

Product Naming Guideline



Problem

- Our Shopee platform is showing a lot of irrelevant results upon shopping caused by improper product naming.
- Sellers are abusing the product name section when uploading a listing. Most of them are spamming product names by using redundant and irrelevant keywords, unnecessary abbreviations, emoticons, special characters and by spamming brand names.

Objectives of the Product Naming Guideline

- To help our sellers be knowledgeable in naming their listings in a simpler and professional way.
- To improve the accuracy of Shopee's search engine.
- To improve customer experience upon shopping through our platform.



PRODUCT NAME FORMAT

If brand is present	Brand + Specification + Product
If gender is present	Gender + Specification + Product
If age is present	Age + Specification + Product
If both age and gender are present	Age + Gender + Specification (<i>if there is any</i>) + Product
If there is no brand, gender or age	Specification + Product

**examples will be provided on succeeding slides*

Note: The term **“gender”** in this page refers to unisex items only.

- For items that are both for men and women, kindly use the term **“unisex”** instead of *“for men and women” / “boys and girls”*.
- **Age-related keywords** (such as infant, baby, kids, toddlers, teens, etc.) can only be used if the product is for the said keywords.
- If the product comes with different specifications, use the **variation section** and **product description** to properly describe the product.
- If it is just a single product, the **Specification + Product** format can be used.
- If a product does not have variations, **maximum of two** specifications (size/color/style) are allowed in the product name.



General Rule

**examples will be provided on succeeding slides*

Product names should NOT contain:

Type	Example
Gender	Converse Low Cut Men And Women's Shoes
Abbreviations	LBC COD Long Champ Medium Sling Bag 15*10inc
Emoticons	🌟 Sexy Knitted Vneck Top Blouse 😊
Special Characters	COD 🍑🍑 Big Size!!! Storage Wardrobe
Redundant Keywords	👛👛 British Sling Bag PU Leather Crown Handbag Shoulder Bag
Shop Names	Yohi2018 MOSKY DTC 4-In-1 Electric Guitar Effects Pedal Distortion + Overdrive + Loop + Delay
Wrong Spelling	Cath Kidston Packback Size: M

For listings with variations:

If a listing has multiple specification like sizes, colors, types and specific models, it should fall under the **product variation** and/or **product description**.

Product Specification

Zig-Zag / Chevron Paper Bags Small - Medium - Large



Product names should not contain

GENDER

Gender should fall under the category, **if applicable**.

Bad Product Name

Suggested Product Name



Women **Girl** Fashion White Long Sleeve V Neckline Slim Shirt Dress

3.5 ★★★★★ 11 Ratings

Category: [Shopee](#) > [Women's Apparel](#) > [Dresses](#) > [Casual](#)

[Product URL](#)

Button-Down White Long Sleeve Dress



【TZ01】 Children's Cotton Socks Baby **Girls** And **Boys** Kids

No Ratings Yet

Category: [Shopee](#) > [Babies & Kids](#) > [Babies' Fashion](#) > [Socks](#)

[Product URL](#)

Baby Unisex Socks



Unisex Korean **Mens** **Girls** Hoodie Bomber Jacket **Women**

3.6 ★★★★★ 163 Ratings

Category: [Shopee](#) > [Women's Apparel](#) > [Jackets & Blazers](#) > [Jacket](#)

[Product URL](#)

Unisex Hoodie



Product names should not contain

ABBREVIATIONS

Bad Product Name

Suggested Product Name



COD Nik Jogger Pants

5.0 ★★★★★ | 3 Ratings

Category [Shopee](#) > [Men's Apparel](#) > [Pants](#) > [Jogger Pants](#)

[Product URL](#)

Nike Jogger Pants



COD Casio G Shock Ga-700 **Oem** Watch Men's Japan Autolight

4.6 ★★★★★ | 15 Ratings

Category [Shopee](#) > [Men's Bags & Accessories](#) > [Watches](#) > [Dual Time](#)

