.com PDP Standards & SOP

Within STIBO

UPDATED December 2025

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Table of Contents

These standards and Stibo requirements are for .com only. The standards are for inputs that are consumer-facing and are reflected on the PDP.

Please use this guide to create best in class, consistent PDP content.

- Updates to standards by user: slide 3
- Vendor Input – Standards and Stibo SOP: slides 4-13
- Digital Merch Analyst Input – Standards and Stibo SOP: slides 14-26
  - *AUDIT* slides are for review of vendor inputs and to update/edit where needed
- Business Unit Specific Standards: slides 27-33

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Updates to Standards

Input	Type	New
Vendors – Slide 6	Detail Bullets: Test to be Trusted	Updated copy & placement for bullet points
Vendors – Slide 9,10,12	Directions, Warnings & Ingredients	Do not repeat label type
Digital Analysts – Slide 15	Product Title	Units of measure must be capitalized: OZ, CT, S/M

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Vendor Input: Standards / SOP

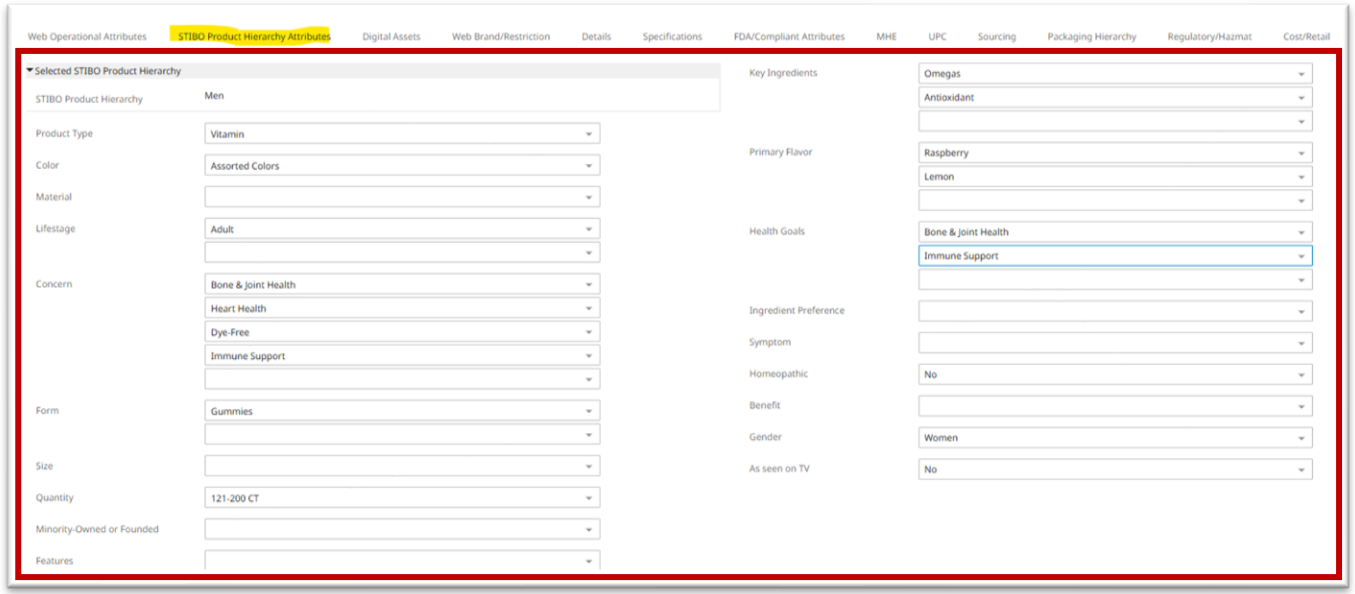
Stibo Product Hierarchy Attributes

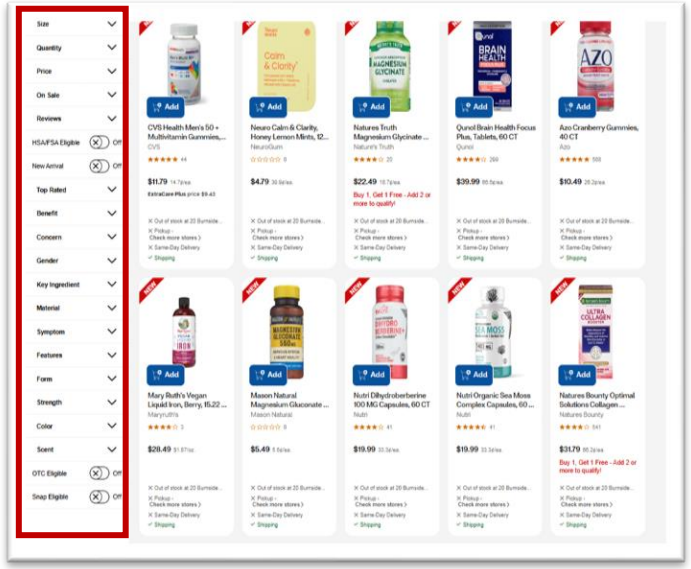
STANDARD:

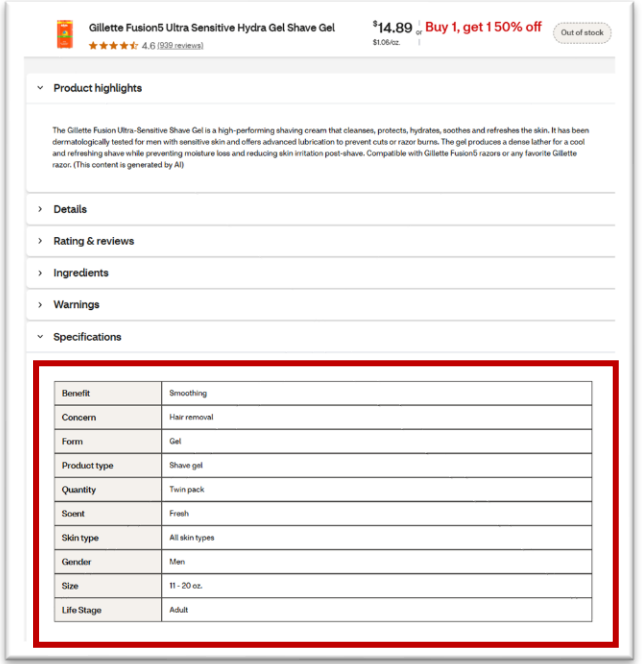
- **Fill out all fields that are applicable**, specific options will appear based on the product hierarchy
- Provide as much information as available to allow as many filters as the customer may need. Specific filters that appear on .com will depend on CVS digital team enabling them
- The more filters that are available the more chances the customer will have to find that product through on-site filters SEO, GEO (AI), and search

STIBO REQUIREMENTS:

- Options limited to values given
- Selections will be customer facing one site; PLP left hand nav and PDP Specifications table







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Details – Product Description

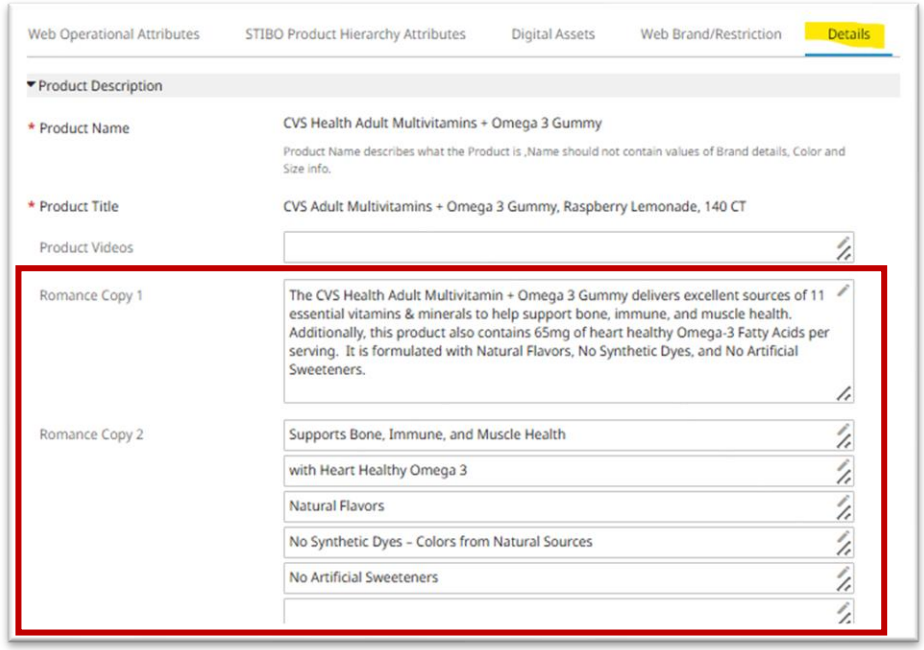
STANDARD:

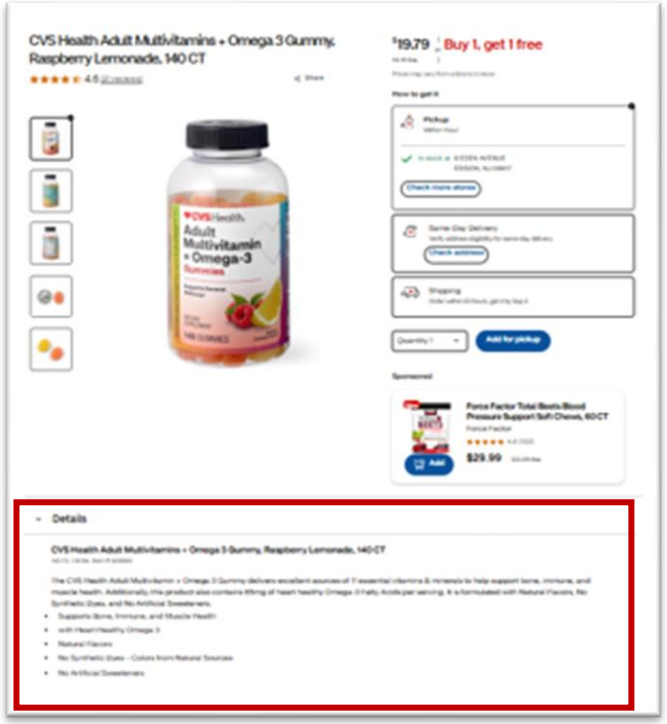
- **Make sure descriptions are specific to CVS**
- **DO NOT use CAPITALIZATION**
- In RC1, fully describe the product to educate the customer. Include benefits, features and specifications to engage customer
- In RC2, give important information first in the form of descriptive bullets
- Make it easy to scan by breaking it up into short blocks of copy
- Think of the What, Who, Where, When, Why, and How

STIBO REQUIREMENTS:

- Romance Copy 1 will be paragraph form with up to 2,000 characters maximum. 2-3 sentences minimum
  - **DO NOT** use capitalization, bold, italics, indents, or bullet points, line breaks or special characters
- Romance Copy 2 is bullet point form up to 300 characters per bullet maximum
  - Requires 3 comments at minimum
  - 15 bullet points maximum
  - Bullet point is automatic, do not add

- If Tested to be Trusted is applicable, add below as the first 2 bullet points in Romance Copy 1
  - See Health Department Specific slide for bullets





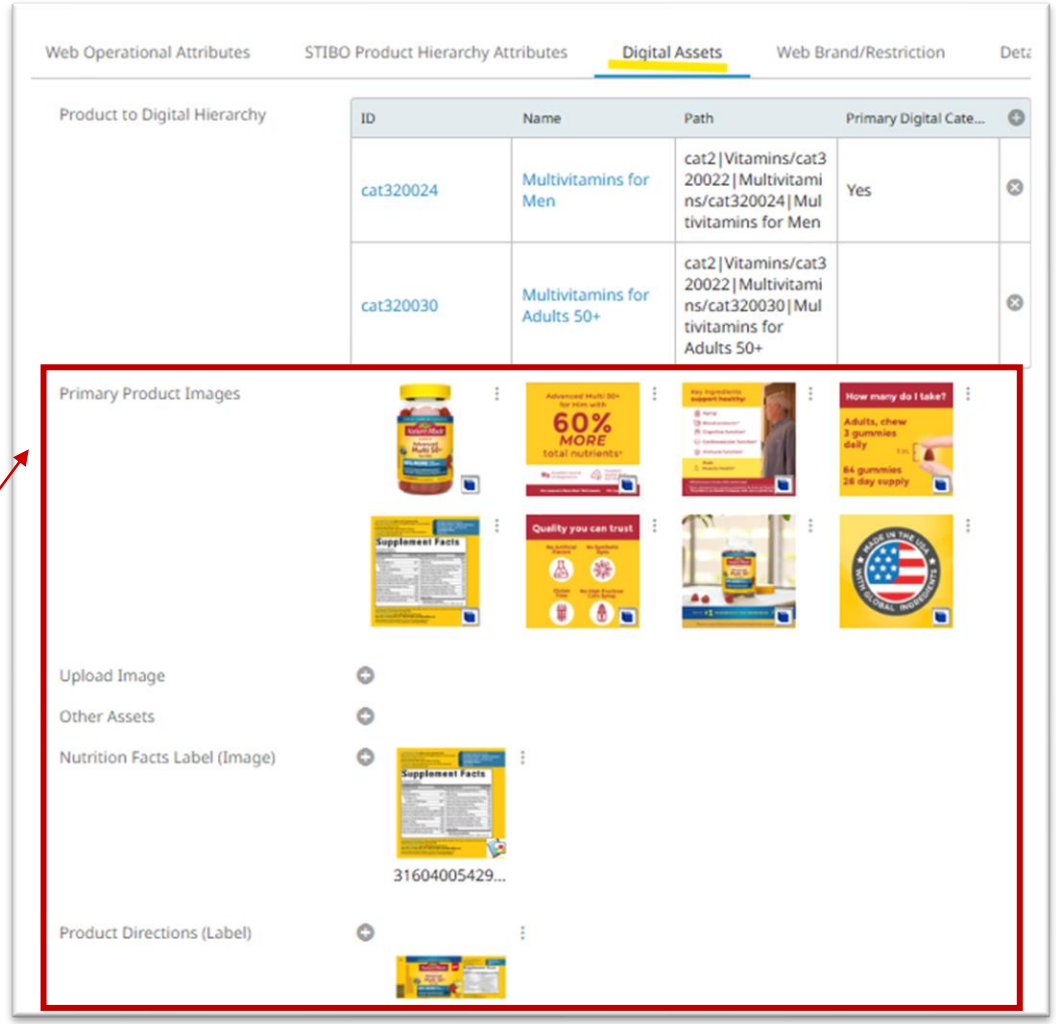
Digital Assets - Images

STANDARD:

- All product images must be standard '.jpg' image files – name MUST be in lowercase. Please include SKU # and image order
- 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 consumer facing images**
- **Images should not have text/badge overlay**
- See next slide for image ranking rules

STIBO REQUIREMENTS:

- Must upload a **minimum of 3 consumer facing digital assets** under primary images
- Format must be .JPG
- Primary and Secondary images can have multiple images; the other types can only have one
- Nutrition facts label required for ALL supplements & food



Images – Ranking rules

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

Image Type (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

Image Type (Value)	State	Orientation	Facing	Rank
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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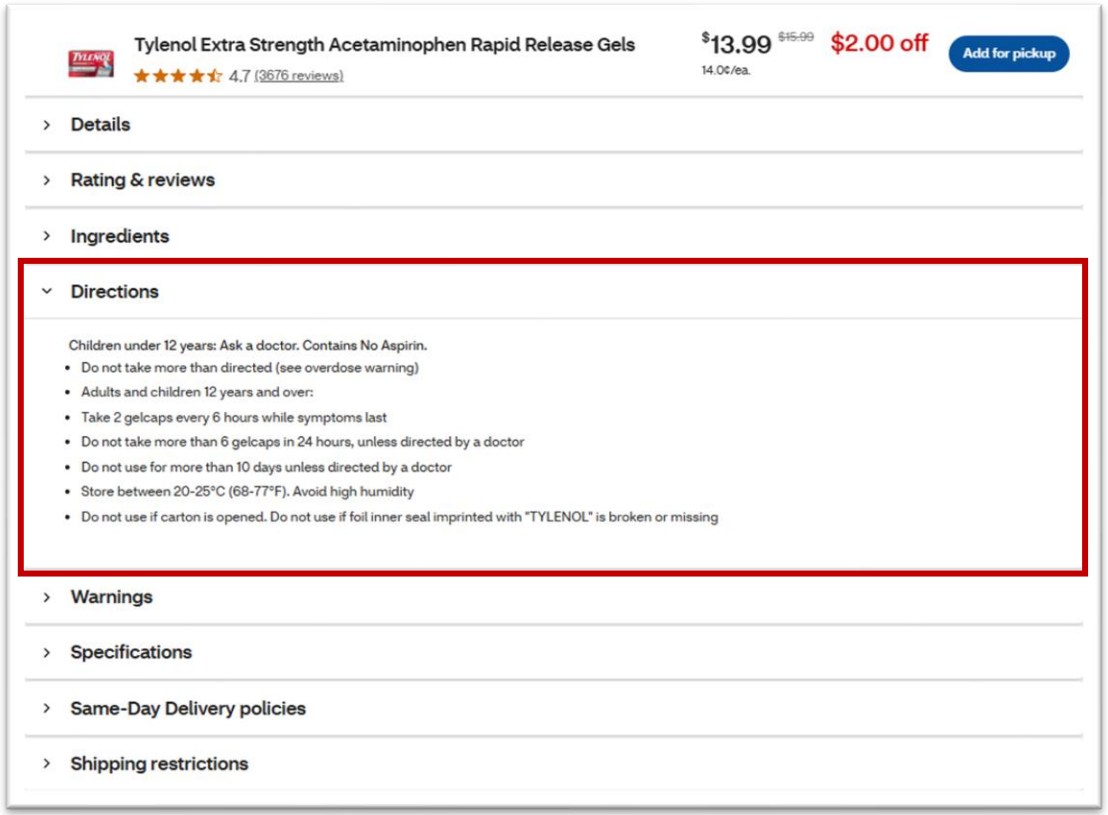
FDA/Compliant Attributes - Directions

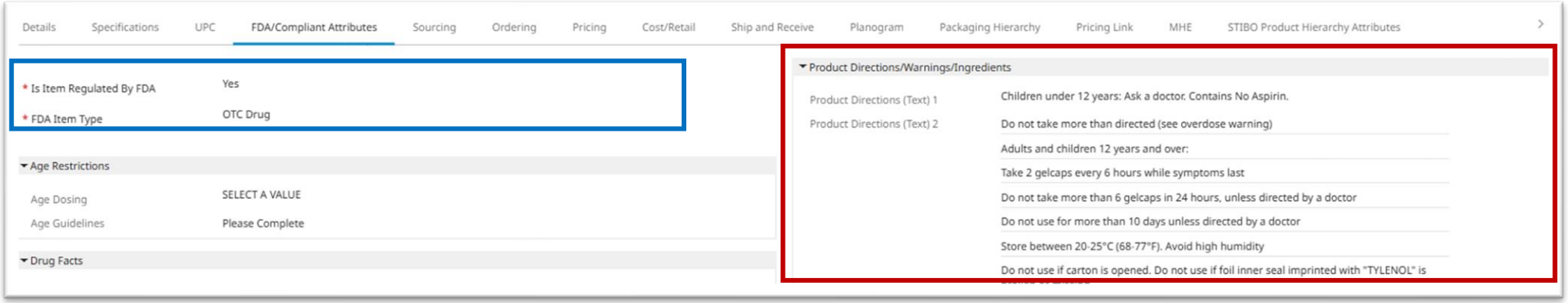
STANDARD:

- List out any directions needed for use
- List as displayed on any labels
- **DO NOT put please see label**
- **DO NOT use capitalization, bold, italics, idents or bullet points**
- **Do NOT repeat labels within the copy. Examples on slide 11**

STIBO REQUIREMENTS:

- Product Directions 1 has a 2,000-character max and should be written in paragraph form
- Product Directions 2 has a 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 Product Directions fields to appear





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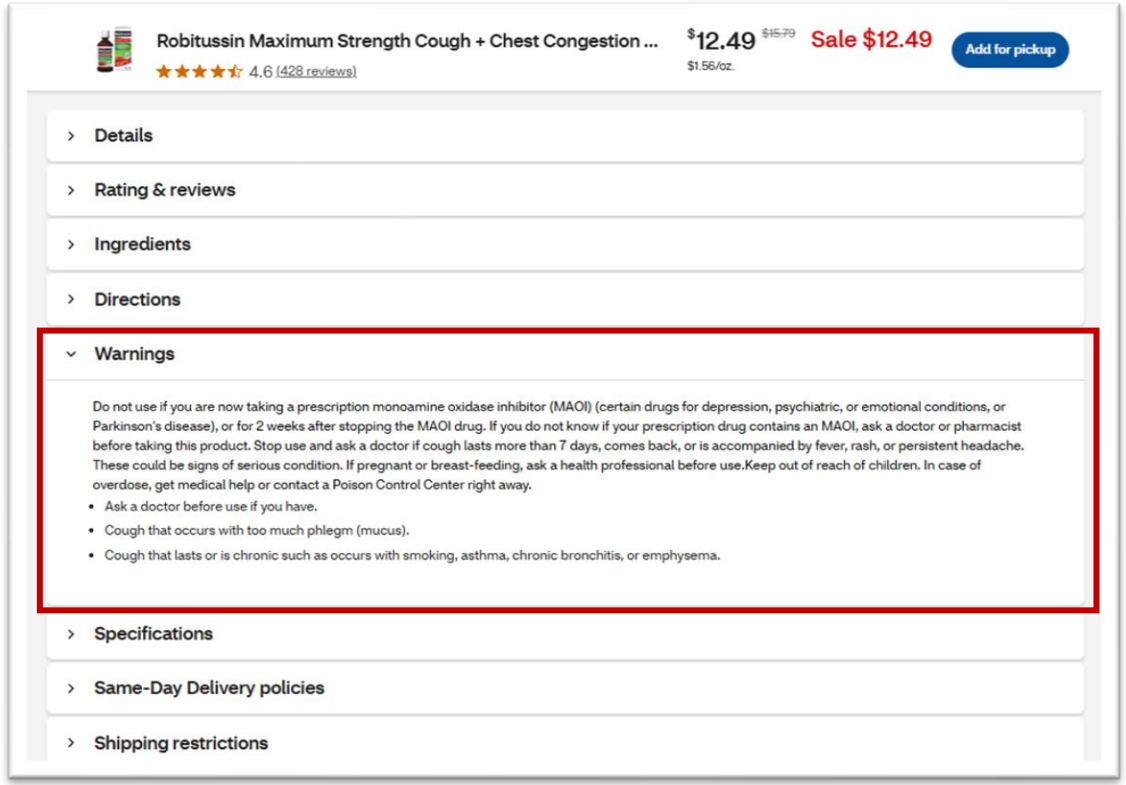
FDA/Compliant Attributes - Warnings

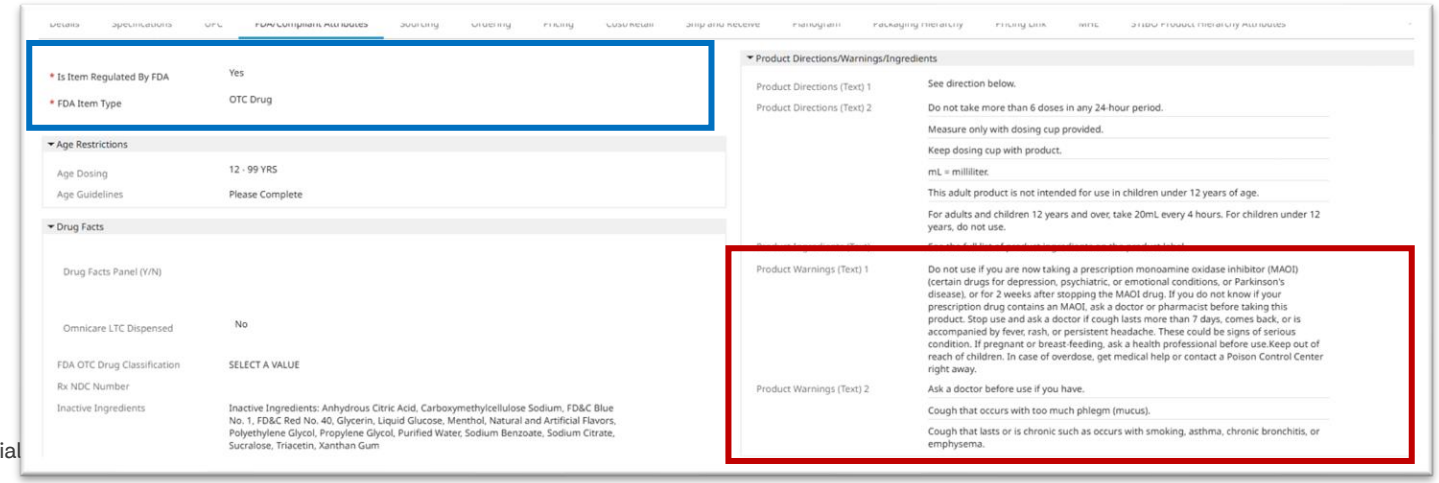
STANDARD:

- List out any warnings needed for use
- List as displayed on any labels
- **DO NOT put please see label**
- **Do NOT repeat labels within the copy. Examples on slide 11**

STIBO REQUIREMENTS:

- Product Warnings 1 has a 2,000-character max and should be written in paragraph form
- Product Warnings 2 has a 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 Product Warnings fields to appear





