2 ct, 9 oz	Hot Pockets Frozen Sandwiches, Hickory Ham and Cheddar, 2 ct, 9 oz
	GROCERY	Gevalia Kaffe K-Cup Pods	Gevalia Kaffe K-Cup Pods, Majestic Roast, 4.2 oz	Gevalia Kaffe K-Cup Pods, Majestic Roast Decaf, 12 ct, 4.2 oz
	SNACKS	Gold Emblem Deluxe Mixed Nuts	Gold Emblem Deluxe Mixed Nuts,17 oz	Gold Emblem Deluxe Mixed Nuts, Lightly Salted, 17 oz
	SODA	Q Mixers Spectacular Ginger Beer	Q Mixers Spectacular Ginger Beer, Can, 7.5 oz	Q Mixers Spectacular Ginger Beer, 12 ct, Cans, 7.5 oz

•Items fulfilled via DSD are currently listed online as 'In Store Only' - aside from approved exceptions for the DSD pilot
•Frozen, Fresh, and Alcoholic/Non-Alcoholic categories are not currently saleable online and would therefore be "In Store Only"
•Large volume water items have a max qty of 2-4 in order to reduce issues with customer experience and fulfillment limitations
•PDP Copy

- All items have oz weight or count as the last descriptive term (ex. Unflavored Water, 12 ct, 24 oz).
  - Unit of measure is lower case and with spaces.
- Skus that are grouped with like items will have a PDP description without differentiators and the SKU description will list any differentiators like oz weight, size, flavor, etc.
- Product tags should be bulleted and have proper quantification by the necessary governing entities ("non-GMO", "low sodium", "gluten free" etc)
- Some items may not list oz weight. An example would be: Wrigley's Spearmint Chewing Gum, Single Pack, 15 ct. In this case, the count would be substituted.
- Brand names will not be in capital letters unless the packaging reflects as such, (KIND bars/OREO being an example)

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