[Product URL](#)

Casio G-Shock GA-700



Nike Kobe Ad Triple Black **OEM** Premium Quality

4.7 ★★★★★ | 116 Ratings | 252 Sold

Category [Shopee](#) > [Sports & Travel](#) > [Men's Activewear](#) > [Sports Shoes](#)

[Product URL](#)

Nike Kobe Ad Triple Black



Product names should not contain

EMOTICONS

Bad Product Name

Suggested Product Name



👍👍 Top Trend Plus Size Blouses 👍👍

4.3 ★★★★★ | 372 Ratings

Category [Shopee](#) > [Women's Apparel](#) > [Plus Size](#) > [Top](#)

[Product URL](#)

Plus Size Blouse



WX 🌟 Black&White 🌟 FILA Unisex Fashion T-Shirt With Prints

4.7 ★★★★★ | 232 Ratings

Category [Shopee](#) > [Women's Apparel](#) > [Tees](#) > [Round Neck](#)

[Product URL](#)

FILA Unisex T-Shirt



✓ Preferred 🍷 🍷 🍷 🍷 🍷 Girl Fashion Princess Party Dress With Fly Sleeve

4.8 ★★★★★ | 481 Ratings

Category [Shopee](#) > [Babies & Kids](#) > [Girls' Fashion](#) > [Dress](#)

[Product URL](#)

Baby Princess Dress



Product names should not contain

REDUNDANT KEYWORDS

Bad Product Name

Suggested Product Name



✓ COD **NIKE Low Cut Shoes** 🇲🇵🇲🇵 NIKE Men's **Shoes Low Cut Shoes**

4.7 ★★★★★ | 324 Ratings

Category [Shopee](#) > [Women's Shoes](#) > [Sneakers](#) > [Low Cut](#)

[Product URL](#)

Nike Low Cut Shoes



Unisex Men Women Couple **Slippers** Beach **Sandals** **Shoes**

4.0 ★★★★★☆ | 15 Ratings

Category [Shopee](#) > [Women's Shoes](#) > [Flats](#)

[Product URL](#)

Unisex Beach Sandals



Fashion **Waist** Fanny Pack Women PU Leather **Belt** Zipper **Waist Bag**
Casual **Chest Bag**

4.9 ★★★★★ | 13 Ratings

Category [Shopee](#) > [Women's Accessories](#) > [Wallets & Pouches](#) > [Pouch](#)

[Product URL](#)

Leather Belt Bag



Product names should not contain

SHOP NAME

Bad Product Name

Suggested Product Name



[Mickcool] Creative Clogs Slippers Fashion Man Wooden Slippers

5.0 ★★★★★ 1 Rating

Category [Shopee](#) > [Men's Shoes](#) > [Sandals & Flip-flops](#) > [Sandals](#)



mickcool.ph
Active 3 Days Ago

[Chat Now](#)

[View Shop](#)

[Product URL](#)

Wooden Slippers



[Skyblue_Fashion] Quartz Alloy Slim Mesh Band Bracelet Dress Women Girl Wrist Watch Gift

Category [Shopee](#) > [Women's Accessories](#) > [Watches](#) > [Analog](#)



skyblue.ph
Active 27 Minutes Ago

[Chat Now](#)

[View Shop](#)

[Product URL](#)

Quartz Alloy Watch



[YAZI] #2372 Korean Style Canvas Tote Bag

Category [Shopee](#) > [Women's Bags](#) > [Shoulder Bags](#) > [Sling](#)



yaziyazi
Active 58 Minutes Ago

[Chat Now](#)

[View Shop](#)

[Product URL](#)

Canvas Tote Bag

**Listings with
Good Product Name**

Example of listings with good product name

VARIATION SECTION



Human Nature Day Moisturizer

4.9 ★★★★★ | 119 Ratings | 204 Sold

₱175 - ₱200 **₱131 - ₱225** 25% OFF

Shipping Free shipping with min. order of ₱500

Shipping To **Metro Manila, Metro Manila** ▾
Shipping Fee **₱0 - ₱80** ▾

Variations

50mL

100mL

Quantity 89 piece available

Add To Cart

Buy Now

Shopee Guarantee Get the items you ordered or get your money back.