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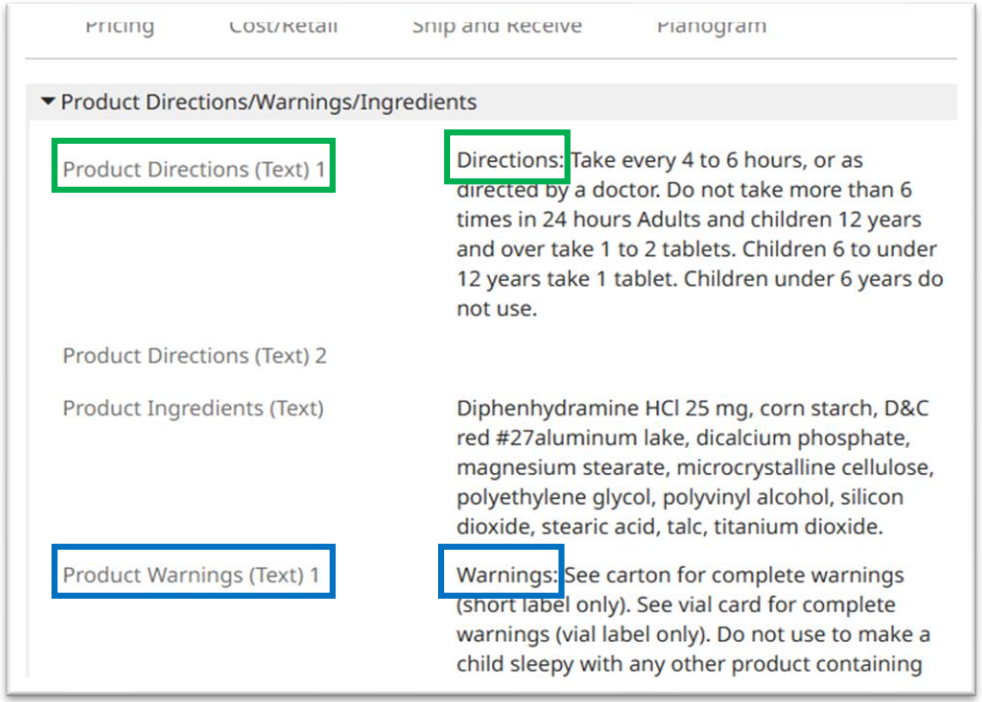
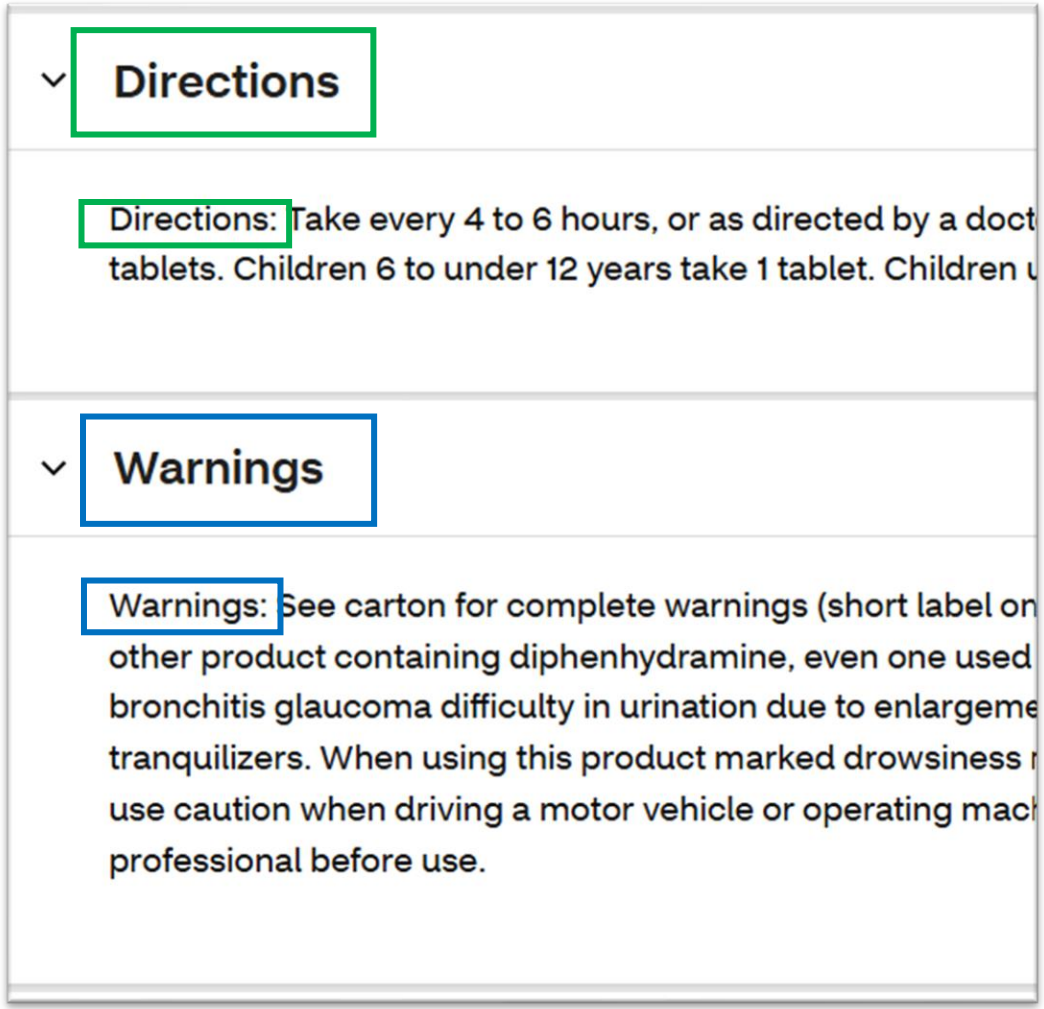
Do not write the label type within the copy, this will cause a REPEAT on the PDP





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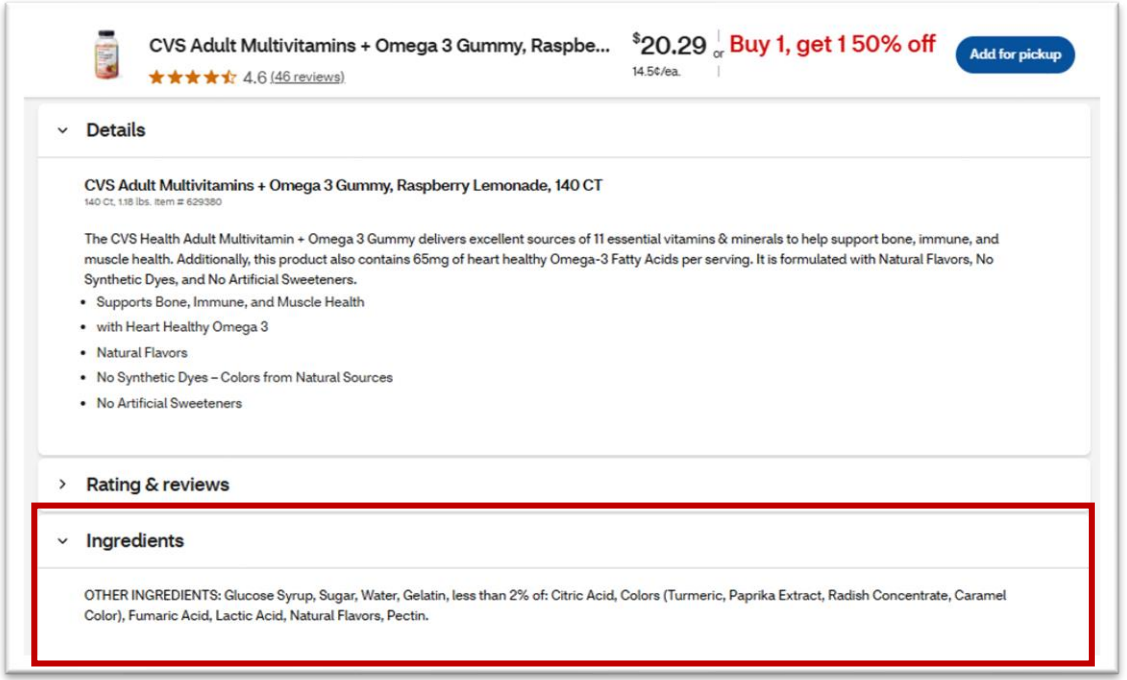
FDA/Compliant Attributes - Ingredients

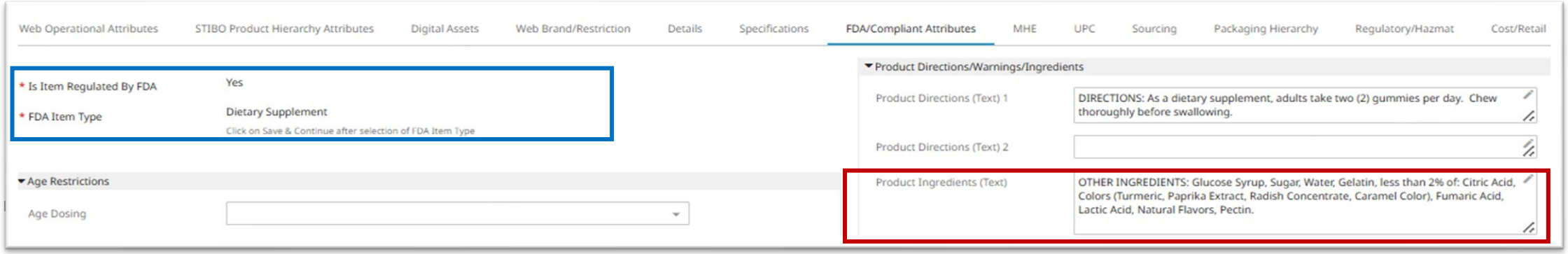
STANDARD:

- 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
- **DO NOT put please see label**
- **Do NOT repeat the type within the copy. Examples on the next slide**

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 Product Ingredients (text) field to appear.
- When FDA Item Type = OTC Drug, the Drug Facts panel will appear where you will be required to fill out Active & Inactive Ingredients.





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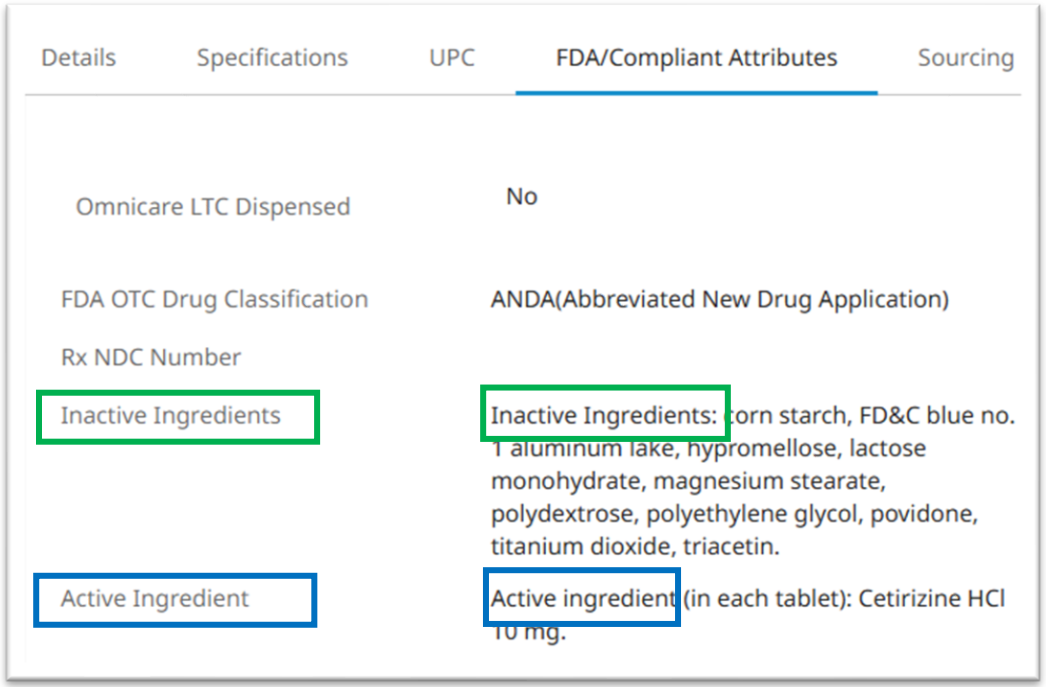

