



Product Image Standard

Secondary Images

Secondary images, serve the purpose of furnishing extra details about the product, assisting consumers in making informed purchasing decisions. These images may not always showcase the product or its packaging directly.



IMAGE TYPE - L2 Nutritional Label

- Nutritional Label is a portion of the full flat layout, specifically identifying the regulated information related to a product's nutritional composition
- Given the nature of the content, this image type only applies to consumable food products
- Regulated Nutritional label must follow local regulations
- Background colours may be used

NUTRITION FACTS

Per 1 bar (45g)

Amount		% Per Bar
Calories	230	
Total Fat	11g	16%
Sat. Fat	7g	35%
Trans. Fat	0g	0%
Cholesterol	4.8mg	1.5%
Sodium	37mg	2%
Protein/Vitamin		
Vitamin A		2%
Vitamin C		0%
Calcium		7%
Iron		0%



NUTRITION FACTS

Amount		% Per Bar
Calories	230	
Total Fat	11g	16%
Sat. Fat	7g	35%
Trans. Fat	0g	0%
Cholesterol	4.8mg	1.5%
Sodium	37mg	2%
Protein/Vitamin		
Vitamin A		2%
Vitamin C		0%
Calcium		7%
Iron		0%

INGREDIENTS: SUGAR, COCOA, COCOA BUTTER, SKIMMED MILK POWDER, WHEAT FLOUR, LACTOSE (MILK), CHOCOLATE, BAKING SODA, ARTIFICIAL FLAVOUR, BISCUIT, SALT.

CONTAINS: MILK, WHEAT, SOY.

MAY CONTAIN: TREE NUTS (HAZELNUTS, ALMONDS)

IMAGE TYPE - L4**Ingredients:**

- The Ingredients image is a list of ingredients printed on the packaging
- It may be separated by language in multiple areas on the product and should be identified with the language expressed in the metadata associated and the appropriate position for GTIN based naming

INGREDIENTS: SUGAR, COCOA, COCOA BUTTER, SKIMMED MILK POWDER, WHEAT FLOUR, LACTOSE (MILK), CHOCOLATE, BAKING SODA, ARTIFICIAL FLAVOUR, BISCUIT, SALT.

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CONTAINS: MILK, WHEAT, SOY.
MAY CONTAIN: TREE NUTS (HAZELNUTS, ALMONDS)

**IMAGE TYPE - T****Content/Texture:**

- The 'content/texture' image type shows images that depict the content or texture of a product
- The image should be designed in such a way that the texture can be experienced by the end user, e.g., creme, or lipstick



IMAGE TYPE - L8**Preparation Instructions**

- The Preparation Instructions would be used to provide information to a consumer related to a product's recommended preparation steps (for example, food preparation)
- This image can contain visuals or text or both and is meant to support consumer purchasing decisions or understand how the product is intended to be prepared

Preparation and Usage

-  1 Serve with hot or cold skimmed milk or low-fat yogurt
-  2 Add fresh fruits if desired
-  3 Go on, and give your family a delicious start to their day



IMAGE TYPE - L5

Nutritional/Ingredients Combined

Where regulations permit the combination of nutrition and ingredients, the Nutrition/Ingredients Combined image type will be used

Nutritional Information

Nutrients	Per 100g	Per 30g	% RDA Per Serve*
Energy Value (kcal)	366	110	5.5%
Protein (g)	8	2.4	
Carbohydrate (g)	84	25.2	
Total Sugar (g)	6.7	2	
Added Sugar (g)	6.5	2	4%
Dietary Fibre (g)	4.7	1.4	
Fat (g)	0.8	0.24	0.4%
Saturated Fatty Acids (g)	0.13	0.04	0.2%
Monounsaturated Fatty Acids (g)	0.23	0.07	
Polyunsaturated Fatty Acids (g)	0.43	0.13	
Trans Fatty Acids (g)	0	0	0%
Cholesterol (mg)	0	0	
Sodium (mg)	630	189	9.5%

Serving Size = 30 g

Servings Per Pack = 25 Servings

#Approximate values

#Guideline Daily Amount of an average adult (based on 2000 kcal diet)

INGREDIENTS

Corn Grit (88%), Sugar, Dietary Fibre 2.6% (Wheat Fibre (1.6%), Oligofructose (1%), Iodized Salt, Cereal Extract, Antioxidant (INS 322 & INS307b)

Contains Oligofructose (Dietary Fibre) 1 g/100g

IMAGE TYPE - Q
Size Comparison

This image type makes it clear that the actual size of the product, e.g., via a schematic representation of a person or well-known object in the background



IMAGE TYPE - F Detail/Technology

- This image type represents a specific product feature or characteristic
- It is used to highlight a specific detail of an item