Share:

Favorite (54)

humannature

secpph
Active 4 Minutes Ago

Chat Now

View Shop

Ratings **8394** | Response Rate **65%** | Joined **19 months ago**
Products **172** | Response Time **within hours** | Follower **4055**

Category [Shopee](#) > [Health & Personal Care](#) > [Skin Care](#) > [Moisturizer](#)

[Product URL](#)

Human Nature Day Moisturizer

Brand + Specification + Product

Proper use of the variation section:

The item variations (such as colors, sizes, etc.) should fall under this section and should not be included on the product name.

Example of listings with good product name

VARIATION SECTION



Unisex Hoodie Jacket

4.6 ★★★★★ | 18 Ratings | 74 Sold

₱500 **₱160** 68% OFF

Shipping Shipping To **Metro Manila, Metro Manila**
Shipping Fee **₱25 - ₱105**

Colors

Size

Quantity 988 piece available

Add To Cart

Buy Now

Shopee Guarantee Get the items you ordered or get your money back.

Share:

Favorite (13)



lwwpk
Active 29 Minutes Ago

Chat Now

View Shop

Ratings **925**

Response Rate **19%**

Joined **6 months ago**

Products **159**

Response Time **within days**

Follower **712**

Category [Shopee](#) > [Women's Apparel](#) > [Jackets & Blazers](#) > [Jacket](#)

[Product URL](#)

Unisex Hoodie Jacket

Gender + Specification + Product

Proper use of the variation section:

The item variations (such as colors, sizes, etc.) should fall under this section and should not be included on the product name.

Shopee Seller Centre | Add a New Product

Home > My Products > Add a New Product

Basic information

* Product Name 0/60

* Product Description 0/3000

* Category Makeup & Fragrances > Fragrances > Perfume [Edit >>](#)

* Brand

Scent

* Formulation

Sales Information

Variation 1

Name 0/14

Options 0/20

[Add Options \(2/20\)](#)

Variation 2

Name 0/14

Options 0/20

[Add Options \(2/20\)](#)

- Basic information
- Sales Information
- Media Management
- Shipping
- Others

Product Description:

If the variation section is not enough to describe the product, this section can be used to provide more details.

Proper use of the variation section:

There are two sets of variation provided to properly describe and categorize the products being sold.

Example of listings with good product name

GENDER CATEGORY



Off Shoulder Dress

4.3 ★★★★★ 3 Ratings 8 Sold

₱250

Shipping Free shipping with min. order of ₱500

Shipping To Metro Manila, Metro Manila
Shipping Fee ₱0 - ₱105

Color Red Blue Yellow

Quantity - 1 + 51 piece available

Add To Cart

Buy Now

Shopee Guarantee Get the items you ordered or get your money back.



Share: Facebook, Google+, Pinterest, Twitter | Favorite (16)



annasy568
Active 33 Minutes Ago

Chat Now

View Shop

Ratings 9655 Response Rate 80% Joined 19 months ago

Products 1191 Response Time within hours Follower 20536

Category Shopee > **Women's Apparel** > Dresses > Casual

Product URL

Off Shoulder Dress

Specification + Product

Since there is no brand, go straight to Specification + Product format in naming the product.

Gender should fall under the category, if applicable:

Since the gender is already indicated in the **Main Category: Women's Apparel**, it no longer has to be in the product name.