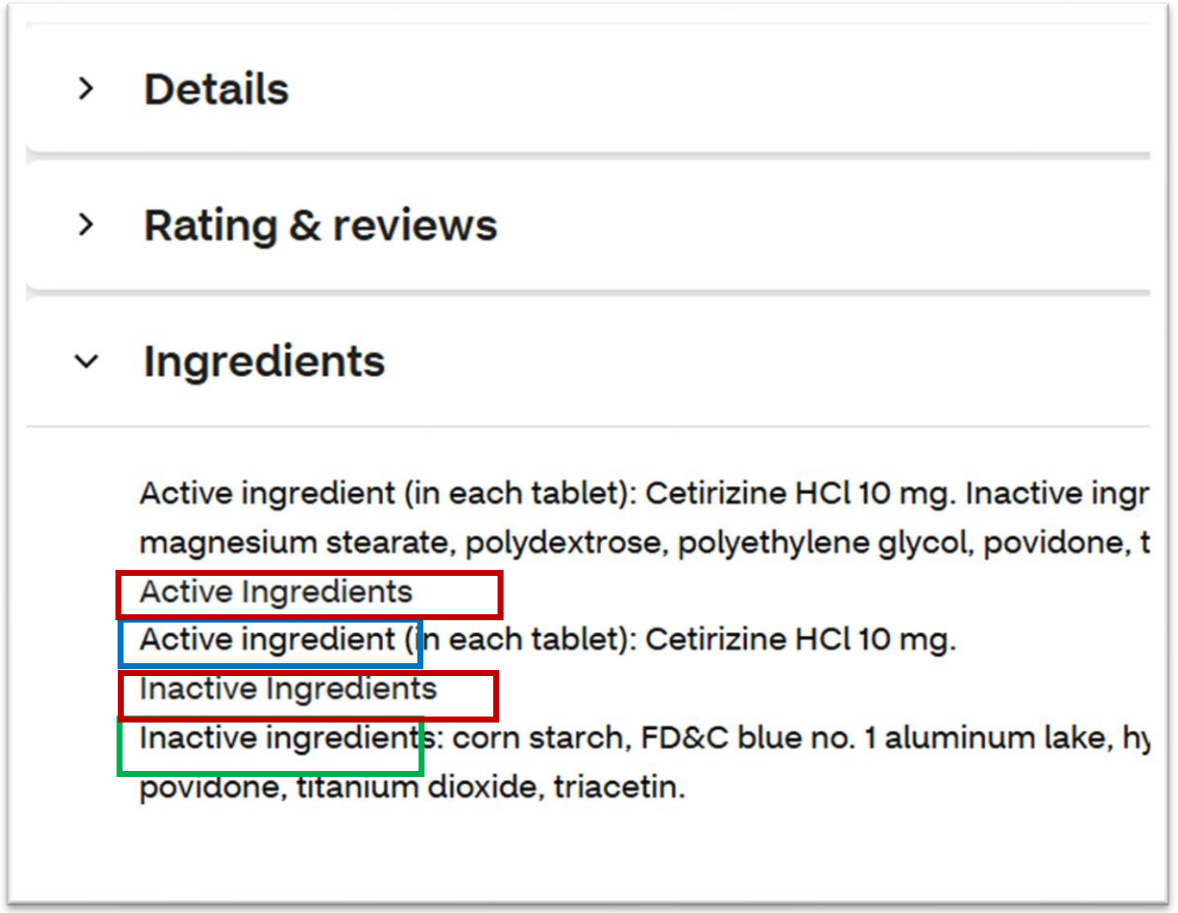

Red – Wil automatically appears on PDP. Not controlled by the copy submitted.

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Digital Merch Analyst Input: Standards / SOP

Web Operational Attributes – Product Title/Web Display Name

STANDARD:

- **Brand, Product Description, Differentiator**
- Include as much information to be able to identify the product uniquely, while still maintaining a quick and easy to read title

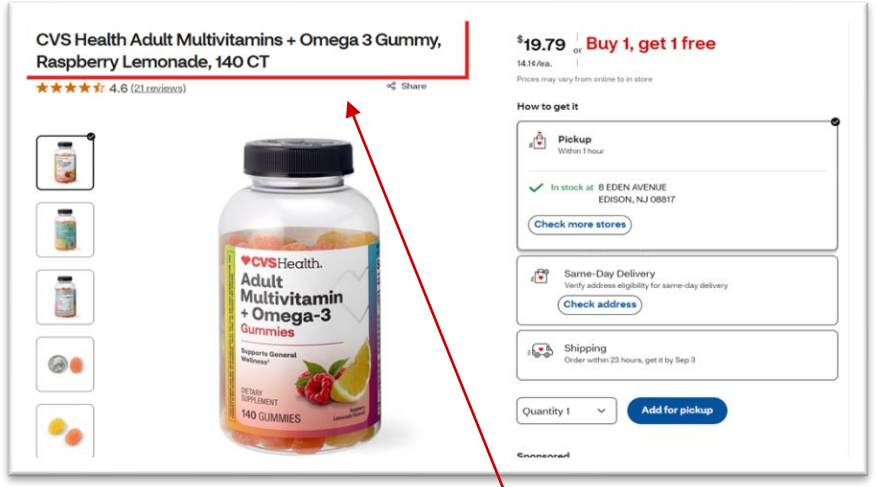
Must Include:

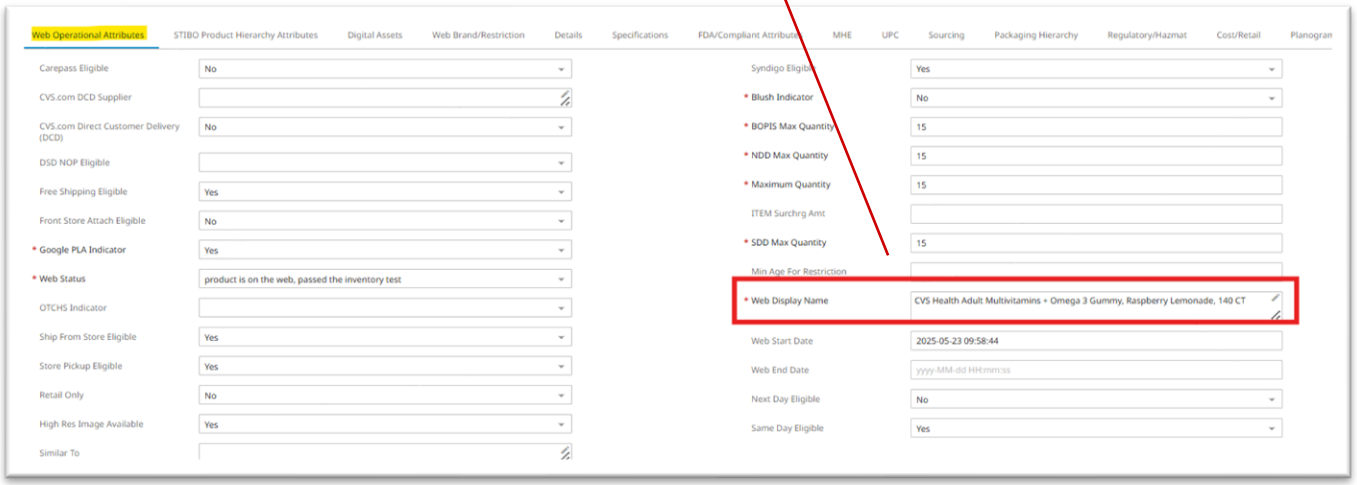
- Brand, Product Name/Description, Differentiator (Count, Scent, Variants, Size, etc.)
- Abbreviate differentiator sizes in uppercase as: “CT”, “OZ”, “S/M”
- Separate differentiators with comma’s

STIBO REQUIREMENTS:

- Enter under “Web Display Name”
- 150 character limit *(SEO recommends 150 characters max)*

**See Specifications slide 23 for Grouping requirements*





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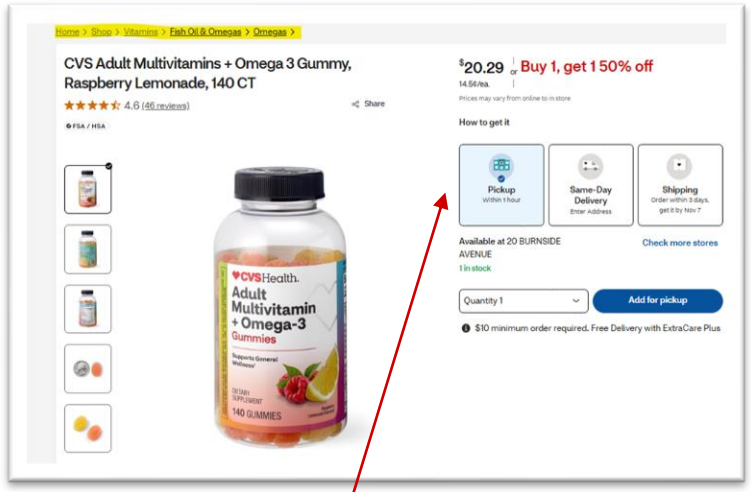
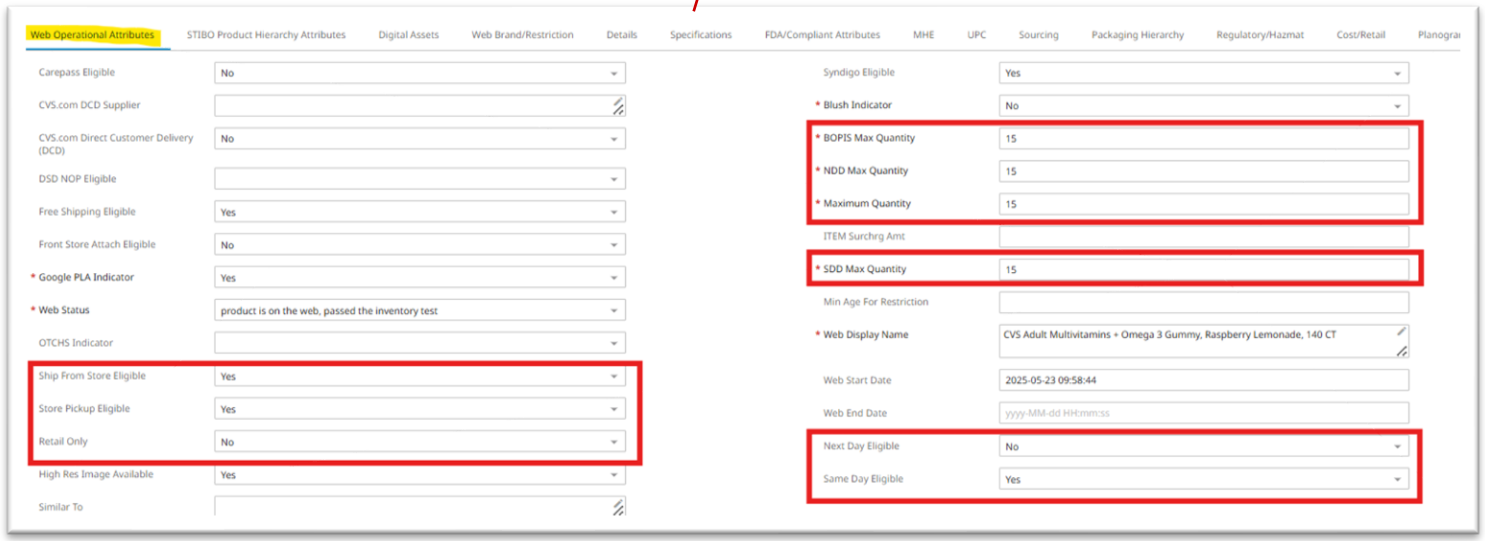
Web Operational Attributes – Convenience Channel & Quantity

STANDARD:

- Stibo will default all channel and quantity information when SKU is onboarded - adjust based on Business Unit requirements if necessary
- Please see dept slides for quantity specific changes
- Please see Dropship dept slide for DS specific inputs





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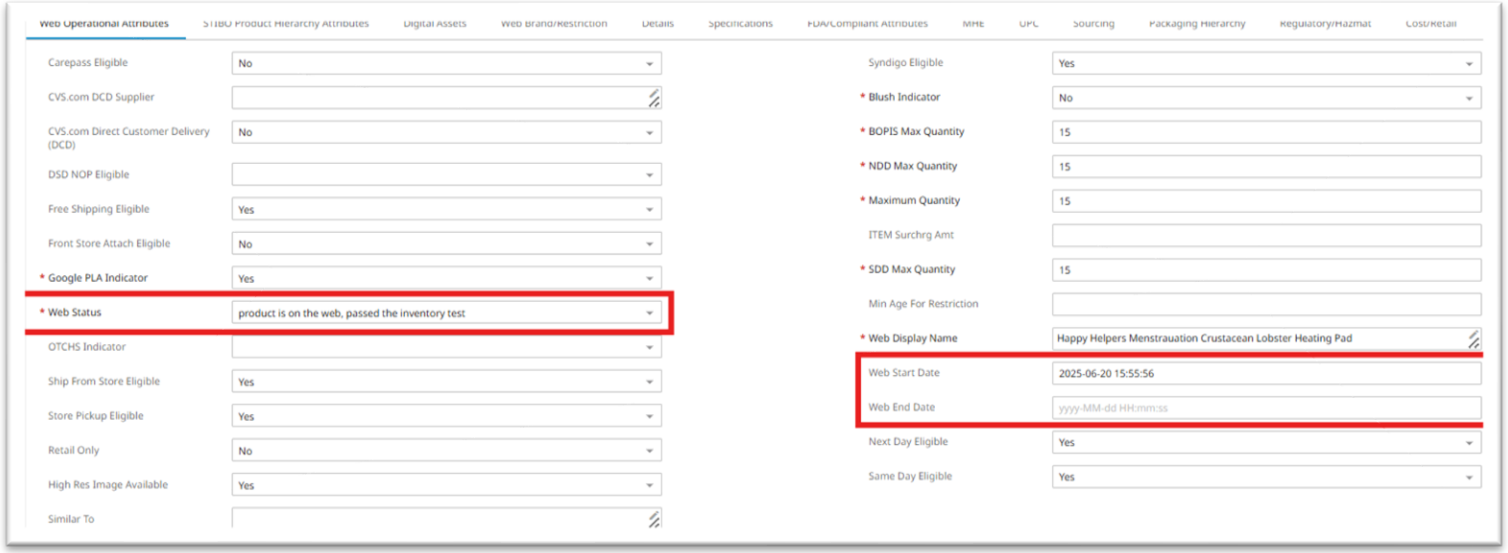
Web Operational Attributes – Web Status & Start/End Date

STANDARD:

- When the sku has been fully audited and deemed ready for launch:
  1. the Web Status will be updated to "Product is on the web, passed the inventory test"
  2. Web start Date is added. Date you want the sku to show on cvs.com

STIBO REQUIREMENTS

- Web Status field controls the item appearing online or offline
  - See chart for Web Statuses & use cases



Value	ID	When to use
Candidate for the web	C	Onboarding
product is on the web, passed the inventory test	Y	To make an item live on the site
Rejected for web, or just not in the pool of products to be fed to the web	N	Remove from site - Remove Track, Discontinued, Recall, etc.
Hold, keeps a product off the web in a kind of limbo state	H	Remove from site with intent to go back online in a short time

This is a Digital Merchandising owned field. Please reach out to your Digital Merchandising team for updates.

