



**.com  
PDP Standards &  
SOP**

**Within STIBO**

UPDATED December 2025



# 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

# Updates to Standards

<b>Input</b>	<b>Type</b>	<b>New</b>
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**

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# 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

Web Operational Attributes STIBO Product Hierarchy Attributes Digital Assets Web Brand/Restriction Details Specifications FDA/Compliant Attributes MHE UPC Sourcing Packaging Hierarchy Regulatory/Hazmat Cost/Retail

Selected STIBO Product Hierarchy

STIBO Product Hierarchy Men

Product Type: Vitamin

Color: Assorted Colors

Material:

Lifestage: Adult

Concern: Bone & Joint Health, Heart Health, Dye-Free, Immune Support

Form: Gummies

Size:

Quantity: 121-200 CT

Minority-Owned or Founded:

Features:

Key Ingredients: Omega, Antioxidant, Raspberry, Lemon, Bone & Joint Health, Immune Support

Primary Flavor: Raspberry, Lemon

Health Goals: Bone & Joint Health, Immune Support

Ingredient Preference:

Symptom:

Homeopathic: No

Benefit:

Gender: Women

As seen on TV: No

## STIBO REQUIREMENTS:

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

Product highlights

The Gillette Fusion Ultra Sensitive Shave Gel is a high-performing shaving cream that cleanses, protects, hydrates, soothes and refreshes the skin. It has been dermatologically tested for men with sensitive skin and offers advanced lubrication to prevent or razor burn. The gel produces a dense lather for a cool and refreshing shave while preventing moisture loss and reducing skin irritation post-shave. Compatible with Gillette Fusion5 razors or any favorite Gillette razor. (This content is generated by AI)

Details

Rating & reviews

Ingredients

Warnings

Specifications

Benefit	Smoothing
Concern	Hair removal
Form	Gel
Product type	Shave gel
Quantity	Twin pack
Scents	Fresh
Skin type	All skin types
Gender	Men
Size	11 - 20 oz.
Life Stage	Adult

# 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

Web Operational Attributes   STIBO Product Hierarchy Attributes   Digital Assets   Web Brand/Restriction   **Details**

▼ Product Description

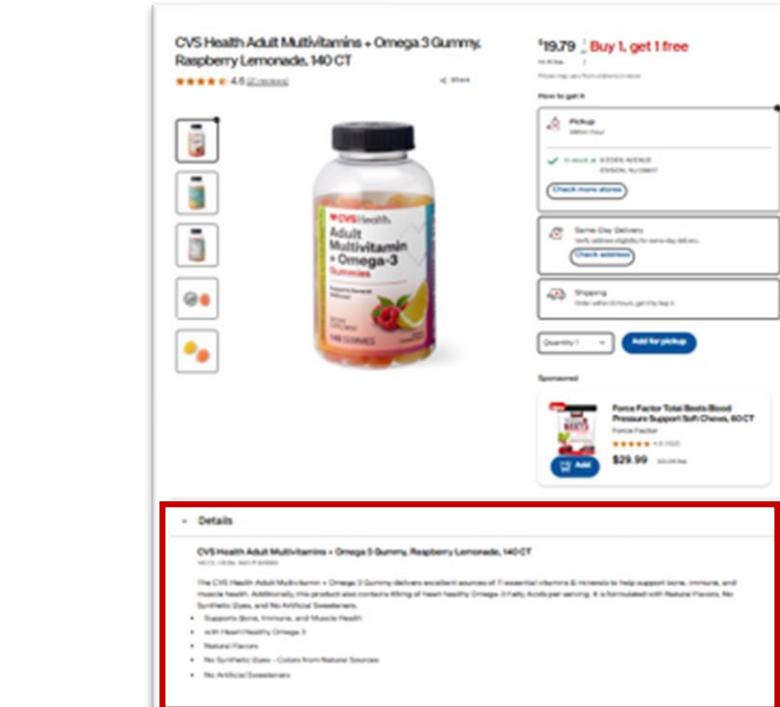
\* Product Name   CVS Health Adult Multivitamins + Omega 3 Gummy  
Product Name describes what the Product is ,Name should not contain values of Brand details, Color and Size info.

\* Product Title   CVS Adult Multivitamins + Omega 3 Gummy, Raspberry Lemonade, 140 CT

Product Videos

Romance Copy 1  
The CVS Health Adult Multivitamin + Omega 3 Gummy delivers excellent sources of 11 essential vitamins & minerals to help support bone, immune, and muscle health. Additionally, this product also contains 65mg of heart healthy Omega-3 Fatty Acids per serving. It is formulated with Natural Flavors, No Synthetic Dyes, and No Artificial Sweeteners.

Romance Copy 2  
Supports Bone, Immune, and Muscle Health  
with Heart Healthy Omega 3  
Natural Flavors  
No Synthetic Dyes - Colors from Natural Sources  
No Artificial Sweeteners



CVS Health Adult Multivitamins + Omega 3 Gummy, Raspberry Lemonade, 140 CT  
4.8 (2,000)  
\$19.79 **Buy 1, get 1 free**

Romance Copy 1  
The CVS Health Adult Multivitamin + Omega 3 Gummy delivers excellent sources of 11 essential vitamins & minerals to help support bone, immune, and muscle health. Additionally, this product also contains 65mg of heart healthy Omega-3 Fatty Acids per serving. It is formulated with Natural Flavors, No Synthetic Dyes, and No Artificial Sweeteners.

Romance Copy 2  
Supports Bone, Immune, and Muscle Health  
with Heart Healthy Omega 3  
Natural Flavors  
No Synthetic Dyes - Colors from Natural Sources  
No Artificial Sweeteners

Details  
CVS Health Adult Multivitamins + Omega 3 Gummy, Raspberry Lemonade, 140 CT  
The CVS Health Adult Multivitamin + Omega 3 Gummy delivers excellent sources of 11 essential vitamins & minerals to help support bone, immune, and muscle health. Additionally, this product also contains 65mg of heart healthy Omega-3 Fatty Acids per serving. It is formulated with Natural Flavors, No Synthetic Dyes, and No Artificial Sweeteners.