Example of listings with good product name

FOR KIDS & INFANTS ONLY



Share: [Facebook](#) [Google+](#) [Pinterest](#) [Twitter](#)

[Favorite \(4\)](#)



rrmiiph
Active 2 Hours Ago

[Chat Now](#) [View Shop](#)

Ratings **188** Response Rate **94%** Joined **8 months ago**
Products **517** Response Time **within hours** Follower **1719**

Category [Shopee](#) > [Babies & Kids](#) > [Girls' Fashion](#) > [Dress](#)

[Product URL](#)

Kids Dress

5.0 ★★★★★ | 1 Rating | 1 Sold

₱600 **₱294** **51% OFF**

Shipping Pre-Order (ships in 7 days)
Shipping To **Metro Manila, Metro Manila** ▾
Shipping Fee **₱25 - ₱105** ▾

Quantity 294 piece available

[Add To Cart](#)

[Buy Now](#)

Shopee Guarantee Get the items you ordered or get your money back.

Kids Dress

Age + Product

Age-related keywords

such as infant, baby, kids, toddlers, teens, etc. can be included in product name.

Gender should fall under the category, if applicable:

Since the gender is already indicated in the **Sub Category: Girls' Fashion**, it no longer has to be in the product name.

Product Name Format

(based on Category)



Bad Product Name

Things to consider in product name:

- Using the term **“unisex”** is allowed since there is no category for it at the moment.

The screenshot shows a product listing on Shopee. The main image features two models wearing black hooded cloaks, holding a wireframe structure. The product title is "Cape Cardigan Hoodie Jacket Autumn Winter Long Hooded Cloak". It has a 3.9 star rating from 15 reviews and 32 items sold. The price is listed as ₱443 - ₱454, with a current price of ₱354 - ₱363, marked as 20% OFF. Shipping is to Metro Manila for ₱15 - ₱75. Size options are XXL, M, XL, and L. The quantity is set to 1, with 20 pieces available. There are "Add To Cart" and "Buy Now" buttons. A "Shopee Guarantee" badge is visible at the bottom. Social sharing icons and a "Favorite (80)" button are also present.

CATEGORY:
APPAREL



Product Name Format:
Brand + Specification + Product

Suggested product name:

Black Hooded Cloak



Good Product Name



Share: | Favorite (246)

BT21 White Shirt

4.8 33 Ratings | 74 Sold

₱145

Wholesale Buy (>=6) ₱135 [View More >](#)

Shipping Pre-Order (ships in 7 days)

Shipping To **Metro Manila, Metro Manila**

Shipping Fee **₱25 - ₱156**

Variation	TATA	KOYA	CHIMMY	CHIM-SHOOKY	RJ
	VAN	SHOOKY	COOKY	MANG	
SIZE	XS	S	M	L	

Quantity 51 piece available

Add To Cart Buy Now

Shopee Guarantee Get the items you ordered or get your money back.



giestyle.shop
Active 3 Hours Ago

Chat Now View Shop

Ratings **136** Response Rate **92%** Joined **7 months ago**

Products **29** Response Time **within hours** Follower **263**

Category [Shopee](#) > [Women's Apparel](#) > [Tees](#) > [Round Neck](#)

Product URL

BT21 White Shirt

Brand + Specification + Product

The term **BT21** is a game made pertaining to the Kpop Idols BTS.

Proper use of the variation section:

The item variations (such as colors, sizes, etc.) should fall under this section and should not be included on the product name.

