

# AMAZON LISTING OPTIMIZATION GUIDE

Your Amazon listing  
is key to sales. Learn  
to make it work.



# AMAZON LISTING OPTIMIZATION GUIDE

 My Amazon Guy

## 1. Introduction

A Checklist for Success ..... 4

## 2. Add CTR-Optimized Images

Main Image Hack ..... 5

## 3. Enhance Conversion Rates with Secondary Photos ..... 7

Listing Image Common Challenges and Solutions ..... 9

## 4. Add Videos to Listings

Where Are Videos Displayed on Amazon? ..... 10

Creative Ideas for Amazon Videos ..... 11

Product Videos Common Challenges and Solutions ..... 12

## 5. Optimize Titles, Bullets, and Descriptions

Title Optimization ..... 13

Bullet Points ..... 13

Product Descriptions ..... 14

Title, Bullets, and Description Common  
Challenges and Solutions ..... 14

## 6. Add a Brand Story

Best Practices .....	16
Brand Story Common Challenges and Solutions .....	17

## 7. Add A+ Content with Crawlable Text and Alt Text

Key Elements of Great A+ Content .....	19
Best Practices .....	19
A+ Content Common Challenges and Solutions .....	20

## 8. Listing Price

Amazon Listing Price Best Practices .....	22
Illustrative Example: Launching a New Kitchen Gadget on Amazon .....	23
Listing Price Common Challenges and Solutions .....	25

## 9. Transform Your Amazon Listings with My Amazon Guy

Get Expert Help Today .....	26
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★★★★★ 920

★★★★★ 1,517

2K+ bought in past month

\$7.99

Natural Bar Soap for Men - Cold Processed Vegan Soap w/Glycerin for Skin Care, Thanksgiving or...

1 Count (Pack of 1)

Options: 14 scents

★★★★★ 48



**Age of Sage**

White Sage Smudge Sticks 4" Long - Stress Relief Dried Sage Incense Sticks - Burning Sage Sticks Bundle for Cleansing House Negative...

★★★★★ 541

100+ bought in past month

\$17.99



PART  
1

# Introduction



## A Checklist for Success

In the competitive world of Amazon, having a strong listing is crucial to standing out and driving sales. What follows is a step-by-step guide to help you optimize your Amazon listing and improve your click-through rates (CTR), conversions, and overall visibility.

PART  
2

# Add CTR-optimized Images



## Main Image Hack

Boost sales by enhancing your listing's main image. Add a subtle tag or label that looks like part of the product, or include a keyword to grab attention. This simple hack can double or triple your click-through rate (CTR), leading to more sales.

- **Improve Click-Through Rate (CTR)**

Optimizing your main image is the fastest way to boost CTR, which directly impacts sales. A high CTR = more visibility and conversions.

- **A/B Test**

Always run A/B tests with different image versions. Small tweaks, like highlighting features, can lead to significant improvements in clicks.

- **Focus on Image Improvements**

If your current image isn't driving clicks, apply these strategies.



## Discover What Works Best with A/B Testing

Say goodbye to uncertainty. Implement A/B testing to strategically refine your listings for enhanced conversion rates and sales.

**1 Image Variations**  
Which one catches more eyes?

**2 Play with Pricing**  
Find the sweet spot for your products.

**3 Test Titles**  
Small tweaks can lead to big wins.



Age of Sage White Sage Smudge Sticks 4" Long - Stress Relief Dried Sage Incense Sticks - Burning Sage Sticks Bundle for Cleansing House Negative Energy - Hand Wrapped White Sage Incense Sticks - 3pk

[Visit the Age of Sage Store](#)

4.6 ★★★★★ 1,787 ratings

500+ bought in past month

Price: **\$9.99** (\$3.33 / Count)

[FREE Returns](#)

Get \$50 off instantly: Pay \$0.00 upon approval for Amazon Visa. No annual fee.

PART  
3

# Enhance Conversion Rates with Secondary Photos



Incorporating secondary photos can significantly improve your conversion rates. Aim for 3-5 complementary images that enhance your product presentation.



## 1. Show the Product in Use

Use lifestyle photos to help customers envision the item in action. For example, if you're selling shampoo, include images of someone washing their hair with it.



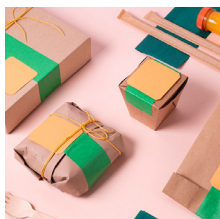
## 2. Include Aspirational Images

These images feature people using the product, allowing customers to imagine how the product can help them achieve their desired goals or lifestyle. If the product is a table, show a family enjoying a meal around it.



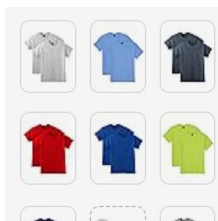
## 3. Showcase All Sides of the Product

Include a high-resolution image showcasing all sides of the product, highlighting the front (brand and name), sides (labels and certifications), and back (barcodes and details).



## 4. Group Photos

Include images of your entire product line to boost brand awareness. A well-composed group photo can also lead customers to discover other products they might be interested in.