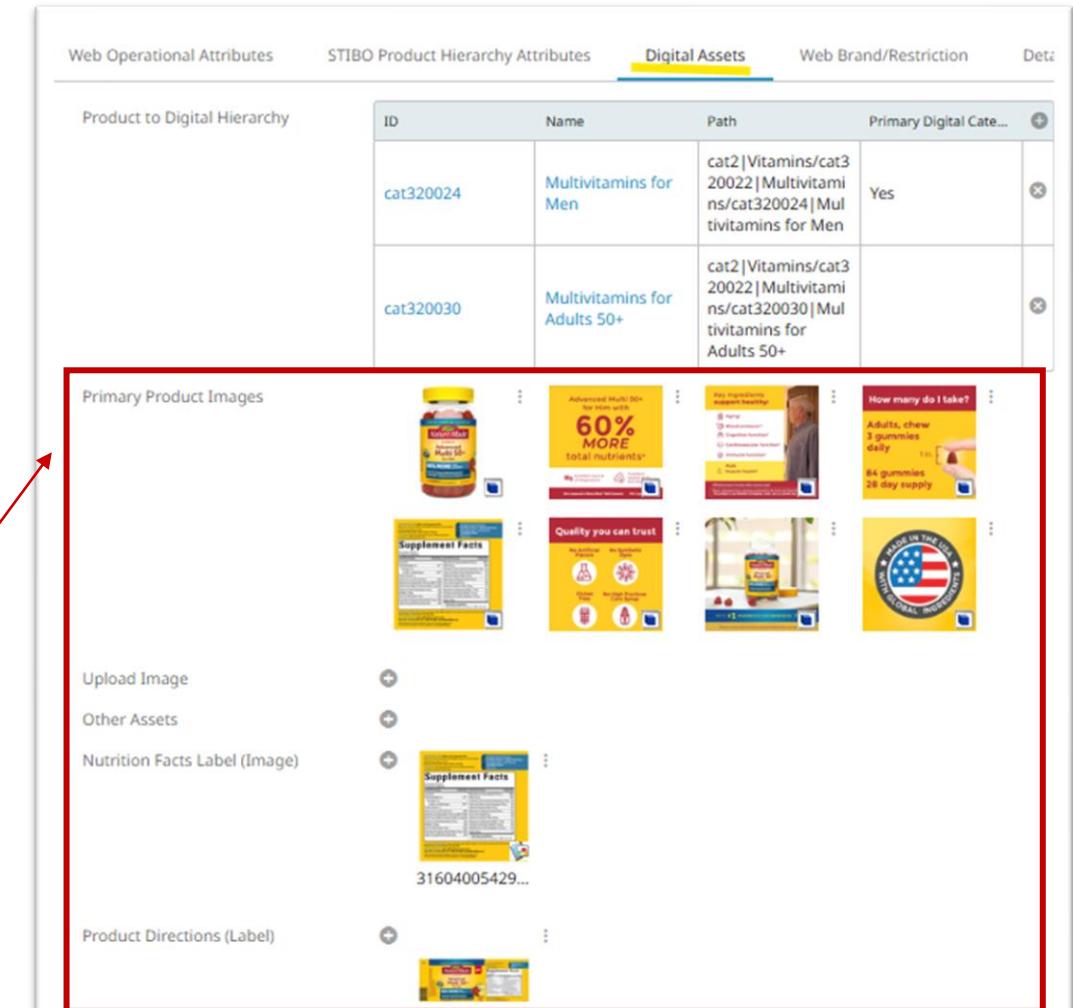
# Digital Assets - Images

## 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



The screenshot shows a digital asset management interface for a product. At the top, there are tabs: Web Operational Attributes, STIBO Product Hierarchy Attributes, **Digital Assets** (which is the active tab), Web Brand/Restriction, and Details. Below the tabs, there is a table titled 'Product to Digital Hierarchy' with columns for ID, Name, Path, and Primary Digital Category. Two rows are listed: 'cat320024' (Multivitamins for Men) and 'cat320030' (Multivitamins for Adults 50+). The 'Digital Assets' section contains a grid of images under 'Primary Product Images', including a bottle of vitamins, a box of vitamins, and several promotional cards. Below this, there are sections for 'Upload Image', 'Other Assets', 'Nutrition Facts Label (Image)', and 'Product Directions (Label)'. A red box highlights the 'Primary Product Images' section, and a red arrow points from the 'STIBO REQUIREMENTS' list to this highlighted area.

# 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

# 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, ident 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

**Tylenol Extra Strength Acetaminophen Rapid Release Gels** **\$13.99** \$15.99 **\$2.00 off** **14.0¢/ea.** **Add for pickup**

★★★★★ 4.7 (3676 reviews)

> Details

> Rating & reviews

> Ingredients

> **Directions**

Children under 12 years: Ask a doctor. Contains No Aspirin.

- Do not take more than directed (see overdose warning)
- Adults and children 12 years and over:
- Take 2 gelcaps every 6 hours while symptoms last
- Do not take more than 6 gelcaps in 24 hours, unless directed by a doctor
- Do not use for more than 10 days unless directed by a doctor
- Store between 20-25°C (68-77°F). Avoid high humidity
- Do not use if carton is opened. Do not use if foil inner seal imprinted with "TYLENOL" is broken or missing

> Warnings

> Specifications

> Same-Day Delivery policies

> Shipping restrictions

Details   Specifications   UPC   **FDA/Compliant Attributes**   Sourcing   Ordering   Pricing   Cost/Retail   Ship and Receive   Planogram   Packaging Hierarchy   Pricing Link   MHE   STIBO Product Hierarchy Attributes >

\* Is Item Regulated By FDA   Yes

\* FDA Item Type   OTC Drug

▼ Age Restrictions

Age Dosing   SELECT A VALUE

Age Guidelines   Please Complete

▼ Drug Facts

▼ Product Directions/Warnings/Ingredients

Product Directions (Text) 1  
Children under 12 years: Ask a doctor. Contains No Aspirin.

Product Directions (Text) 2  
Do not take more than directed (see overdose warning)

Adults and children 12 years and over:

Take 2 gelcaps every 6 hours while symptoms last

Do not take more than 6 gelcaps in 24 hours, unless directed by a doctor

Do not use for more than 10 days unless directed by a doctor

Store between 20-25°C (68-77°F). Avoid high humidity

Do not use if carton is opened. Do not use if foil inner seal imprinted with "TYLENOL" is

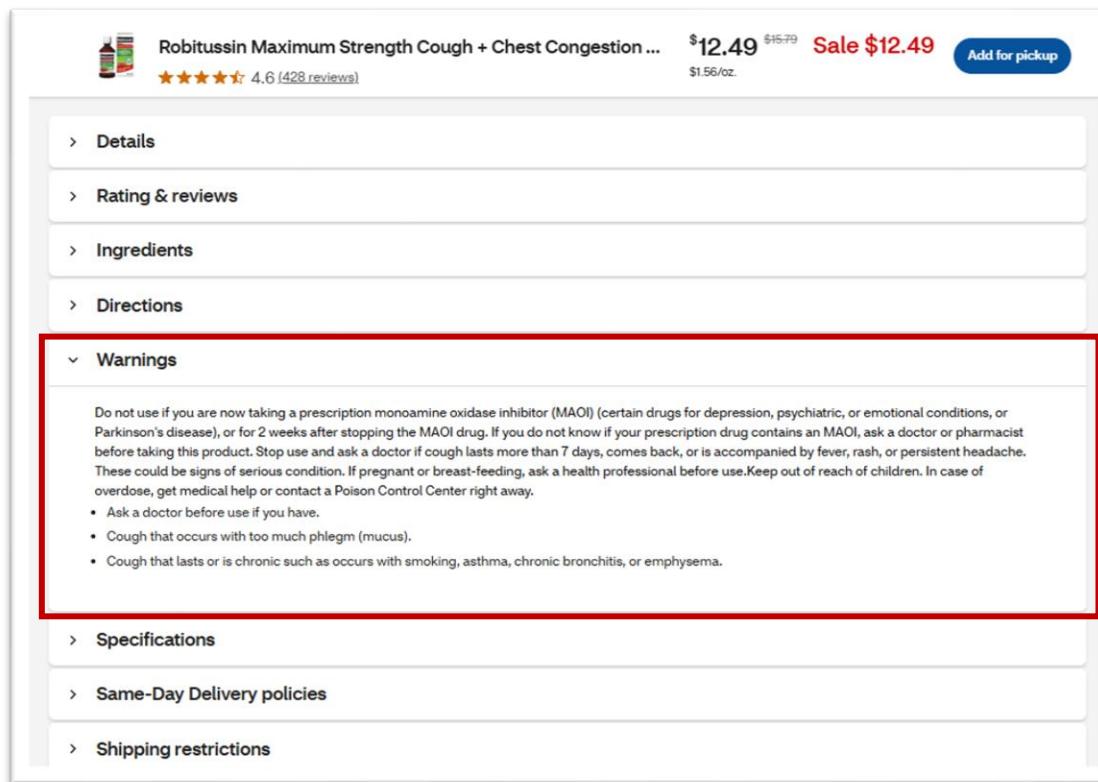
# FDA/Compliant Attributes - Warnings

## 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



Robitussin Maximum Strength Cough + Chest Congestion ... \$12.49 \$15.79 Sale \$12.49 \$1.56/oz. Add for pickup

Details

Rating & reviews

Ingredients

Directions

**Warnings**

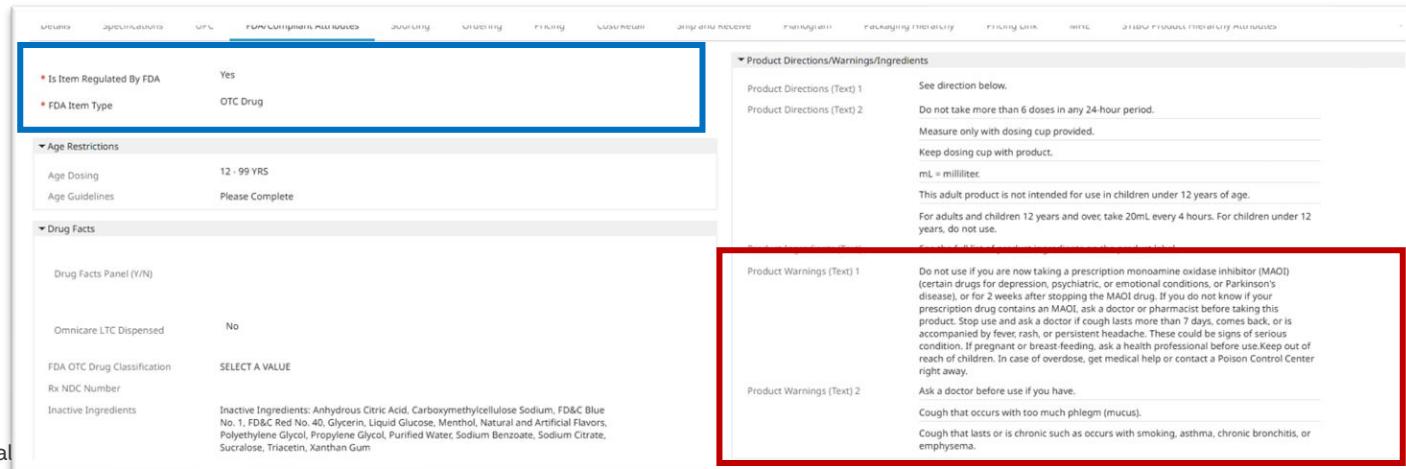
Do not use if you are now taking a prescription monoamine oxidase inhibitor (MAOI) (certain drugs for depression, psychiatric, or emotional conditions, or Parkinson's disease), or for 2 weeks after stopping the MAOI drug. If you do not know if your prescription drug contains an MAOI, ask a doctor or pharmacist before taking this product. Stop use and ask a doctor if cough lasts more than 7 days, comes back, or is accompanied by fever, rash, or persistent headache. These could be signs of serious condition. If pregnant or breast-feeding, ask a health professional before use. Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