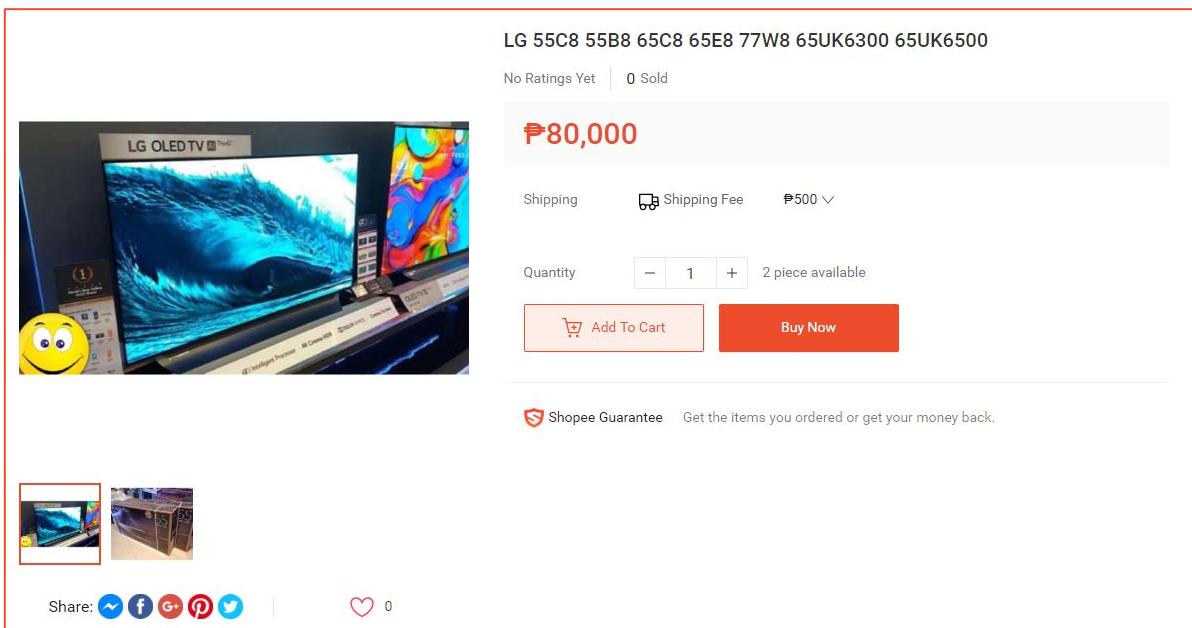
Gender should fall under the category, if applicable:

Since the gender is already indicated in the **Main Category: Women's Apparel**, it no longer has to be in the product name.

Bad Product Name

Things to consider in product name:


- Some product series can be written right after the brand name.




LG 55C8 55B8 65C8 65E8 77W8 65UK6300 65UK6500


No Ratings Yet | 0 Sold






₱80,000

Shipping  Shipping Fee **₱500** ▾

Quantity 2 piece available

 Add To Cart **Buy Now**

 **Shopee Guarantee** Get the items you ordered or get your money back.

Share:     |  0

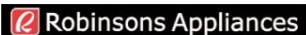
CATEGORY:
Home Entertainment

Product Name Format:
Brand + Model + Product + Series

Suggested product name:

LG 55" OLED TV

Good Product Name

 Robinsons Appliances






 Samsung 32" 32N4003 HD LED TV - 33712

No Ratings Yet | 5 Sold

₱13,499 **₱10,848** **20% OFF**

Coins  Buy and earn 100 Shopee Coin 

Shipping  Shipping To **Metro Manila, Metro Manila** 
Shipping Fee **₱609** 

Quantity 20 piece available

 Add To Cart

Buy Now

 100% Authentic  7-Day Returns  Free Shipping & COD



Share:      |  Favorite (99)



robinsonsappliances
Active 13 Minutes Ago

 Chat Now

 View Shop

Ratings **1358** | Response Rate **27%** | Joined **13 months ago**

Products **674** | Response Time **within hours** | Follower **16886**

Category [Shopee](#) > [Home Entertainment](#) > [Television](#) > [LED TV](#)

[Product URL](#)

Samsung 32" 32N4003 HD LED TV - 33712

Brand + Size + Model + Specification + Product + Series

Same as the other category format, **skip if some information is not available on the product name.** Follow the format if information is available.