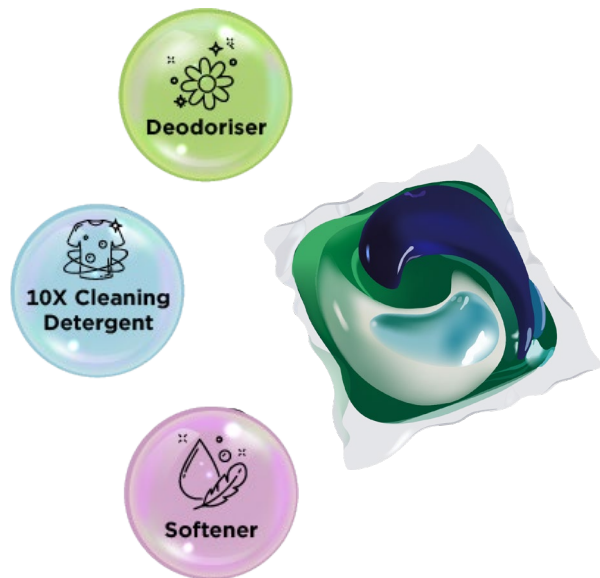


IMAGE TYPE - N Application

- The 'Application' image type is used to depict how the product itself is used. The image will include the product in use
- The image is intended to transmit practical information on the application of the product to potential consumers

3

Laundry Detergent

IMAGE TYPE - L7

Certification Seals/Claims

The certification seal or claim image (one or many) would be used to specifically identify the information related to a product's certifications, claims or seals (regulatory, marketing, etc.) showing the logo of the certification body, that appears on any level of a product's hierarchy (case, inner, each)



IMAGE TYPE - M Montage/Composition:

A Montage (composite) image is a composition of distinct elements included in the packaging. These are images of all the components of the product and should only contain contents of the packaging that are included when selling the product. This image gives additional information regarding the components of the product to help consumers in their purchasing decisions

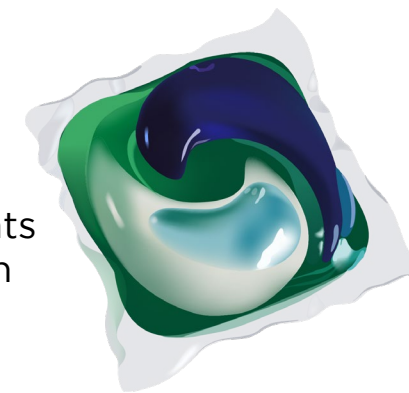


IMAGE TYPE - L11 Drug Fact Label

- This image type is a visual representation of the drug fact panel of the product
- A drug fact label usually contains such items as active ingredients, uses, warnings, purpose, directions, etc

Drug Facts

Active ingredient

Sodium monofluorophosphate 0.76%
(0.1% w/v fluoride ion Anticavity toothpaste)

Use Aids in the prevention of dental cavities

Warnings:

If more than the required quantity is used for brushing or accidentally swallowed, get medical help or contact a Poison Control Center immediately.

DENTAL Protection
TOOTHPASTE
Cavity Protection, Healthy Gums

75ml
Total Advanced Whitening Gel

Drug Facts

Active ingredient
Sodium monofluorophosphate 0.76%
(0.1% w/v fluoride ion Anticavity toothpaste)

Use Aids in the prevention of dental cavities

Warnings:
If more than the required quantity is used for brushing or accidentally swallowed, get medical help or contact a Poison Control Center immediately.

Ingredients:
Sorbitol, Silica, Xylitol, Glycerin, Purified Water, Sodium Lauryl Sulphate, Sodium Carboxy methyl cellulose, Sodium mono fluro Phosphate, Flavours, Saccharin Sodium, Sodium methyl Hydroxy benzoate, Mica Particle, Sodium propyl Hydroxy benzoate & Ponceau 4R.

Directions:
Brush twice daily or as recommended by dentist. Use pea-size amount. Store below 30°C & in a dry place. Do not freeze. Cap tightly after use.

What is a cavity?
A cavity is a pit in your teeth that damages your tooth surface. Cavity-affected teeth or tooth loss at an early stage paves the way for misaligned or bad permanent teeth.

Happy Strong Teeth!
Brush Twice Daily
Fresh Breath

Benefits:

- Fights Cavities
- Removes Plaque
- Healthy Gums
- Strengthens Enamel
- Prevents Tartar
- Relieves Sensitivity
- Whitens Teeth
- Freshens Breath

DA Accepted
The DA Scientific Councils' acceptance of Toothpaste is based on its finding that the product is safe and has shown efficacy in helping to prevent tooth decay when used as directed.