- Ask a doctor before use if you have:
- Cough that occurs with too much phlegm (mucus).
- Cough that lasts or is chronic such as occurs with smoking, asthma, chronic bronchitis, or emphysema.

Specifications

Same-Day Delivery policies

Shipping restrictions



Is Item Regulated By FDA: Yes

FDA Item Type: OTC Drug

Product Warnings (Text 1): Do not use if you are now taking a prescription monoamine oxidase inhibitor (MAOI) (certain drugs for depression, psychiatric, or emotional conditions, or Parkinson's disease), or for 2 weeks after stopping the MAOI drug. If you do not know if your prescription drug contains an MAOI, ask a doctor or pharmacist before taking this product. Stop use and ask a doctor if cough lasts more than 7 days, comes back, or is accompanied by fever, rash, or persistent headache. These could be signs of serious condition. If pregnant or breast-feeding, ask a health professional before use. Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

Product Warnings (Text 2): Ask a doctor before use if you have:

- Cough that occurs with too much phlegm (mucus).
- Cough that lasts or is chronic such as occurs with smoking, asthma, chronic bronchitis, or emphysema.

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

Pricing Cost/Retail Ship and Receive Planogram

▼ Product Directions/Warnings/Ingredients

Product Directions (Text) 1

Directions: Take every 4 to 6 hours, or as directed by a doctor. Do not take more than 6 times in 24 hours. Adults and children 12 years and over take 1 to 2 tablets. Children 6 to under 12 years take 1 tablet. Children under 6 years do not use.

Product Directions (Text) 2

Product Ingredients (Text)

Diphenhydramine HCl 25 mg, corn starch, D&C red #27 aluminum lake, dicalcium phosphate, magnesium stearate, microcrystalline cellulose, polyethylene glycol, polyvinyl alcohol, silicon dioxide, stearic acid, talc, titanium dioxide.

Product Warnings (Text) 1

Warnings: See carton for complete warnings (short label only). See vial card for complete warnings (vial label only). Do not use to make a child sleepy with any other product containing



▼ Directions

Directions: Take every 4 to 6 hours, or as directed by a doctor. Do not take more than 6 times in 24 hours. Adults and children 12 years and over take 1 to 2 tablets. Children 6 to under 12 years take 1 tablet. Children under 6 years do not use.

▼ Warnings

Warnings: See carton for complete warnings (short label on other product containing diphenhydramine, even one used for bronchitis glaucoma difficulty in urination due to enlarged prostate). Do not use with tranquilizers. When using this product marked drowsiness may occur. Use caution when driving a motor vehicle or operating machinery. Consult a healthcare professional before use.

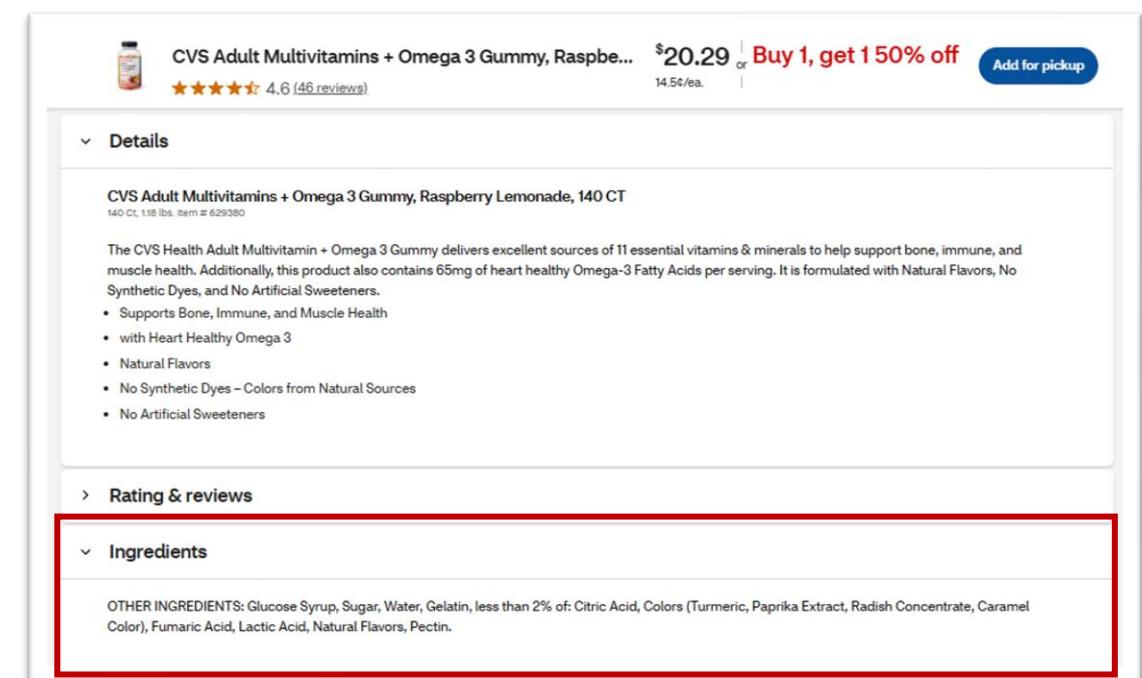
# FDA/Compliant Attributes - Ingredients

## 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.



CVS Adult Multivitamins + Omega 3 Gummy, Raspberry Lemonade, 140 CT

4.6 (46 reviews)

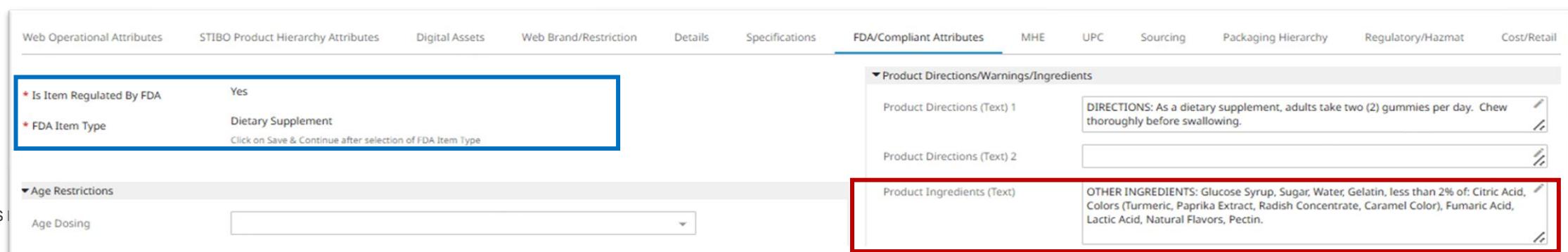
**Details**

- Supports Bone, Immune, and Muscle Health
- with Heart Healthy Omega 3
- Natural Flavors
- No Synthetic Dyes – Colors from Natural Sources
- No Artificial Sweeteners

**Rating & reviews**

**Ingredients**

OTHER INGREDIENTS: Glucose Syrup, Sugar, Water, Gelatin, less than 2% of: Citric Acid, Colors (Turmeric, Paprika Extract, Radish Concentrate, Caramel Color), Fumaric Acid, Lactic Acid, Natural Flavors, Pectin.