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Stibo Product Hierarchy Attributes - *AUDIT*

STANDARD:

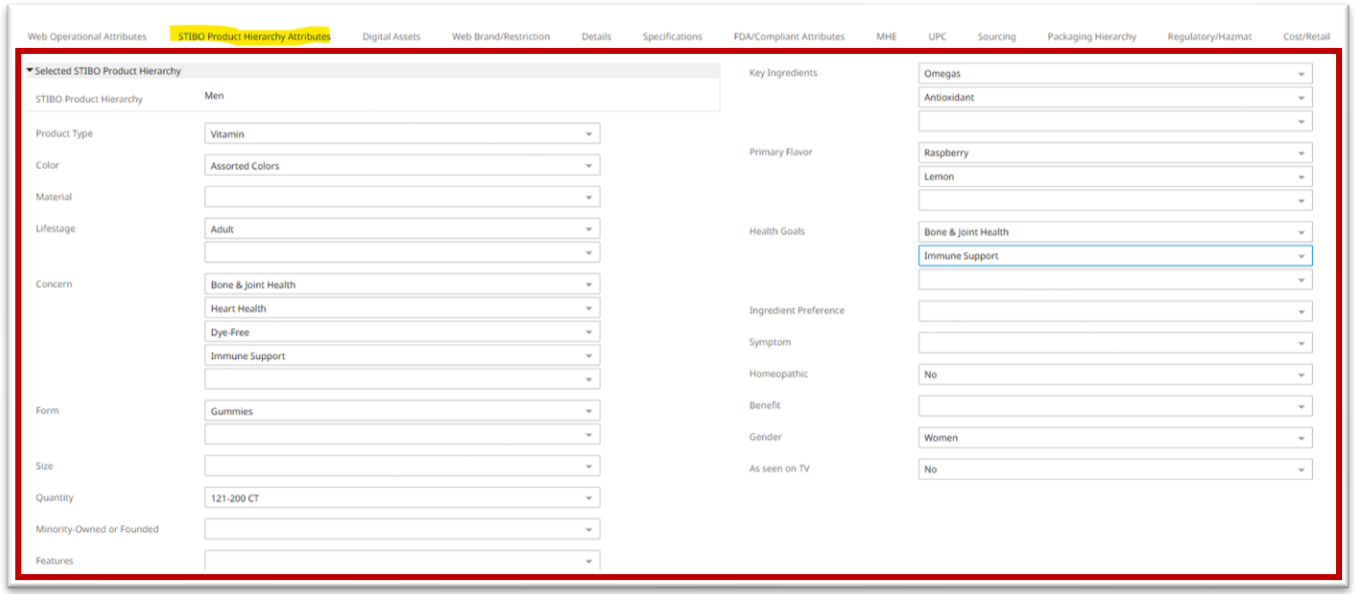
- **Proof vendor inputs and update if necessary**
  - **Vendor inputs:**
  - Fill out all fields that are applicable, specific options will appear based on the product type
  - Provide as much information as available to allow as many filters as the customer may need. Specific filters that appear will 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 through on-site filters SEO, GEO (AI), and search.

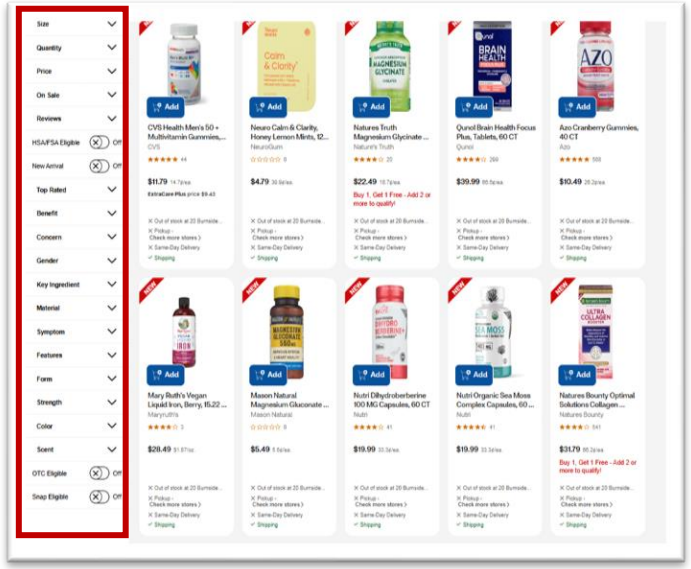
STIBO REQUIREMENTS:

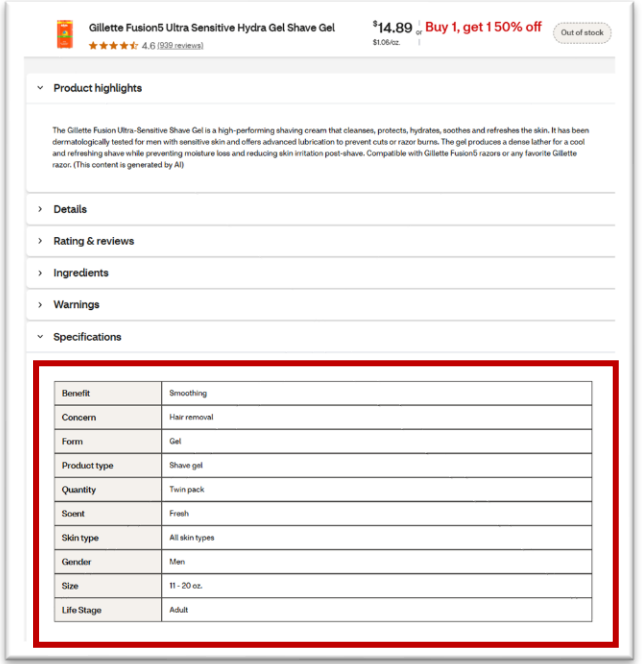
- Options limited to values given
- Selections will be customer facing one site; PLP left hand nav and PDP Specifications table.

BEST PRACTICES:

- Use Romance Copy/Details and Images as reference







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Digital Assets – Digital Hierarchy

STANDARD:

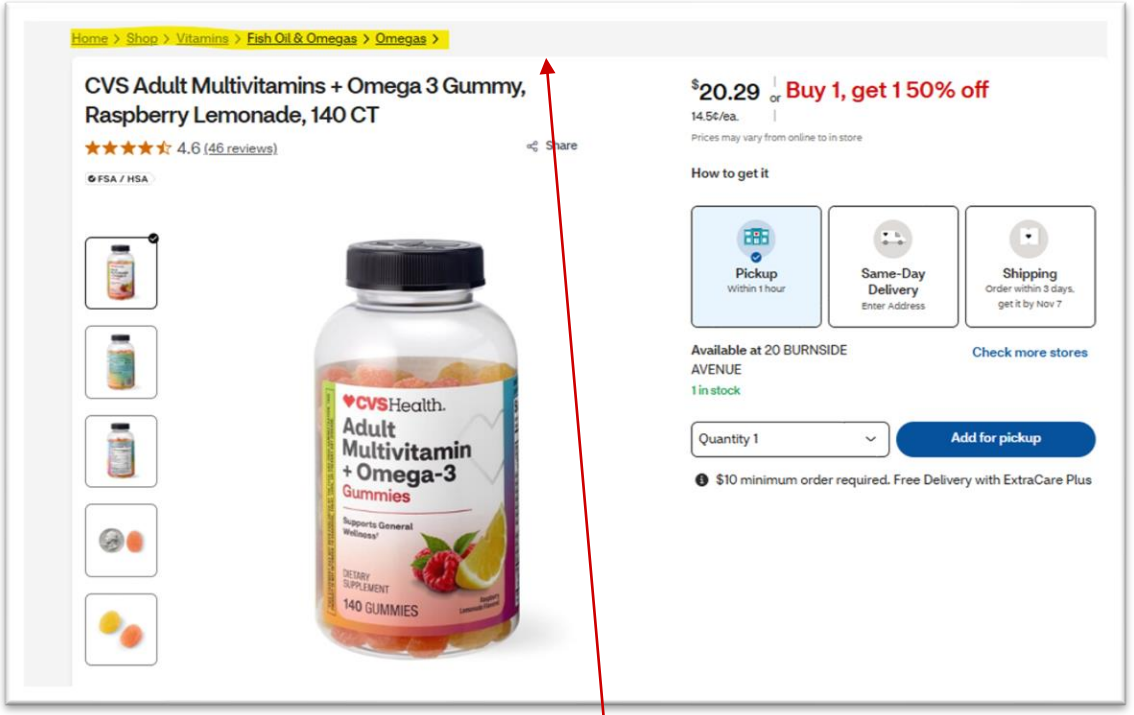
- Digital hierarchy should be selected based off product type.
- Opportunity to cross categorize where you see fit across departments & categories

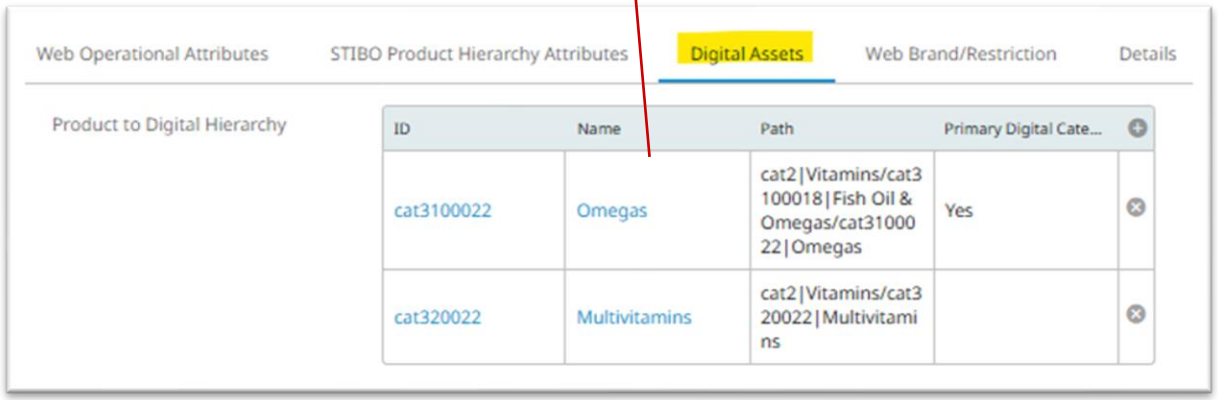
STIBO REQUIREMENTS:

- Minimum of one Product to Digital Hierarchy must be selected
- When cross merchandising -
  - Select multiple Digital Hierarchies
  - Mark primary Digital Category as “yes” for first/best selection

BEST PRACTICES:

- Use Romance Copy/Details and Images as reference
- “call a thing, a thing”
- Hierarchy may come completed during onboarding, review for accuracy





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Web/Brand Restriction

STANDARD:

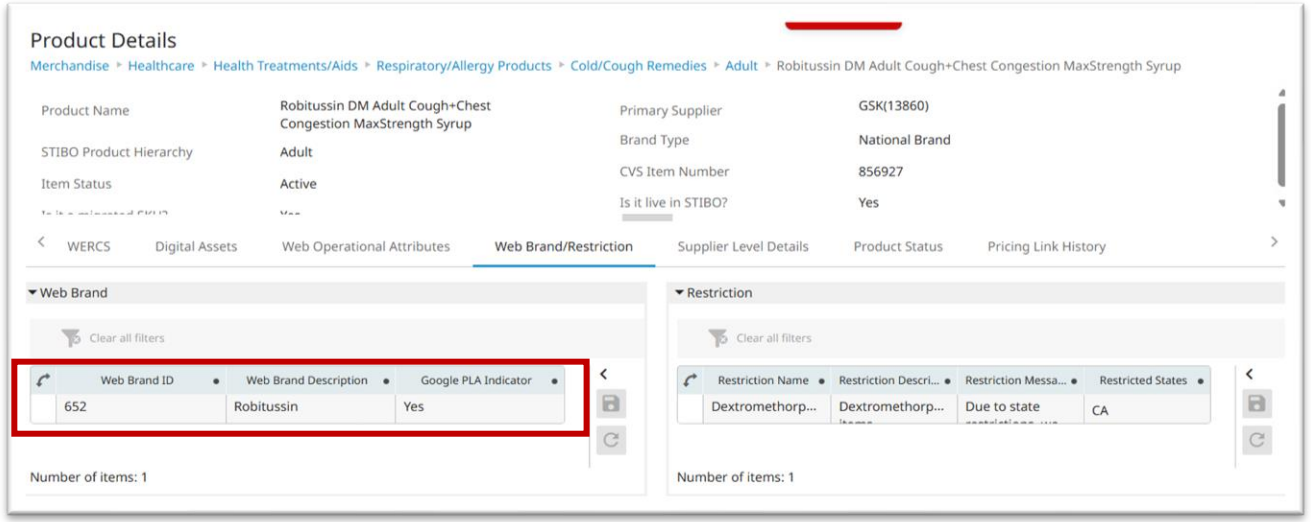
- Web Brand should be selected based off the full and correct spelling of the brand

