

MARKANT mediaBASE

Presentation of "drugstore products"

(last updated 05/15)

Additional information concerning requirement profile: www.markant.com/ap1a-en

1

Front view

- ▶ Front view (e.g. planogram)
- ▶ No curvature
- ▶ Essential product information only legible



2

Folding boxes or tins

- ▶ Products in folding boxes or round tins must be photographed from a slightly rotated angle in order to give the impression of three-dimensionality (avoid having the product perceived as a colour block).
- ▶ Essential product information predominantly legible from top view. Product depth (volume) should be identifiable.



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Presentation of further "drugstore products"

Additional information concerning requirement profile: www.markant.com/ap1a-en

3

Products in additional packaging

- Bottles, small bottles or pots (creams, serums, perfumes, etc.) that are sold in additional packaging should be composite images that can be processed individually.



4

Lipsticks, lip gloss and mascara

- Lipsticks, lip gloss and mascara should be shown without the cap.