Web Operational Attributes STIBO Product Hierarchy Attributes Digital Assets Web Brand/Restriction Details Specifications FDA/Compliant Attributes MHE UPC Sourcing Packaging Hierarchy Regulatory/Hazmat Cost/Retail

\* Is Item Regulated By FDA Yes

\* FDA Item Type Dietary Supplement

Click on Save & Continue after selection of FDA Item Type

▼ Age Restrictions

Age Dosing

▼ Product Directions/Warnings/Ingredients

Product Directions (Text) 1

DIRECTIONS: As a dietary supplement, adults take two (2) gummies per day. Chew thoroughly before swallowing.

Product Directions (Text) 2

Product Ingredients (Text)

OTHER INGREDIENTS: Glucose Syrup, Sugar, Water, Gelatin, less than 2% of: Citric Acid, Colors (Turmeric, Paprika Extract, Radish Concentrate, Caramel Color), Fumaric Acid, Lactic Acid, Natural Flavors, Pectin.

12 ©2025 CVS

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

Details	Specifications	UPC	FDA/Compliant Attributes	Sourcing
Omnicare LTC Dispensed	No			
FDA OTC Drug Classification	ANDA(Abbreviated New Drug Application)			
Rx NDC Number				
<b>Inactive Ingredients</b>	<b>Inactive Ingredients:</b> corn starch, FD&C blue no. 1 aluminum lake, hypromellose, lactose monohydrate, magnesium stearate, polydextrose, polyethylene glycol, povidone, titanium dioxide, triacetin.			
<b>Active Ingredient</b>	<b>Active ingredient</b> (in each tablet): Cetirizine HCl 10 mg.			



> <b>Details</b>
> <b>Rating &amp; reviews</b>
▼ <b>Ingredients</b>
Active ingredient (in each tablet): Cetirizine HCl 10 mg. Inactive ingr magnesium stearate, polydextrose, polyethylene glycol, povidone, t
<b>Active Ingredients</b>
<b>Active ingredient</b> (in each tablet): Cetirizine HCl 10 mg.
<b>Inactive Ingredients</b>
<b>Inactive ingredients:</b> corn starch, FD&C blue no. 1 aluminum lake, hy povidone, titanium dioxide, triacetin.

**Red** – Will automatically appear on PDP. Not controlled by the copy submitted.

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## **Digital Merch Analyst Input: Standards / SOP**

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# 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

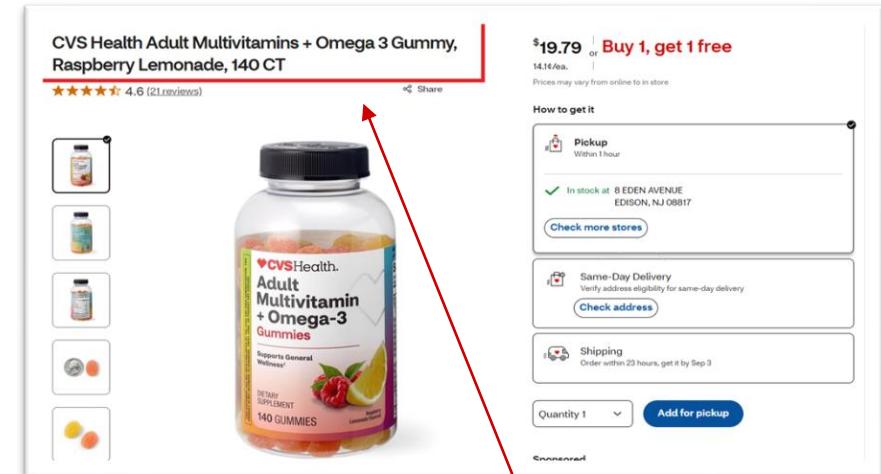
## Must Include:

- 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

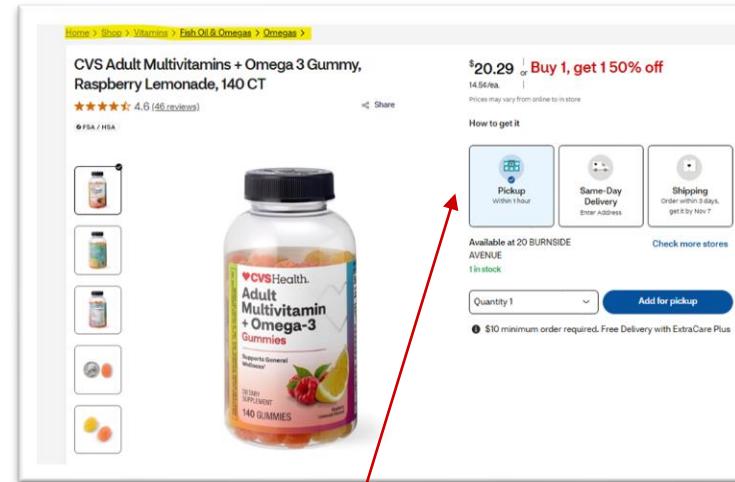


Web Operational Attributes	STIBO Product Hierarchy Attributes	Digital Assets	Web Brand/Restriction	Details	Specifications	FDA/Compliant Attributes	MHE	UPC	Sourcing	Packaging Hierarchy	Regulatory/Hazmat	Cost/Retail	Planogram
Carpeps Eligible	No												
CVS.com DCD Supplier													
CVS.com Direct Customer Delivery (DCD)	No												
DSD NOP Eligible													
Free Shipping Eligible	Yes												
Front Store Attach Eligible	No												
Google PLA Indicator	Yes												
Web Status	product is on the web, passed the inventory test												
OTCHS Indicator													
Ship From Store Eligible	Yes												
Store Pickup Eligible	Yes												
Retail Only	No												
High Res Image Available	Yes												
Similar To													
Syndigo Eligible	Yes												
Blush Indicator	No												
BOPIS Max Quantity	15												
NDI Max Quantity	15												
Maximum Quantity	15												
ITEM Surcharge Amt													
SDD Max Quantity	15												
Min Age For Restriction													
Web Display Name	CVS Health Adult Multivitamins + Omega 3 Gummy, Raspberry Lemonade, 140 CT												
Web Start Date	2025-05-23 09:58:44												
Web End Date	yyyy-MM-dd HH:mm:ss												
Next Day Eligible	No												
Same Day Eligible	Yes												

# 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



Web Operational Attributes		STIBO Product Hierarchy Attributes	Digital Assets	Web Brand/Restriction	Details	Specifications	FDA/Compliant Attributes	MHE	UPC	Sourcing	Packaging Hierarchy	Regulatory/Hazmat	Cost/Retail	Planogram
Carepass Eligible	No													
CVS.com DCD Supplier														
CVS.com Direct Customer Delivery (DCD)	No													
DDP NOP Eligible														
Free Shipping Eligible	Yes													
Front Store Attach Eligible	No													
* Google PLA Indicator	Yes													
* Web Status	product is on the web, passed the inventory test													
OTCHS Indicator														
Ship From Store Eligible	Yes													
Store Pickup Eligible	Yes													
Retail Only	No													
High Res Image Available	Yes													
Similar To														

# Web Operational Attributes – Web Status & Start/End Date

## STANDARD:

- When the sku has been fully audited and deemed ready for launch:
  - the Web Status will be updated to "Product is on the web, passed the inventory test"
  - 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

Web Operational Attributes	STIBO Product Hierarchy Attributes	Digital Assets	Web Brand/Restriction	Details	Specifications	FMV/Compliant Attributes	MHE	UPL	Sourcing	Packaging Hierarchy	Regulatory/Hazmat	Cost/Retail
Carepass Eligible	No					Syndigo Eligible	Yes					
CVS.com DCD Supplier						* Blush Indicator	No					
CVS.com Direct Customer Delivery (DCD)	No					* BOPIS Max Quantity	15					
DSD NOP Eligible						* NDD Max Quantity	15					
Free Shipping Eligible	Yes					* Maximum Quantity	15					
Front Store Attach Eligible	No					ITEM Surcharge Amt						
* Google PLA Indicator	Yes					* SDD Max Quantity						
* Web Status	product is on the web, passed the inventory test					Min Age For Restriction						
OTCHS Indicator						* Web Display Name	Happy Helpers Menstruation Crustacean Lobster Heating Pad					
Ship From Store Eligible	Yes					Web Start Date	2025-06-20 15:55:56					
Store Pickup Eligible	Yes					Web End Date	yyyy-MM-dd HH:mm:ss					
Retail Only	No					Next Day Eligible	Yes					
High Res Image Available	Yes					Same Day Eligible	Yes					
Similar To												

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.