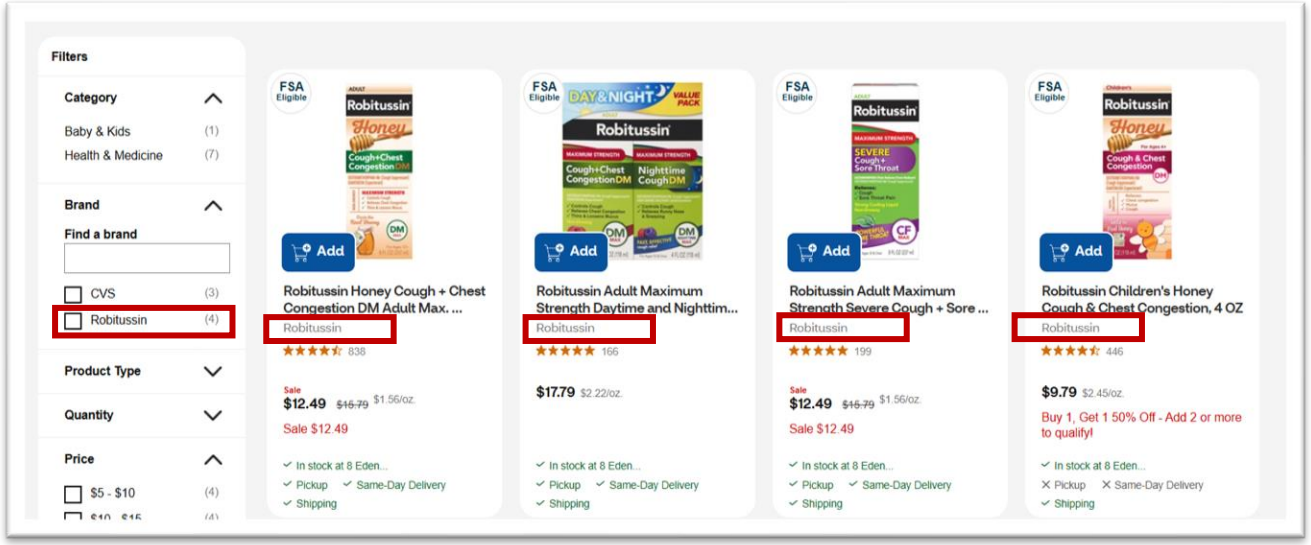
STIBO REQUIREMENTS:

- Web brand is a required field that is customer facing on the PLP and PDP

BEST PRACTICES:

- If the correct web brand does not exist, contact your DM Stibo Lead to have it created





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Details – Product Description *AUDIT*

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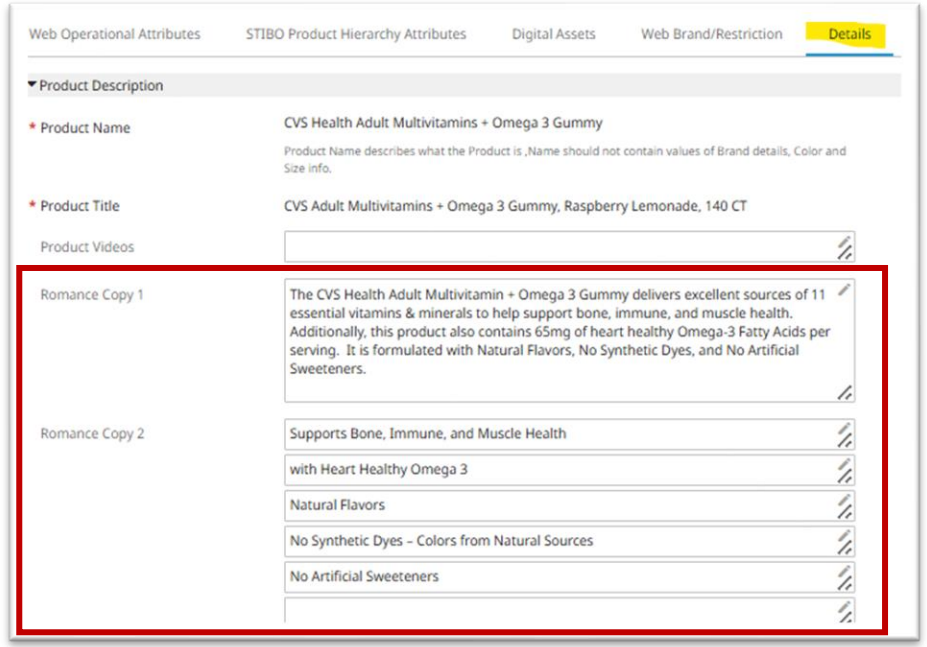

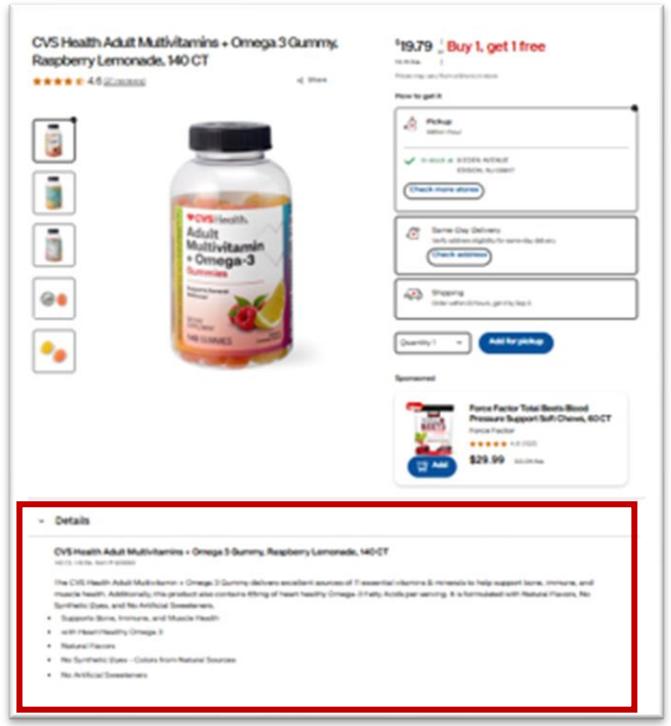

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Digital Assets - Images *AUDIT*

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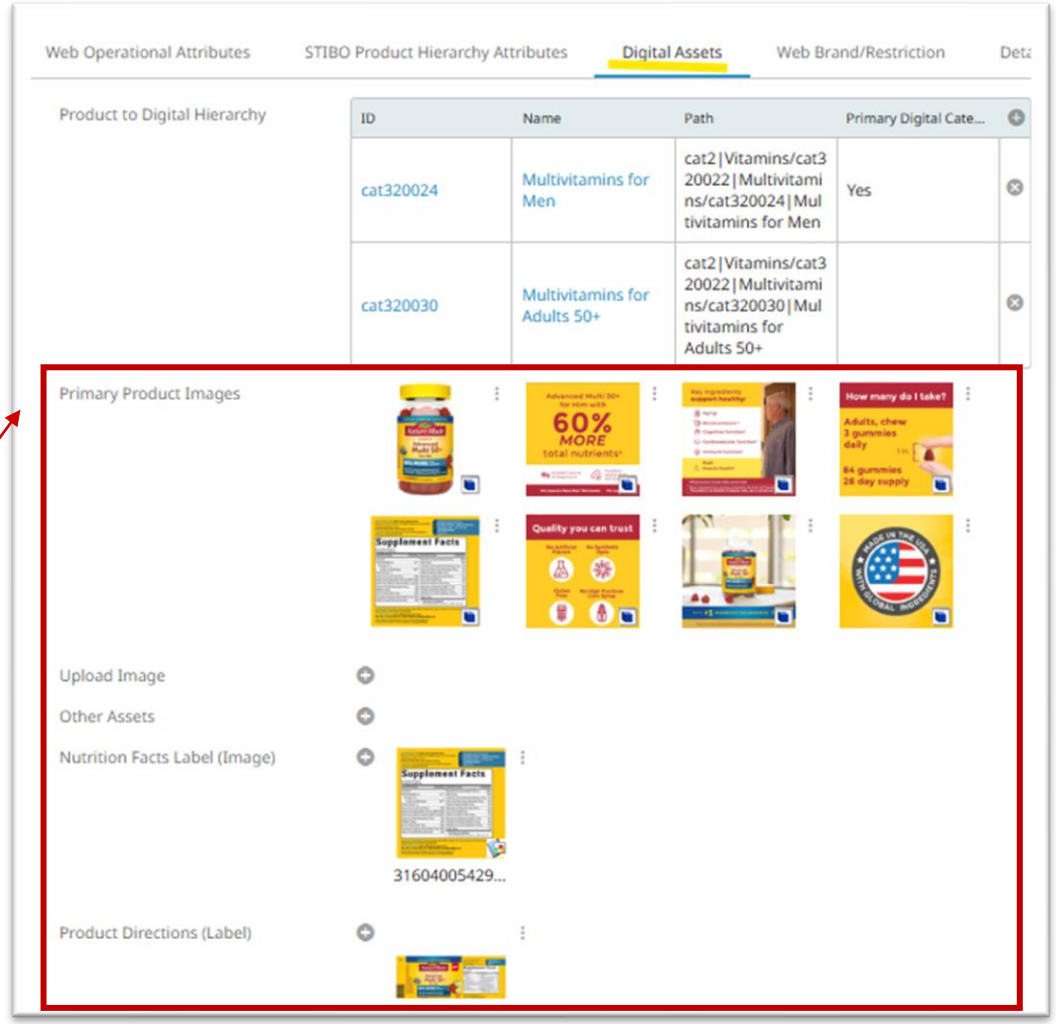
- Primary and Secondary images can have multiple images; the other types can only have one
- Nutrition facts label required for ALL supplements & food



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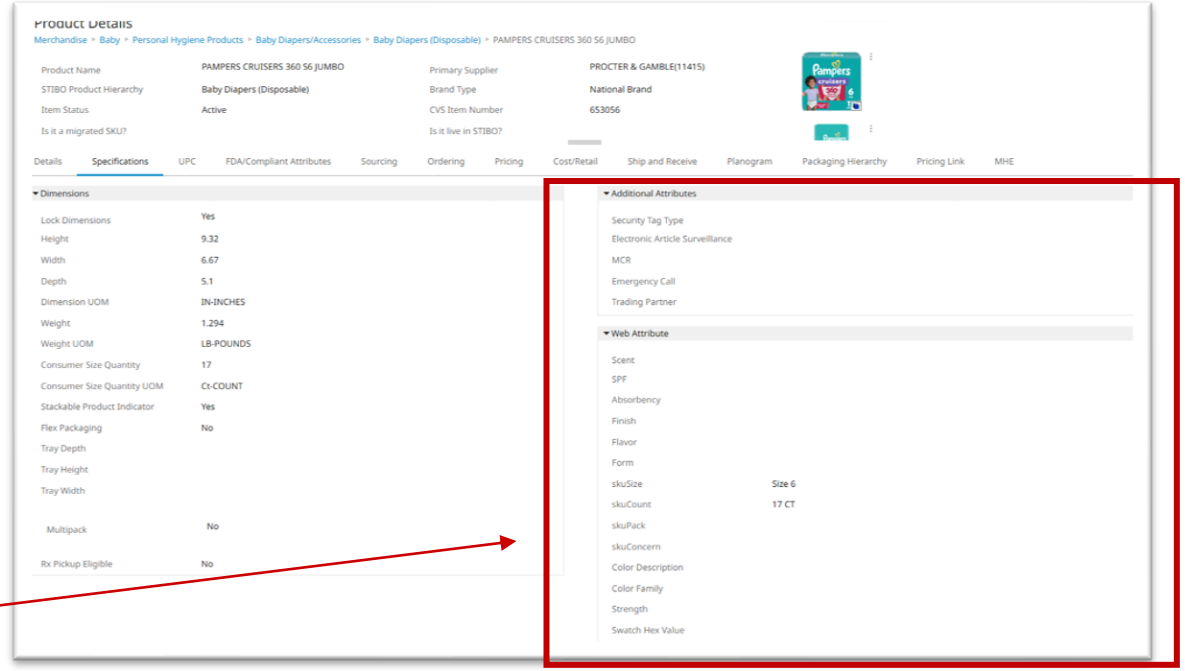
Specifications – (for product groupings)

STANDARD:

- Digital variant standard is to group together a collection of SKUs as a whole for easier merchandising, search and reporting purposes
- 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)

STIBO REQUIREMENTS:

- Products are grouped by attributes; groupings by attribute must first have that particular attribute filled out for all SKUs within the grouping to be able to group
- Fill out any attributes here for all SKUs so that future groupings are possible
- 100 character max for these fields within specifications
- Product ID will need to be created indicating that the SKUs should be grouped and by which attribute will create the variant grouping



BEST PRACTICES:

- 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?
  - Is there more than one item for each attribute?