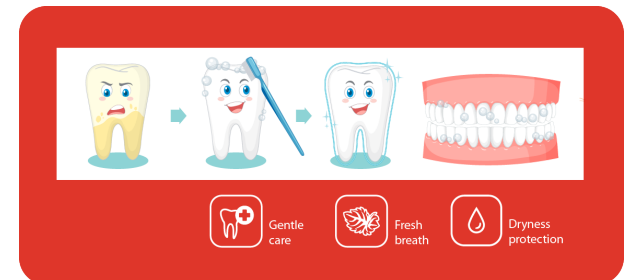
Net Quantity: 75ml
Vegan Friendly
FOR DENTAL USE ONLY

Manufactured on 12/2023
Expiry date 11/2025

Gentle care, Fresh breath, Dryness protection

IMAGE TYPE - S Sidekick Images

- This image type is used to inform customers of the benefits of a product/ short storyteller
- A supplementary image or graphic, generally used to support the Primary image or the Mobile Ready Hero image
- It can be created as a single image or be a sequence of multiple images to best help customers make decisions for their online transactions



DENTAL Protection
TOOTHPASTE
Cavity Protection, Healthy Gums

75ml
Total Advanced Whitening Gel

DENTAL Protection
TOOTHPASTE
Cavity Protection, Healthy Gums

Drug Facts
Active Ingredient: Sodium monofluorophosphate 0.76% (0.1% w/v fluoride ion Anticavity toothpaste)
Use Aids in the prevention of dental cavities
Warnings: If more than the required quantity is used for brushing or accidentally swallowed, get medical help or contact a Poison Control Center immediately.

Ingredients: Sorbitol, Silica, Xylitol, Glycerin, Purified Water, Sodium Lauryl Sulphate, Sodium Carboxy methyl cellulose, Sodium mono fluoro Phosphate, Flavours, Saccharin Sodium, Sodium methyl Hydroxy benzoate, Mica Particle, Sodium propyl Hydroxy benzoate & Ponceau 4R.

Directions: Brush twice daily or as recommended by dentist. Use pea-size amount. Store below 30°C & in a dry place. Do not freeze. Cap tightly after use.

Manufactured on 12/2023
Expiry date 11/2025

Net Quantity: 75ml
Vegan Friendly
FOR DENTAL USE ONLY

What is a cavity?
A cavity is a pit in your teeth that damages your tooth surface. Cavity-affected teeth or tooth loss at an early stage paves the way for misaligned or bad permanent teeth.

Dental protection toothpaste is specially formulated anti-cavity toothpaste. Fluoride supplemented with 10% Xylitol helps prevent cavities and strengthens enamel. Brush twice daily with dental protection toothpaste for cavity-free teeth. Endearing Dental protection toothpaste flavours makes everyone look forward to brushing their teeth and encourage a good oral regime.

Happy Strong Teeth!
Brush Twice Daily
Fresh Breath

✓ Fights Cavities
✓ Removes Plaque
✓ Healthy Gums
✓ Strengthens Enamel
✓ Prevents Tartar
✓ Relieves Sensitivity
✓ Whitens Teeth
✓ Freshens Breath

IMAGE TYPE - R Ambience/Mood

- The 'ambience/mood' image type shows images used as 'mood images'
- They are primarily used to communicate a lifestyle, or other emotional reactions, to potential consumers
- It is optional to include the product itself

Happy Strong Teeth!
Brush Twice Daily
Fresh Breath

- ✓ Fights Cavities
- ✓ Removes Plaque
- ✓ Healthy Gums
- ✓ Strengthens Enamel
- ✓ Prevents Tartar
- ✓ Relieves Sensitivity
- ✓ Whitens Teeth
- ✓ Freshens Breath



IMAGE TYPE - L12 Supplement Fact Label

- This image type is a visual representation of the product label containing information related to the supplement or nutrient product
- The supplement facts label provides the active/nutritional ingredients used in the formula along with dosage recommendations for dietary supplements

PUPPY NUTRITION

CRUDE N (MIN)	27.00/0
CRUDE FAT (MIN)	12.0%
CRUDE FIBER (MAX)	4.0%
MO I STU RE (MAX)	12.0%
LINOLEIC ACID (OMEGA 6 FATTY ACID) (MIN)	2.0%
CALCIUM (MIN)	1.0%
PHOSPHORUS (MIN)	0.8%
ZINC (MIN)	80 MG/KG
VITAMIN E (MIN)	100 IU/KG

Puppy Pro® QUALITY ASSURANCE

At **Puppy Pro®** all our raw materials meet the strictest quality standards. Every delivery is thoroughly checked by nutritional laboratories to ensure all parameters meet obligatory quality standard. Complete traceability of the nature and origin of the raw materials used, is also guaranteed.