Bad Product Name

Things to consider in product name:

- In some cases, the **specific model** of a mobile phone can be considered a product.



iPhone 6 32gb READY TO USE COD LR

5.0 ★★★★★ | 1 Rating | 1 Sold

₱7,500

Shipping Pre-Order (ships in 7 days)
 Shipping To Metro Manila, Metro Manila ▾
Shipping Fee ₱40 ▾

Color

Quantity 299 piece available

Add To Cart

Shopee Guarantee Get the items you ordered or get your money back.



Share: | Favorite (17)

[Product URL](#)

CATEGORY:
Mobiles & Accessories



Product Name Format:
*Brand or Model/Series +
Specification + Product*

Suggested product name:

Apple iPhone 6 32GB

Good Product Name



SAMSUNG Galaxy S8 64GB

5.0 ★★★★★ | 2 Ratings | 2 Sold

₱31,990 **₱26,232** 18% OFF

Shipping  Pre-Order (ships in 7 days)

 Shipping Fee ₱575

Color Maple Gold Midnight Black

Quantity 5 piece available


 Add To Cart

Buy Now

 **Shopee Guarantee** Get the items you ordered or get your money back.



Share:    

 Favorite (21)



pidoofficial
Active 3 Hours Ago

 Chat Now

 View Shop

Ratings 57

Response Rate 93%

Joined 25 months ago

Products 500

Response Time within hours

Follower 869

Category [Shopee](#) > [Mobiles & Accessories](#) > [Mobiles](#) > [Android](#)

[Product URL](#)

SAMSUNG Galaxy S8 64GB

Brand + Model/Series + Specification

In this case, the **Galaxy S8** which is the **Specific Model/Series** is already considered the product.



Bad Product Name

Things to consider in product name:

- In some cases, the **specific model** of a mobile phone can be considered a product.

The screenshot shows a product listing for 'Candy Matte Jelly Iphone Case'. The title is 'Candy Matte Jelly Iphone Case 5 5s Se 6 6s 6+ 6s+ 7 7+ 8 8+X'. It has a 5.0 star rating from 42 ratings and 215 sold units. The price is ₱45. There are shop vouchers for ₱15 OFF, ₱20 OFF, and ₱30 OFF. Wholesale pricing is shown as Buy (30-40) ₱40, Buy (>=41) ₱35. Shipping is free with a minimum order of ₱250. Shipping to Metro Manila has a fee of ₱0-₱105. Color options include Mint, Red, Blue, Black, Pink, White, Light Green, and Sky Blue. iPhone model options range from iPhone 5/5s/se to iPhone X. The quantity is 1, with 4749 pieces available. There are 'Add To Cart' and 'Buy Now' buttons. A 'Shopee Guarantee' badge is at the bottom.

Product URL

CATEGORY:
Mobiles & Accessories



Product Name Format:

Non-branded products

Model/Series + Specification + Product

Suggested product name:

iPhone Jelly Case

The word **“matte”** here should be in the **variation name** and colors should be in the **variation options**.



Good Product Name



Iphone 7 Case

No Ratings Yet | 0 Sold

₱100

Shipping Shipping Fee ₱105

Quantity - 1 + 1 piece available

Add To Cart

Buy Now

Shopee Guarantee Get the items you ordered or get your money back.



Share:

Favorite (1)



kinzouguillena
Active 8 Days Ago

Chat Now

View Shop

Ratings *N/A* Response Rate *57%* Joined *15 months ago*

Products *1* Response Time *N/A* Follower *1*

Category [Shopee](#) > [Mobiles & Accessories](#) > [Mobiles](#) > [IOS](#)

Product URL

Iphone 7 Case

Model/Series + Product

Non-branded products

Model/Series + Specification + Product

In this case, iPhone is considered as brand since the product is not made by Apple. This is only to define that this phone case is for iPhone.

Same as the other category format, **skip if some information is not available on the product name.** Follow the format if information is available.



Bad Product Name

Things to consider in product name:

- In some cases, the **specific model/series** of a mobile phone can be considered a product.