# 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

The image shows a screenshot of the STIBO Product Hierarchy Attributes audit interface. The top half displays a form for 'Selected STIBO Product Hierarchy' with various dropdown menus for product type (Vitamin), color (Assorted Colors), material, lifestyle (Adult), concern (Bone & Joint Health, Heart Health, Dye-Free, Immune Support), form (Gummies), size, quantity (121-200 CT), minority-owned status, and features. To the right, there are sections for 'Key Ingredients' (Omegas, Antioxidant, Raspberry, Lemon, Bone & Joint Health, Immune Support), 'Primary Flavor' (Lemon), 'Health Goals' (Bone & Joint Health), 'Ingredient Preference', 'Symptom', 'Homeopathic', 'Benefit', 'Gender' (Women), and 'As seen on TV'. The bottom half shows a product listing for 'Gillette Fusion5 Ultra Sensitive Hydra Gel Shave Gel' with a price of \$14.89, a 'Buy 1, get 1 50% off' offer, and a 'Out of stock' status. Below the product are sections for 'Product highlights', 'Details', 'Rating & reviews' (4.6 stars, 939 reviews), 'Ingredients', 'Warnings', and 'Specifications'. The 'Specifications' table includes columns for Benefit (Smoothing), Concern (Hair removal), Form (Gel), Product type (Shave gel), Quantity (Twin pack), Scent (Fresh), Skin type (All skin types), Gender (Men), Size (11 - 20 oz.), and Life Stage (Adult).

# Digital Assets – Digital Hierarchy

## STANDARD:

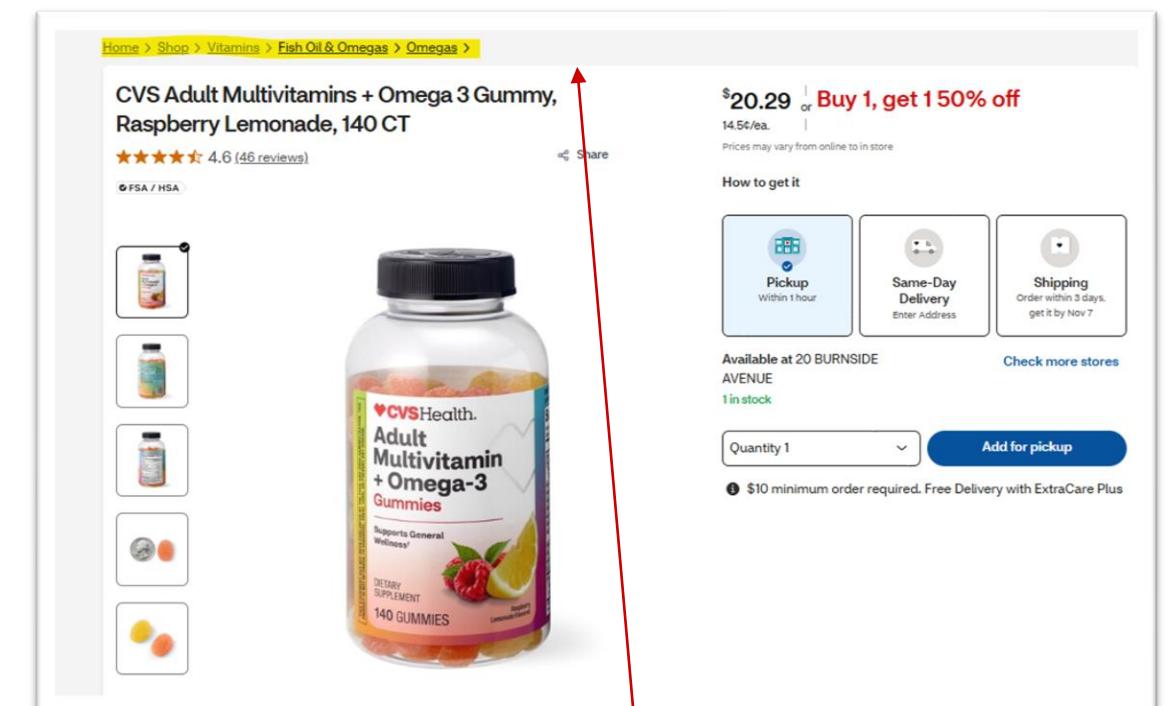
- Digital hierarchy should be selected based off product type.
- Opportunity to cross categorize where you see fit across departments & categories

## 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



Web Operational Attributes	STIBO Product Hierarchy Attributes	Digital Assets	Web Brand/Restriction	Details
Product to Digital Hierarchy	ID	Name	Path	Primary Digital Cate...
	cat3100022	Omegas	cat2 Vitamins/cat310018 Fish Oil & Omegas/cat310022 Omegas	Yes
	cat320022	Multivitamins	cat2 Vitamins/cat320022 Multivitamins	

# Web/Brand Restriction

## STANDARD:

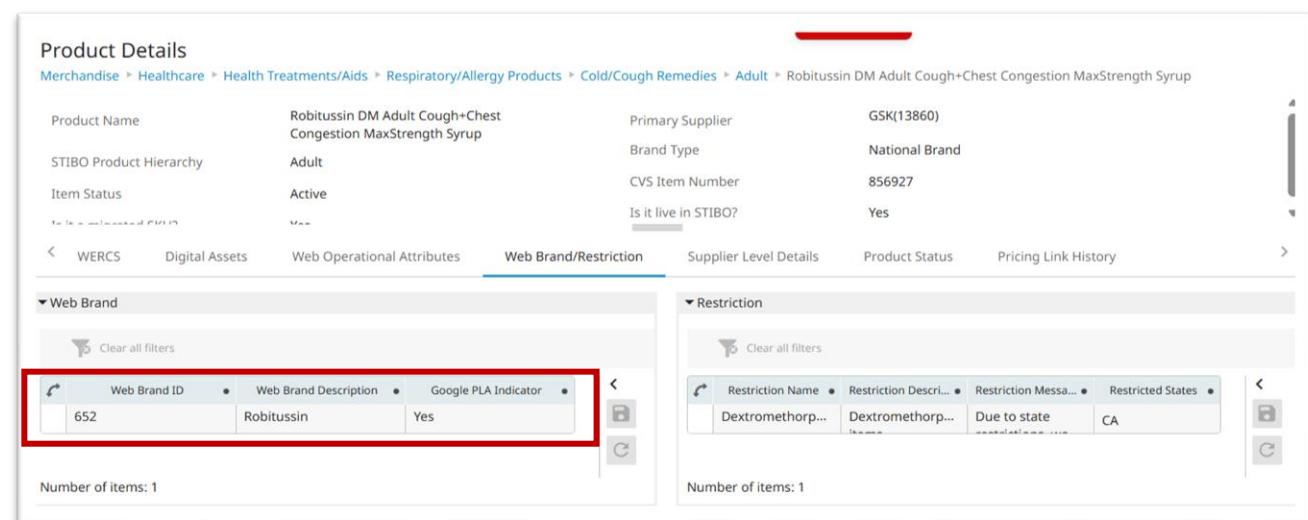
- Web Brand should be selected based off the full and correct spelling of the brand

## 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



Product Details

Merchandise > Healthcare > Health Treatments/Aids > Respiratory/Allergy Products > Cold/Cough Remedies > Adult > Robitussin DM Adult Cough+Chest Congestion MaxStrength Syrup

Product Name	Robitussin DM Adult Cough+Chest Congestion MaxStrength Syrup	Primary Supplier	GSK(13860)
STIBO Product Hierarchy	Adult	Brand Type	National Brand
Item Status	Active	CVS Item Number	856927
Is it live in STIBO?		Yes	

WERCS Digital Assets Web Operational Attributes Web Brand/Restriction Supplier Level Details Product Status Pricing Link History