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FDA/Compliant Attributes – Directions *AUDIT*

STANDARD:

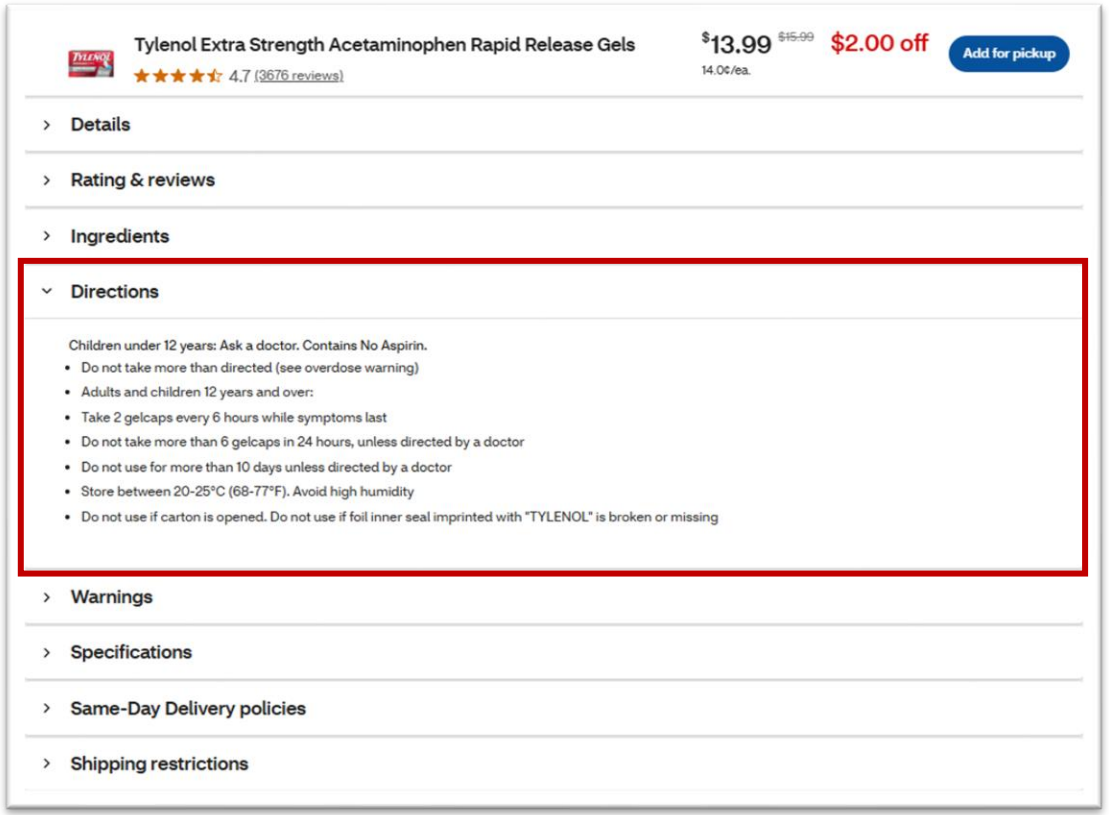
- List out any directions needed for use
- List as displayed on any labels
- **DO NOT put please see label**
- **DO NOT use capitalization, bold, italics, idents or bullet points**
- **Do NOT repeat labels within the copy. Examples on slide 11.**

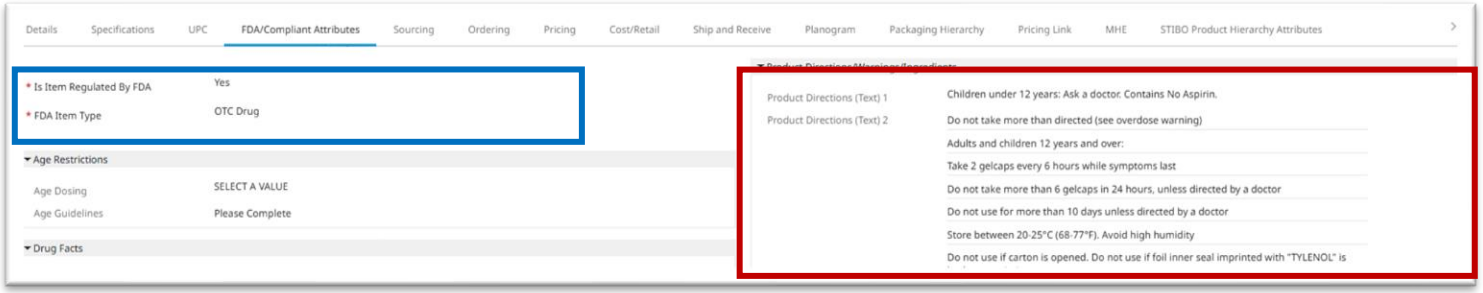
STIBO REQUIREMENTS:

- Product Directions 1 has a 2,000-character max and should be written in paragraph form.
- Product Directions 2 has a 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 Product Directions fields to appear

BEST PRACTICES:

- Most common issues are repeated labels, capitalization and using the phrase "please see label"





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FDA/Compliant Attributes – Warnings *AUDIT*

STANDARD:

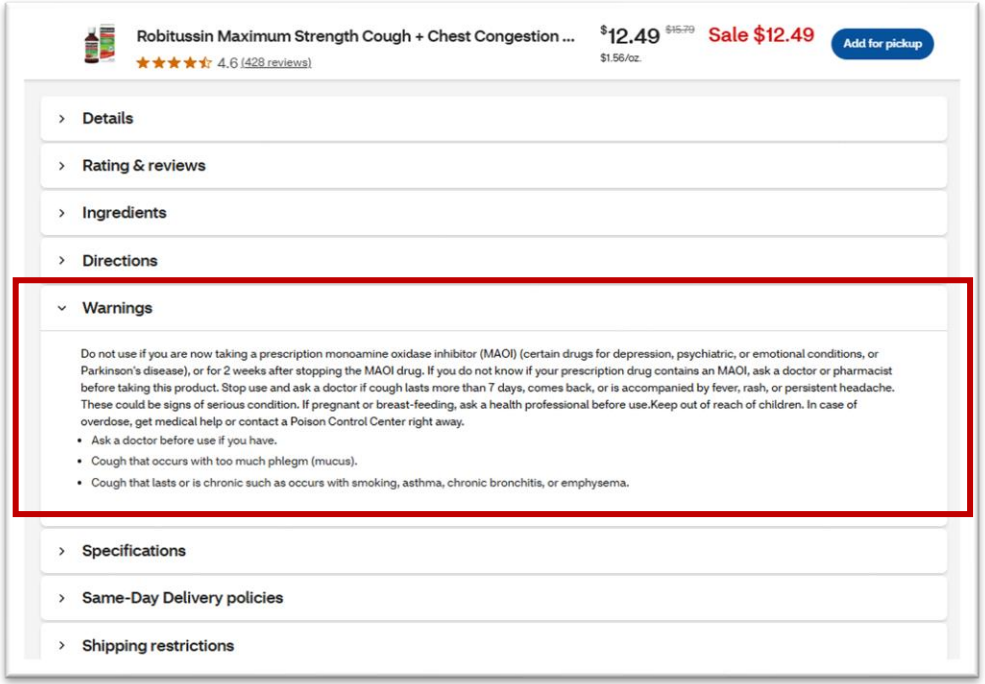
- List out any warnings needed for use
- List as displayed on any labels
- **DO NOT put please see label**
- **Do NOT repeat labels within the copy. Examples on slide 11**

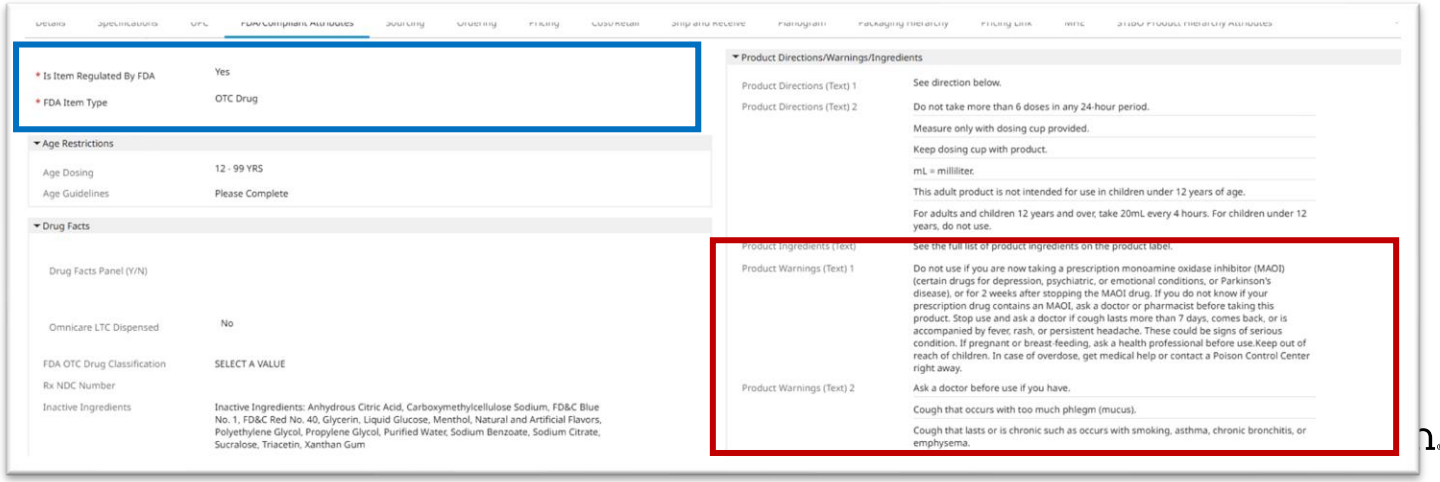
STIBO REQUIREMENTS:

- Product Warnings 1 has a 2,000-character max and should be written in paragraph form.
- Product Warnings 2 has a 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 Product Warnings fields to appear

BEST PRACTICES:

- Most common issues are repeated labels, capitalization and using the phrase "please see label"





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FDA/Compliant Attributes – Ingredients *AUDIT*

STANDARD:

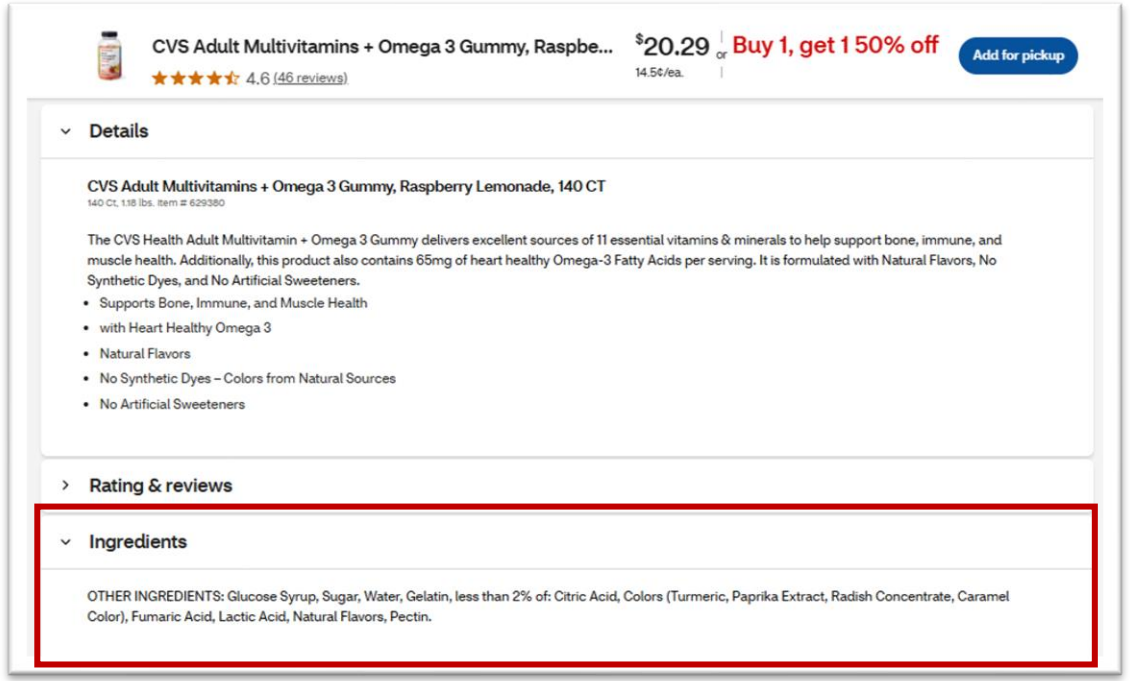
- List out ingredients as they appear the label
- Include image of label within images
- Any consumable product should include ingredient information
- List out as shown to the right, in the same order as the label with a coma in between
- **DO NOT put please see label**
- **Do NOT repeat the type within the copy. Examples on the next slide**

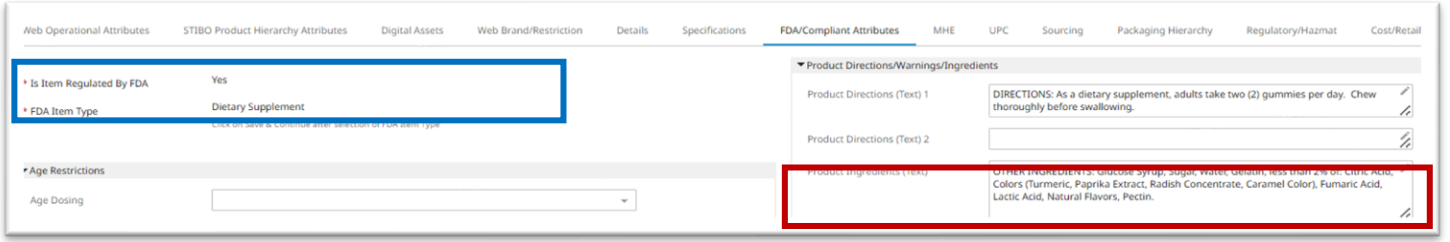
STIBO REQUIREMENTS:

- 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 Product Ingredients (text) field to appear.
- When FDA Item Type = OTC Drug, the Drug Facts panel will appear where you will be required to fill out Active & Inactive Ingredients.