Huawei.Nova2i.Nova2lite.Spigen Case

No Ratings Yet | 0 Sold

₱128

Shipping Pre-Order (ships in 7 days)

Shipping To **Metro Manila, Metro Manila**

Shipping Fee **₱25 - ₱105**

Color

Quantity 200 piece available

Add To Cart

Honor 7S

Shopee Guarantee Get the items you ordered or get your money back.

Share: 0

CATEGORY:
Mobiles & Accessories



Product Name Format:

Branded products

Case Brand + Phone Brand +
Phone Model/Series +
Specification + Product

Suggested product name:

Spigen Huawei Nova Series Case



Good Product Name



Share: [Facebook](#) [Twitter](#) [Google+](#) [Pinterest](#) [LinkedIn](#) | [Favorite \(2\)](#)

Otterbox Samsung Note 9

No Ratings Yet | 0 Sold

₱1,800

Shipping Shipping To **Metro Manila, Metro Manila** Shipping Fee **₱0 - ₱100**

Quantity 50 piece available

[Add To Cart](#) [Buy Now](#)

Shopee Guarantee Get the items you ordered or get your money back.

WILD LAVE NDER
casesbywildlavender
Active 22 Minutes Ago
[Chat Now](#) [View Shop](#)

Ratings **N/A** Response Rate **93%** Joined **26 days ago**
Products **14** Response Time **N/A** Follower **N/A**

Category [Shopee](#) > [Mobiles & Accessories](#) > [Accessories](#) > [Case & Cover](#)

Otterbox Samsung Note 9

Brand + **Phone Brand** + **Phone Series**

Branded products

Case Brand + Phone Brand + Phone Model/Series + Specification + Product

Product Type is optional since it already fall under the **category section**. Putting the **type of product (case)** is fine.

Same as the other category format, **skip if some information is not available on the product name**. Follow the format if information is available,.



Bad Product Name



FE^_^CETAPHIL WHITENING LOTION 591ML

4.9 ★★★★★ | 384 Ratings | 1367 Sold

₱180 **₱93** 48% OFF

Shipping Loading...

Quantity 168 piece available

Add To Cart

Buy Now

Shopee Guarantee Get the items you ordered or get your money back.



Share:

Favorite (131)

CATEGORY:
Health & Personal Care



Product Name Format:
Brand + Specification + Product + Size

Suggested product name:
Cetaphil Whitening Lotion 591 ML

Good Product Name



Share:     


 Favorite (396)