Web Brand

Clear all filters

Web Brand ID	Web Brand Description	Google PLA Indicator
652	Robitussin	Yes

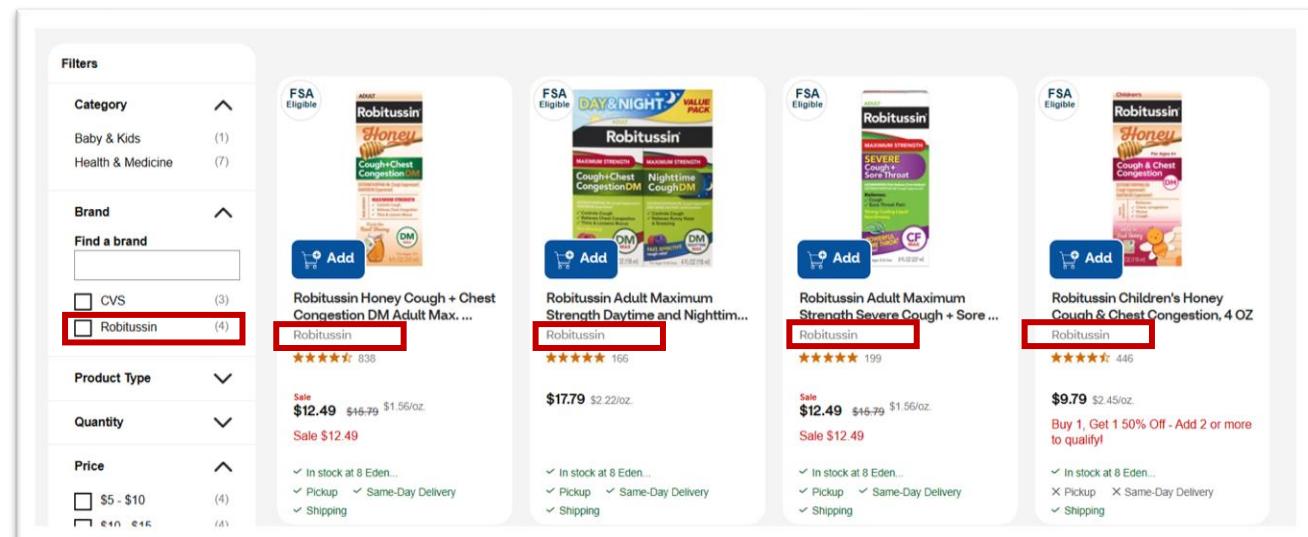
Number of items: 1

Restriction

Clear all filters

Restriction Name	Restriction Description	Restriction Message	Restricted States
Dextromethorphan	Dextromethorphan	Due to state	CA

Number of items: 1



Filters

Category: Baby & Kids (1), Health & Medicine (7)

Brand: Find a brand, Robitussin (4)

Product Type: Sale, \$12.49, \$16.79, \$1.56/oz, Sale \$12.49

Quantity: In stock at 8 Eden...

Price: \$5 - \$10 (4)

Image	Name	Price	Rating	Stock
	Robitussin Honey Cough + Chest Congestion DM Adult Max Strength Syrup	\$12.49	★★★★★ 836	In stock at 8 Eden...
	Robitussin Day & Night Value Pack	\$17.79	★★★★★ 165	In stock at 8 Eden...
	Robitussin Adult Maximum Strength Daytime and Nighttime Cough Syrup	\$12.49	★★★★★ 199	In stock at 8 Eden...
	Robitussin Children's Honey Cough & Chest Congestion, 4 OZ	\$9.79	★★★★★ 446	In stock at 8 Eden...

# Details – Product Description \*AUDIT\*

## STANDARD:

- Make sure descriptions are specific to CVS
- DO NOT use CAPITALIZATION
- 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

## 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, idents or bullet points
- Romance Copy 2 will be bullet point form up to 300 characters per bullet maximum
  - Requires 3 bullet points 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

Web Operational Attributes   STIBO Product Hierarchy Attributes   Digital Assets   Web Brand/Restriction   Details

▼ Product Description

\* Product Name   CVS Health Adult Multivitamins + Omega 3 Gummy  
Product Name describes what the Product is. Name should not contain values of Brand details, Color and Size info.

\* Product Title   CVS Adult Multivitamins + Omega 3 Gummy, Raspberry Lemonade, 140 CT

Product Videos

Romance Copy 1  
The CVS Health Adult Multivitamin + Omega 3 Gummy delivers excellent sources of 11 essential vitamins & minerals to help support bone, immune, and muscle health. Additionally, this product also contains 65mg of heart healthy Omega-3 Fatty Acids per serving. It is formulated with Natural Flavors, No Synthetic Dyes, and No Artificial Sweeteners.

Romance Copy 2  
Supports Bone, Immune, and Muscle Health  
with Heart Healthy Omega 3  
Natural Flavors  
No Synthetic Dyes – Colors from Natural Sources  
No Artificial Sweeteners

CVS Health Adult Multivitamins + Omega 3 Gummy, Raspberry Lemonade, 140 CT  
4.8 (2,000)  
\$19.79 Buy 1, get 1 free  
How to get it  
Pickup  
In-store or Online  
Same Day Delivery  
Curbside pickup  
Delivery  
Add to pickup  
Sponsored  
Pain Factor Total Beats Blood Pressure Support Soft Chews, 60 CT  
\$29.99  
Details  
CVS Health Adult Multivitamins + Omega 3 Gummy, Raspberry Lemonade, 140 CT  
The CVS Health Adult Multivitamin + Omega 3 Gummy delivers excellent sources of 11 essential vitamins & minerals to help support bone, immune, and muscle health. Additionally, this product also contains 65mg of heart healthy Omega-3 Fatty Acids per serving. It is formulated with Natural Flavors, No Synthetic Dyes, and No Artificial Sweeteners.

- Supports Bone, Immune, and Muscle Health
- with Heart Healthy Omega 3
- Natural Flavors
- No Synthetic Dyes – Colors from Natural Sources
- No Artificial Sweeteners

# Digital Assets - Images \*AUDIT\*

## 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**
- See 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

Web Operational Attributes   STIBO Product Hierarchy Attributes   **Digital Assets**   Web Brand/Restriction   Details

Product to Digital Hierarchy		ID	Name	Path	Primary Digital Cate...
		cat320024	Multivitamins for Men	cat2 Vitamins/cat3 20022 Multivitamins/cat320024 Multivitamins for Men	Yes
		cat320030	Multivitamins for Adults 50+	cat2 Vitamins/cat3 20022 Multivitamins/cat320030 Multivitamins for Adults 50+	

**Primary Product Images**



Upload Image

Other Assets

Nutrition Facts Label (Image)



Product Directions (Label)

# 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

PRODUCT DETAILS

Merchandise > Baby > Personal Hygiene Products > Baby Diapers/Accessories > Baby Diapers (Disposable) > PAMPERS CRUSERS 360 S6 JUMBO

Product Name	PAMPERS CRUSERS 360 S6 JUMBO	Primary Supplier	PROCTER & GAMBLE(11415)
STIBO Product Hierarchy	Baby Diapers (Disposable)	Brand Type	National Brand
Item Status	Active	CVS Item Number	653056
Is it a migrated SKU?		Is it live in STIBO?	

Details **Specifications** UPC FDA/Compliant Attributes Sourcing Ordering Pricing Cost/Retail Ship and Receive Planogram Packaging Hierarchy Pricing Link MHE

Dimensions

Lock Dimensions	Yes
Height	9.32
Width	6.67
Depth	5.1
Dimension UOM	IN-INCHES
Weight	1.294
Weight UOM	LB-POUNDS
Consumer Size Quantity	17
Consumer Size Quantity UOM	CT-COUNT
Stackable Product Indicator	Yes
Flex Packaging	No
Tray Depth	
Tray Height	
Tray Width	
Multipack	No
Rx Pickup Eligible	No

Additional Attributes

Security Tag Type	Electronic Article Surveillance
MCR	
Emergency Call	
Trading Partner	

Web Attribute

Scent	
SPF	
Absorbency	
Finish	
Flavor	
Form	
skuSize	Size 6
skuCount	17 CT
skuPack	
skuConcern	
Color Description	
Color Family	
Strength	
Swatch Hex Value	