BEST PRACTICES:

- Most common issues are repeated labels, capitalization and using the phrase "please see label"





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Business Unit Specific Standards

Health Specific Standards

PDP Copy

- "HSA/FSA Eligible" – should be the first bullet of any applicable sku
- Vitamins – Tested to be Trusted verbiage should be first bullet or first bullets after HSA/FSA
    - This item is part of our Test to be Trusted Program
    - Please visit https://www.cvs.com/content/tested-trusted for program details and additional information
- Cold Remedies – Age Restricted items should include shipping restrictions/limitations in first bullet (Romance copy 2)
    - "Age verification required for purchase *State restrictions apply for shipping. Below are the states that are eligible for shipping."
        - This is eligible for DEX (Dextromethorphan) only
        - DIPH (Diphenhydramine) and PSE - will only list that "Age verification required for purchase."
- 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."
        - This is eligible for DEX (Dextromethorphan) only
        - DIPH (Diphenhydramine) - will only list that "Age verification required for purchase."
- Pain Relievers & Fist 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."
- Home Health Care – 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."
- Eye Care- Preservative Free and Homeopathic items should be specifically notated

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Beauty Specific Standards

PDP Copy

- "Derm tested/ approved“ should be first bullet in Facial care/Skincare
- 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
- HSA/FSA eligible should be called out
- Products including Acids, vitamins or other essential ingredients to be bulleted

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Personal Care Specific Standards

PDP Description & SKU Description Standard Examples:

- SKU descriptions have differentiators (unit of measure OZ or IN, Quantity, Month Supply or Scent). Follow guide below for 1 and 2 differentiators.
- Multiple SKUs that are grouped, follow guide below.“

Category	Key Differentiator	Example of Product ID (if grouped)	Key Differentiator	Example with 1 Key Differentiator	Key Differentiator	Example with 2+ Key Differentiators
DEODORANTS	Individual scents	Degree UltraClear Black+White Antiperspirant Deodorant, Pure Clean	Product Size	Native Deodorant, Coconut & Vanilla, 2.65 OZ	Product Size, Pack Number	Degree UltraClear Black+White Antiperspirant Deodorant, Pure Clean, 2.6 OZ, 2 Pack
HAIR ACCESSORIES	Product Color or Size	Hairdo Simply Curly Claw Clip Pony, 18 IN	Product Color or Count	Conair Secure Hold Hair Pins, 100 CT	Product Color, Count	Scunci Gentle Hold Elastics, Black, 28 CT
HAIR ACCESSORIES - FASHION EXTRAS	Product Color or Size	Hollywood Fashion Secrets Silicone CoverUps, Size 1	Product Color or Size	Hollywood Fashion Secrets Body Contour Tape, Light	Product Size, Color	Panic Panties Stretch Lace Thong, S/M, Latte
HAIR ACCESSORIES - APPLIANCES	Product color	Conair InfinitiPRO DigitalAIRE Drying Wand, Blue	Product Size	Conair Infiniti Pro Tourmaline Ceramic Curling Iron, 1.5 IN	Product Color, Size	Trademark Beauty Sunny Styler 2-in-1 Airflow Styling Iron, Black, 1.5 IN
HAIR CARE	Product Type	Garnier Fructis Sleek & Shine Shampoo	Product Scent,Color or Size	CVS Men's 5% Minoxidil Foam Treatment for Hair Regrowth, 3 Month Supply	Product Scent OR Color,Size	MONDAY Dry Shampoo, Volume, 6.7 OZ
HAIR COLOR	Product Type	Clairol Nice'n Easy Permanent Hair Color	Product Color	Garnier Nutrisse Nourishing Permanent Hair Color Creme, 452 Dark Reddish Brown	Product Color, Size	Duo Color Nutrition Permanent Cream Hair Dye, 10-1 Platinum Blonde, 2 Kits
KIDS PC SHAMP+COND	Product Scent	Raw Sugar Kid's 2 in 1 Shampoo & Conditioner, Strawberry + Kiwi	Product Size or Scent	Johnson's Strengthening Tear-Free Kids Shampoo, 13.6 OZ	Product Scent, Size	Suave Kids 2 in 1 Shampoo and Conditioner, Watermelon Wonder, 12 OZ
KIDS PC ORAL	Product Type	CVS Health Kids Dr. Seuss Toothbrush for ages 4-8, Extra Soft Bristle	Product Count or Flavor	GUM Crayola Twistables Flossers, 90 Count	Product Flavor, Size	Crest Kid's Cavity Protection Toothpaste, Bubblegum, 4.2 OZ
KIDS PC BATH	Product Scent	Raw Sugar Kids Shampoo + Conditioner, Fragrance Free	Product Scent or Size	Baby Shark Tear-Free Bubble Bath, 24 OZ	Product Scent, Size	Raw Sugar Kids 2-in-1 Bubble Bath & Body Wash, Super Berry Cherry, 12 OZ
ORAL HYGIENE	Product Type	CVS Anti-Bacterial Denture Cleanser Tablets	Product Size or Flavor	CVS Health Denture Cleanser Anti-Bacterial Tablets, 40 CT	Product Flavor, Size, Count	Fixodent Complete Denture Adhesive Cream, Original, 2.4 OZ, 2 pack
ORAL HYGIENE - TP	Product Flavor	Colgate Optic White Stain Fighter Whitening Toothpaste, Clean Mint	Product Size	Sensodyne Clinical White Stain Protector Toothpaste, 3.4 OZ	Product Flavor, Size, Number	Crest 3D White Brilliance Toothpaste, Vibrant Peppermint, 4.6 OZ, 2 Pack
ORAL HYGIENE - TB	Product Type	Colgate 360 Total Advanced Floss-Tip Toothbrush	Bristle Type	Oral-B Pro-Flex Stain Eraser Toothbrush, Soft Bristle	Bristle Type, Pack Number	Colgate 360 Optic White Whitening Toothbrush, Soft Bristle, 4 CT
ORAL HYGIENE - FLOSS	Product Flavor	Oral-B Glide Pro-Health Deep Clean Floss, Cool Mint	Product Count or Size	CVS Advanced Floss Picks, 90 CT	Product Size, Pack Number	Oral-B Glide Pro-Health Deep Clean Floss, Cool Mint, 40 M, 2 pack
ORAL HYGIENE - WHITENING	Product Type	Crest 3D White Teeth Whitening Pen, 0.13 OZ	Treatments Number or Product Size	CVS Sensitive Teeth Whitening Strips, 14 Treatments	Whitening Type, Treatments Number	Crest 3D Whitestrips Dental Whitening Kit, Professional White, 20 Treatments
ORAL HYGIENE - POWER	Product Type	Philips Sonicare ProtectiveClean 5100 Rechargeable Electric Toothbrush	Product Color or Count	Oral-B iO Series 7 Electric Toothbrush with 2 Brush Heads, Black Onyx	Product Color,Count	CVS Wave Sonic Rechargeable Brush Head Refill, Dusty Rose, 3 CT
ORAL HYGIENE - MOUTHWASH	Product Flavor	Listerine Antiseptic Mouthwash for Bad Breath, Plaque, and Gingivitis, Cool Mint	Product Size	Therabreath Deep Clean Oral Rinse, Fresh Mint, 16 OZ	Product Size, Pack Number	Listerine Total Care Anticavity Mouthwash, Fresh Mint, 33.8 OZ, 2 CT
PERSONAL CLEANSING	Product Scent	Native Body Wash, Sweet Peach and Nectar	Product Size	Method Men Body Wash, Sea & Surf, 18 OZ	Product Size, Count	Dove Gentle Exfoliating Beauty Bar, 3.75 OZ, 2 CT
PRO SALON	Product Type	Biolage Smooth Proof Conditioner	Product Size	Living Proof Full Shampoo, 8 OZ	Product Scent, Size	American Crew 3-In-1 Shampoo Conditioner & Body Wash, Tea Tree, 15.2 OZ
SHAVING NEEDS	Product Type	Schick Hydro Silk Easy Control Sugar Wax Roller for Body + Pubic	Product Size or Count	Nair Hair Remover Cocoa Butter Hair Removal Lotion, 9 OZ	Product Scent, Size	Nair Sensitive Formula Prep & Smooth Face Hair Remover, Coconut Milk & Collagen, 1.76 OZ
SHAVING - RAZORS/BLADES	Product Type	Schick Intuition Fresh Gardenia Women's Razor Handle + 2 Refill Razor Blades	Product Count	Schick Hydro Silk Sensitive Care Disposable Razors, 6 CT	Product Count	Schick Hydro Sensitive 3-Blade Razor Blade Refills, 5 CT
SHAVING - ELECTRIC RAZORS	Product Type	MANSCAPED The Lawn Mower 3.0 Plus Refined Below The Waist Grooming Kit	Product Count	Philips Norelco OneBlade Replacement Blade, 2 CT	Product Count	Wild Willies Arsenal Grooming Kit, 10 CT
SHAVING - GELS/CREAMS	Product Scent	Barbasol Thick & Rich Shaving Cream, Original	Product Size	Cremo Moisturizing Shave Cream, French Lavender, 6 OZ	Product Size, Pack Number	Skintimate Skin Therapy Dry Skin Shave Gel, 7 OZ, 2 Pack
SHAVING - MEN'S GROOMING	Product Type	Just for Men 1-Day Beard & Brow Color	Product Color or Size	Just for Men 1-Day Beard & Brow Color, Dark Brown	Product Scent, Size	NIVEA Men Sensitive Cooling Post Shave Balm, Sensitive Cool, 3.3 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 Merchandise Specific Standards

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*

Assorted & Blind Capsule SKUs:

- If SKU is assorted (i.e. multiple variants – color, character, etc. – under one SKU ID)
    - Add this copy as a last bullet: “Multiple [Differentiator} available”
- Add “Assorted [Differentiator]” in product title (i.e. “Assorted Colors)
- If SKU is Blind Capsule:
    - Add this copy as last bullet: “Blind Capsule: Multiple [Differentiator} available”

CVS Exclusive Products:

- If SKU is exclusive to CVS add this copy in as *first* bullet: “Exclusive to CVS”

Romance Copy 2 (Bullets) should include where applicable:

- Assorted/Blind Capsule (see above)
- Size/dimension details
- Age restrictions (i.e. toys for kids age 6+)
- Battery requirements (quantity, size, included/not included, replaceable)
- Clean product tags & certifications (i.e. BPI-certified, fragrance-free, cruelty-free, etc.)

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Consumables Specific 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 Spectaculair 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**
- **Not every SKU will be online, we show a limited assortment to showcase that we sell certain brands/products, but they are not sellable online. Ex. Categories include soda, beverages, frozen & fresh foods, alcoholic/non-alcoholic**
- **PDP Copy**
  - First bullet – unit of measure needs to be upper cased
    - Update example to “Coca-Cola Diet Soda, 12 CT, 12 OZ)
  - 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)
  - Images - should include a clear picture of the front of the package, back of package, ingredients list and nutrition label.
    - There will be instances where the back of the package will show both of these clearly.
  - Seasonal items - if SKU is assorted, this needs to be added into the end of the copy
    - “MULTIPLE [DIFFERENTIATOR] AVAILABLE”

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Dropship Specific Standards

CA Review:

- Details:
  - Web only = Yes
- Sourcing:
  - Sourcing Indicator = DSD
  - Product Carried Location = B
  - DSD Pricing Indicator = C
- Planogram:
  - Intended for POG = No

DM Review: Slide 16

- Web Operational Attributes:
  - Carepass Eligible = No
  - CVS.com DCD Supplier = Vendor CORP2 number
  - CVS.com Direct Customer Deliver (DCD) = Yes
  - Free Shipping Eligible = Yes
  - Front Store Attach Eligible = No
  - OTCHS Indicator = No
  - Ship From Store Eligible = No
  - Store Pickup Eligible = No
  - Retail Only = No
  - High Res Image Available = Yes
  - Next Day Eligible = No
  - Same Day Eligible = No

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