KEY INGREDIENTS

Real Chicken
Vegetables
Whole Dried Eggs
Long Grain Rice
Fish Oil & Flaxseed Oil

Vitamins and Natural Antioxidants (Rosemary Extract), Omega 3 & 6 Fatty Acids, Essential Amino Acids, Minerals, and Probiotics & Prebiotics

GUARANTEED ANALYSIS

Protein (Min) 24.0%, Fat (Min) 12.0%, Crude Fibre (Max) 4%, Moisture (Max) 10%.

IMAGE TYPE - L9 Pet Food Feeding Instructions/ Ingredients

- The feeding recommendations would identify suggested quantities and frequency of feeding based on age and weight
- The Ingredients or guaranteed analysis image is a list of ingredients or breakdown of composition printed on the packaging supplements

DAILY FEEDING GUIDELINE

EXPECTED PUPPY BODY WEIGHT	2-3 Months Gms/Day	4-6 Months Gms/Day	6-9 Months Gms/Day	9-12 Months Gms/Day	1-2 Years Gms/Day
Small Breeds (Below 10Kg)	40g	60g	100g	150g	120g
Medium Breeds (11-15 Kg)	175g	240g	325g	375g	300g
Large Breeds (26-45 Kg)	200g	325g	425g	475g	500g
Large Breeds (46 Kg & Above)	275g	475g	475g	800g	850g



DAILY FEEDING GUIDELINE

EXPECTED PUPPY BODY WEIGHT	2-3 Months Gms/Day	4-6 Months Gms/Day	6-9 Months Gms/Day	9-12 Months Gms/Day	1-2 Years Gms/Day
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PUPPY NUTRITION

CRUDE N (MIN)	27.00%
CRUDE FAT (MIN)	12.0%
CRUDE FIBRE (MAX)	4.0%
MOISTURE (MAX)	12.0%
UNSATURATED ACIDS (OMEGA 6 & FATTY ACID) (MIN)	2.0%
CALCIUM (MIN)	1.0%
PHOSPHORUS (MIN)	0.5%
ZINC (MIN)	80 MG/KG
VITAMIN E (MIN)	100 IU/KG

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KEY INGREDIENTS

Real Chicken
Vegetables
Whole Dried Eggs
Long Grain Rice
Fish Oil & Flaxseed Oil

Vitamins and Natural Antioxidants (Rosemary Extract), Omega 3 & 6 Fatty Acids, Essential Amino Acids, Minerals, and Probiotics & Prebiotics

GUARANTEED ANALYSIS

Protein (Min) 24.0%, Fat (Min) 12.0%, Crude Fibre (Max) 4%, Moisture (Max) 10%.



IMAGE TYPE - L10

Safe Handling Instructions

- This image type identifies Safe Handling Instructions printed in the packaging
- This information would appear somewhere on any hierarchy level of the product packaging or a sheet that may accompany the product

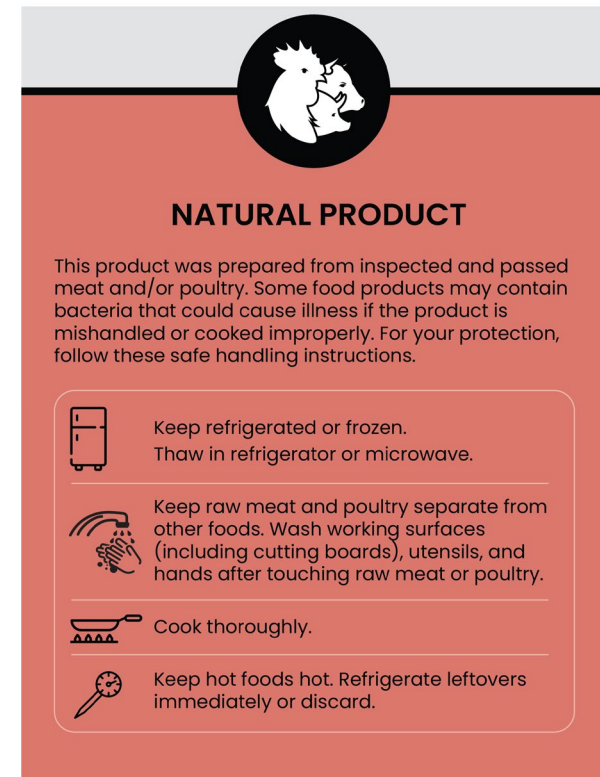


IMAGE TYPE - L13 Lighting Fact Label

- This image type is a visual representation of the product label containing information related to the light characteristics of the product
- The lighting facts label makes it easy to compare bulb characteristics such as brightness, colour, life, and estimated operating cost for the year

Lighting Facts Per Bulb

Brightness **285 lumens**

Light Output (Lumens) **1775**
Watts 40

Life
Based on 3 hrs/day 22.8 years



Energy Used **4.8 watts**