## 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?

# FDA/Compliant Attributes – Directions \*AUDIT\*

## STANDARD:

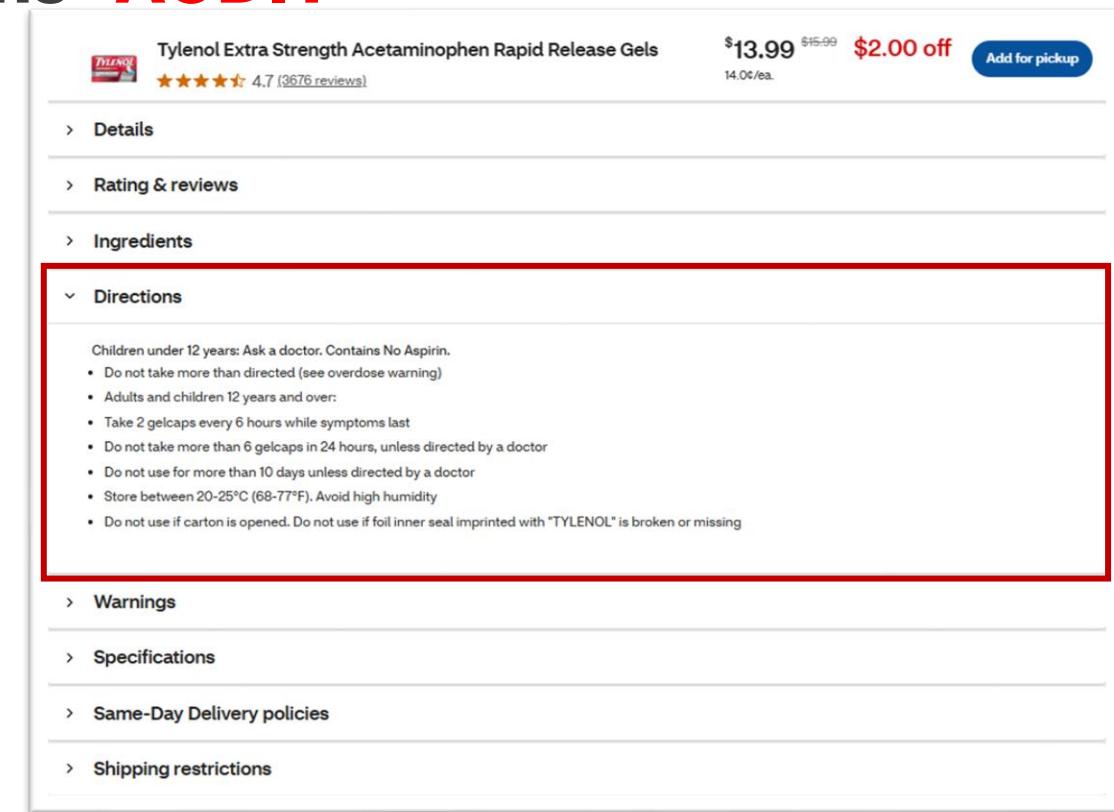
- List out any directions needed for use
- List as displayed on any labels
- **DO NOT put please see label**
- **DO NOT use capitalization, bold, italics, ident or bullet points**
- **Do NOT repeat labels within the copy. Examples on slide 11.**

## 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"



Tylenol Extra Strength Acetaminophen Rapid Release Gels

**\$13.99** ~~\$15.99~~ **\$2.00 off**

14.0¢/ea.

Add for pickup

Details

Rating & reviews

Ingredients

**Directions**

Children under 12 years: Ask a doctor. Contains No Aspirin.

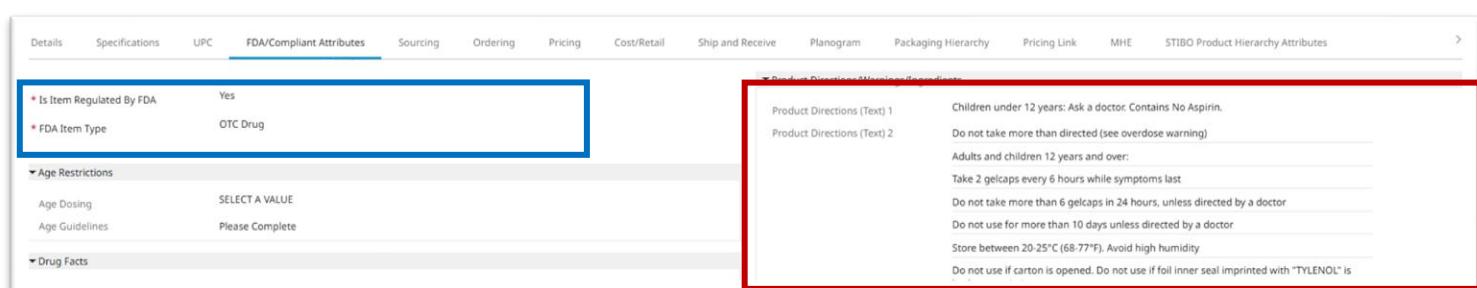
- Do not take more than directed (see overdose warning)
- Adults and children 12 years and over:
- Take 2 gelcaps every 6 hours while symptoms last
- Do not take more than 6 gelcaps in 24 hours, unless directed by a doctor
- Do not use for more than 10 days unless directed by a doctor
- Store between 20-25°C (68-77°F). Avoid high humidity
- Do not use if carton is opened. Do not use if foil inner seal imprinted with "TYLENOL" is broken or missing

Warnings

Specifications

Same-Day Delivery policies

Shipping restrictions



Details Specifications UPC FDA/Compliant Attributes Sourcing Ordering Pricing Cost/Retail Ship and Receive Planogram Packaging Hierarchy Pricing Link MHE STIBO Product Hierarchy Attributes

\* Is Item Regulated By FDA Yes

\* FDA Item Type OTC Drug

Product Directions (Text) 1

Product Directions (Text) 2

Children under 12 years: Ask a doctor. Contains No Aspirin.

Do not take more than directed (see overdose warning)

Adults and children 12 years and over:

Take 2 gelcaps every 6 hours while symptoms last

Do not take more than 6 gelcaps in 24 hours, unless directed by a doctor

Do not use for more than 10 days unless directed by a doctor

Store between 20-25°C (68-77°F). Avoid high humidity

Do not use if carton is opened. Do not use if foil inner seal imprinted with "TYLENOL" is

# FDA/Compliant Attributes – Warnings \*AUDIT\*

## STANDARD:

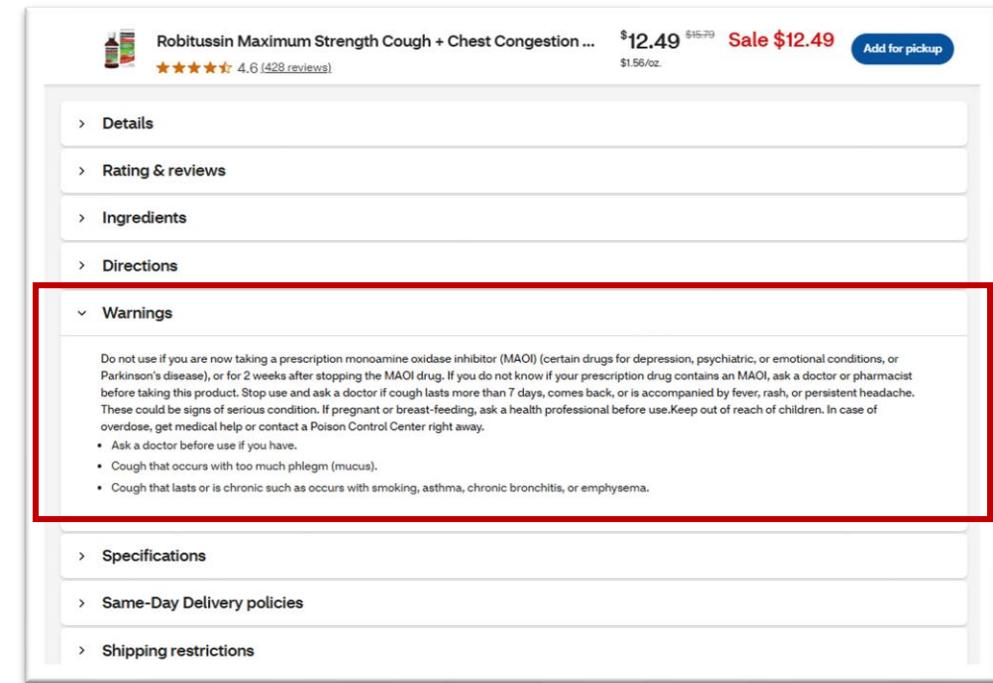
- List out any warnings needed for use
- List as displayed on any labels
- **DO NOT put please see label**
- **Do NOT repeat labels within the copy. Examples on slide 11**