Bee Fit Slimming Capsules

4.8  | 428 Ratings | 1427 Sold

₱1,250

Shipping

 Free shipping with min. order of ₱500


 Shipping To **Metro Manila, Metro Manila** 
Shipping Fee **₱0** 

Quantity

- 1 + 1052 piece available

 Add To Cart

Buy Now

 **Shopee Guarantee** Get the items you ordered or get your money back.

Bee Fit Slimming Capsules

Brand + Specification + Product



magicpotions
Active 16 Minutes Ago

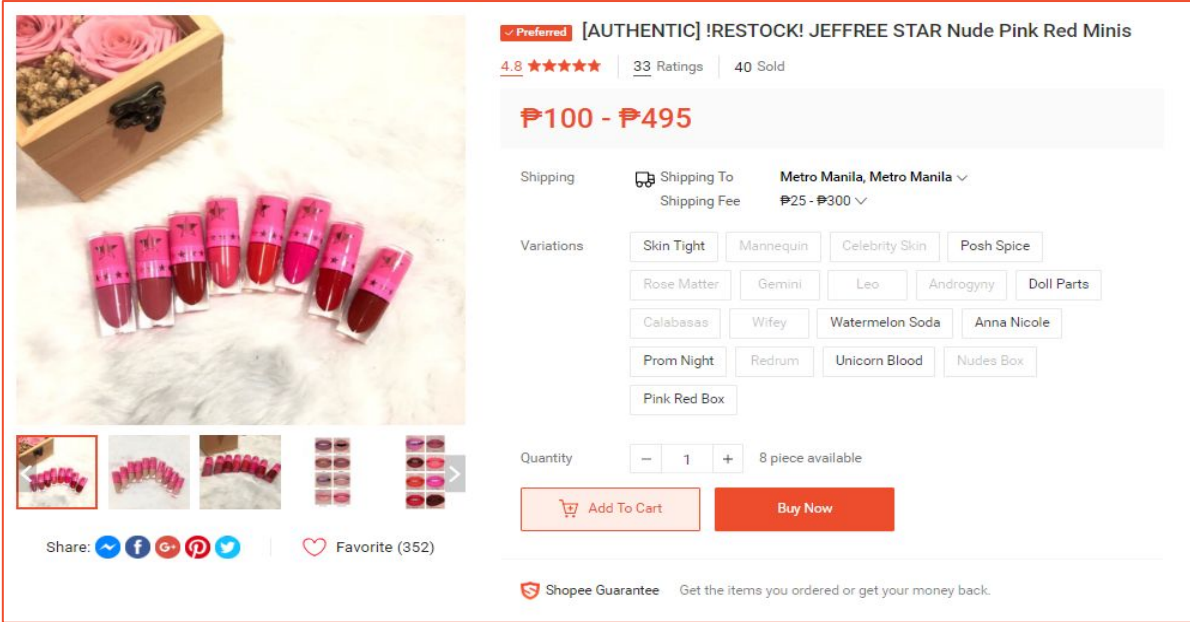
 Chat Now

 View Shop

Ratings **1624** | Response Rate **65%** | Joined **22 months ago**

Products **100** | Response Time **within hours** | Follower **2994**


Bad Product Name



Preferred [AUTHENTIC] !RESTOCK! JEFFREE STAR Nude Pink Red Minis

4.8 ★★★★★ 33 Ratings 40 Sold



₱100 - ₱495



Shipping  Shipping To **Metro Manila, Metro Manila**
Shipping Fee **₱25 - ₱300**


Variations

Skin Tight	Mannequin	Celebrity Skin	Posh Spice	
Rose Matter	Gemini	Leo	Androgyny	Doll Parts
Calabasas	Wifey	Watermelon Soda	Anna Nicole	
Prom Night	Redrum	Unicorn Blood	Nudes Box	
Pink Red Box				

Quantity 8 piece available

 Add To Cart 

 |  Favorite (352)

 **Shopee Guarantee** Get the items you ordered or get your money back.

CATEGORY:
Makeup & Fragrances

Product Name Format:
Brand + Specification + Product

Suggested product name:

Jeffree Star Mini Lipstick

Good Product Name




Maybeline Mascara

No Ratings Yet | 0 Sold

₱350

Shipping

 Pre-Order (ships in 7 days)

 Free shipping with min. order of ₱300, Free shipping with min. order of ₱500

 Shipping To Metro Manila, Metro Manila ▾

Shipping Fee ₱0 ▾

Quantity

- 1 + 10 piece available

 Add To Cart

Buy Now

 **Shopee Guarantee** Get the items you ordered or get your money back.



Share:     

 0



samwinshop
Active 2 Hours Ago

 Chat Now

 View Shop

Ratings 2

Response Rate 78%

Joined 6 months ago

Products 409

Response Time within hours

Follower 15

Category [Shopee > Makeup & Fragrances > Eye Makeup > Mascara](#)

Product URL

Maybeline Mascara

Brand + Product

Other details of the products (such as Benefit, Formulation, etc.) should fall under the **Variation Section** and/or **Product Specifications**.

Product Specifications

Category [Shopee > Makeup & Fragrances > Eye Makeup > Mascara](#)

Brand [Maybelline](#)

Benefit Lengthening

Formulation Liquid

Waterproof Yes

Thank you!