## 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"

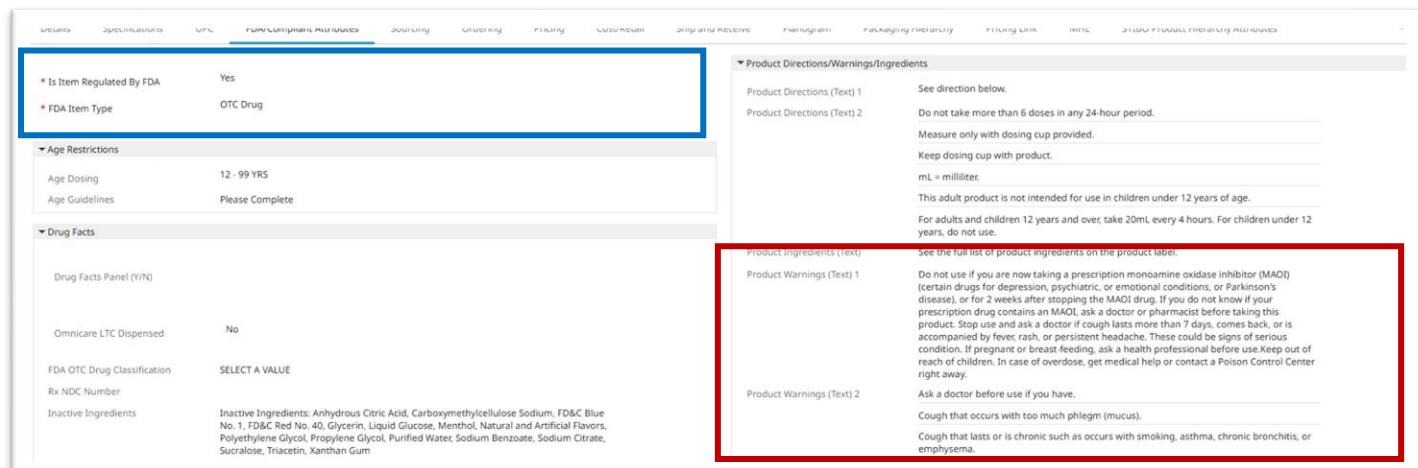


Robitussin Maximum Strength Cough + Chest Congestion ... \$12.49 \$16.29 Sale \$12.49 \$1.56/oz. Add for pickup

Details Rating & reviews Ingredients Directions Warnings

Do not use if you are now taking a prescription monoamine oxidase inhibitor (MAOI) (certain drugs for depression, psychiatric, or emotional conditions, or Parkinson's disease), or for 2 weeks after stopping the MAOI drug. If you do not know if your prescription drug contains an MAOI, ask a doctor or pharmacist before taking this product. Stop use and ask a doctor if cough lasts more than 7 days, comes back, or is accompanied by fever, rash, or persistent headache. These could be signs of serious condition. If pregnant or breast-feeding, ask a health professional before use. Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

- Ask a doctor before use if you have:
- Cough that occurs with too much phlegm (mucus).
- Cough that lasts or is chronic such as occurs with smoking, asthma, chronic bronchitis, or emphysema.



Is Item Regulated By FDA: Yes  
FDA Item Type: OTC Drug

Age Restrictions

Age Dosing: 12 - 99 YRS  
Age Guidelines: Please Complete

Drug Facts

Drug Facts Panel (Y/N):  
Omnicare LTC Dispensed: No  
FDA OTC Drug Classification: SELECT A VALUE  
Rx NDC Number:  
Inactive Ingredients: Inactive Ingredients: Anhydrous Citric Acid, Carboxymethylcellulose Sodium, FD&C Blue No. 1, FD&C Red No. 40, Glycerin, Liquid Glucose, Menthol, Natural and Artificial Flavors, Polyethylene Glycol, Propylene Glycol, Purified Water, Sodium Benzoate, Sodium Citrate, Sucralose, Triacetin, Xanthan Gum

Product Directions/Warnings/Ingredients

Product Warnings (Text) 1: See direction below.  
Product Warnings (Text) 2: Do not take more than 6 doses in any 24-hour period.  
Measure only with dosing cup provided.  
Keep dosing cup with product.  
mL = milliliter.  
This adult product is not intended for use in children under 12 years of age.  
For adults and children 12 years and over, take 20mL every 4 hours. For children under 12 years, do not use.

Product Ingredients (Text): See the full list of product ingredients on the product label.

Product Warnings (Text) 1: Do not use if you are now taking a prescription monoamine oxidase inhibitor (MAOI) (certain drugs for depression, psychiatric, or emotional conditions, or Parkinson's disease), or for 2 weeks after stopping the MAOI drug. If you do not know if your prescription drug contains an MAOI, ask a doctor or pharmacist before taking this product. Stop use and ask a doctor if cough lasts more than 7 days, comes back, or is accompanied by fever, rash, or persistent headache. These could be signs of serious condition. If pregnant or breast-feeding, ask a health professional before use. Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

Product Warnings (Text) 2: Ask a doctor before use if you have:  
Cough that occurs with too much phlegm (mucus).  
Cough that lasts or is chronic such as occurs with smoking, asthma, chronic bronchitis, or emphysema.

# FDA/Compliant Attributes – Ingredients \*AUDIT\*

## STANDARD:

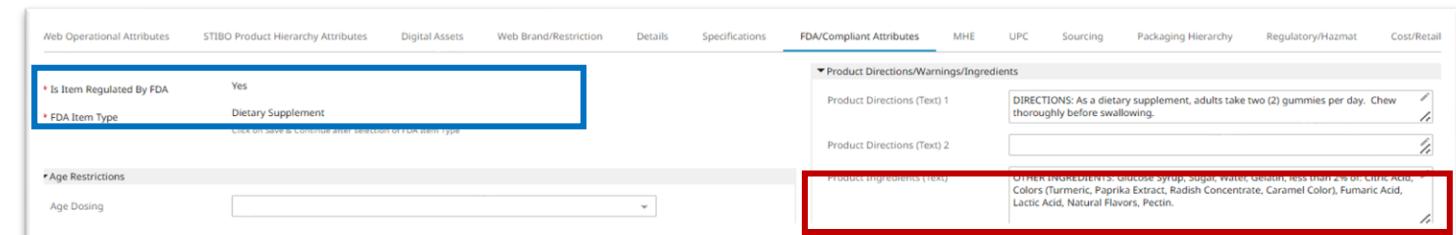
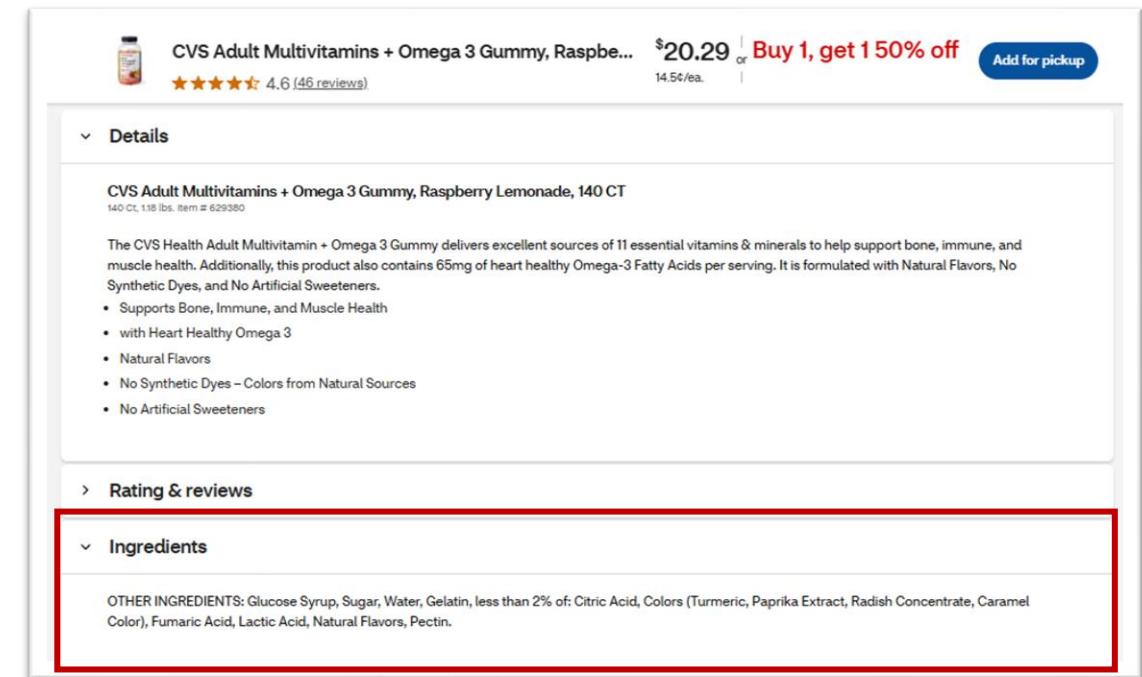
- List out ingredients as they appear the label
- Include image of label within images
- Any consumable product should include ingredient information
- List out as shown to the right, in the same order as the label with a coma in between
- **DO NOT put please see label**
- **Do NOT repeat the type within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

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# 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

# 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

# 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)

# 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.)

# 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 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
- 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"

# 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