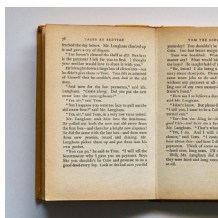
## 5. Swatch Shots

Use thumbnail images to display color or variation options. This helps customers quickly see all available choices, aiding informed purchase decisions.



## 6. Part Shots

Show different angles, product details, or accessories. These give customers a closer look at the product when they visit the detail page.



## 7. Interior Shots

Use for books to display sample pages, helping customers understand the content before buying.



## 8. Angle Shots

Feature multiple sides or views of the product to showcase its design and features comprehensively.



## 9. Pair Shots

Highlight products sold in pairs, like shoes, to clearly display both items together.



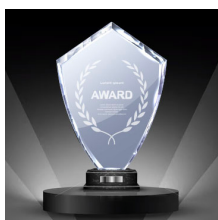
## 10. Fact Shots

Include ingredient labels, nutritional facts, or other important details, especially for consumables.



## 11. Infographics

Use infographics to highlight key differences between your product and competitors. Eye-catching infographics offer valuable information and tips for customers, making their buying decision easier.



## 12. Awards and Certifications

Display any awards or certificates the product has won to build trust and improve credibility.



## Listing Image Common Challenges and Solutions

### 1. Image Quality

- **Issue:** Low-resolution images appear unprofessional.
- **Solution:** Use high-resolution images (at least 1000x1000 pixels).

### 2. Compliance with Amazon Guidelines

- **Issue:** Ignoring Amazon's image requirements can suppress listings.
- **Solution:** Familiarize yourself with the latest image guidelines.

### 3. Lack of Context

- **Issue:** Products may confuse customers without context.
- **Solution:** Include lifestyle images to show products in use.

### 4. Ineffective Main Image

- **Issue:** Unattractive main images reduce click-through rates.
- **Solution:** Use clear, well-lit main images that minimize white space.

### 5. Overcrowded Secondary Images

- **Issue:** Cluttered secondary images overwhelm buyers.
- **Solution:** Simplify secondary images, focusing on one feature at a time.

### 6. Inconsistent Branding

- **Issue:** Lack of cohesive branding dilutes product identity.
- **Solution:** Maintain a consistent style across all images.

### 7. Failure to Highlight Features

- **Issue:** Key features may be overlooked.
- **Solution:** Use close-up shots and infographics to showcase benefits.

### 8. Ignoring Competitor Analysis

- **Issue:** Not analyzing competitors can lead to missed opportunities.
- **Solution:** Research competitors to create standout images.

### 9. Not Utilizing A/B Testing

- **Issue:** Initial designs may underperform without testing.
- **Solution:** Conduct A/B testing to identify effective designs.

### 10. Neglecting Mobile Optimization

- **Issue:** Images may not display well on mobile devices.
- **Solution:** Ensure images are optimized for mobile viewing.

PART  
4

# Add Videos to Listings



Filling all image slots, including videos, boosts product appeal, trust, and conversions. Unlike static images, videos provide unique benefits:

- 1 **Showcase Features**  
Effectively highlight your product's features and benefits.
- 2 **Engage Customers**  
Keep potential buyers interested, leading to higher conversion rates.
- 3 **Visualize Use**  
Help customers see practical applications for your product.
- 4 **Set Expectations**  
Provide clarity on what customers can expect.
- 5 **Enhance Brand Perception**  
Contribute to a positive brand image.

## Where Are Videos Displayed on Amazon?

Videos can be featured in various sections, offering multiple opportunities to drive sales:

- 1 **Image Stack**  
Add at least one video alongside your images.

- 2 Premium A+ Content**  
Include multiple videos and larger images for enhanced engagement.
- 3 Product Videos Section**  
Dedicated area for showcasing related videos.
- 4 Customer Q&A**  
Provide video responses for more informative interactions.
- 5 Amazon Store**  
Highlight products on your branded storefront.
- 6 Sponsored Brands Ads**  
Use videos in your advertising campaigns.

### Creative Ideas for Amazon Videos

Different types of videos can boost engagement.

- 1 Product Highlight Video**  
Showcase key features concisely.  
**Best For:** Multi-featured or complex products.
- 2 Lifestyle Video**  
Demonstrate your product in action to create an emotional connection.  
**Best For:** Scenario-based products.
- 3 Unboxing Video**  
Show the excitement of opening your product and detail its components.  
**Best For:** Items with intricate packaging.
- 4 Comparison Video**  
Highlight differences with competitors factually.  
**Best For:** Unique features or upgrades.
- 5 Customer Experience Video**  
Feature testimonials to build trust.  
**Best For:** Lifestyle or results-driven products.
- 6 Explainer Video**  
Answer FAQs and demonstrate usage to reduce purchase hesitation.  
**Best For:** Complex products.

## Product Videos Common Challenges and Solutions

### 1 Technical Quality Issues

Solution: Use high-resolution cameras, proper lighting, and external microphones for better audio.

### 6 Ignoring SEO Practices

Solution: Incorporate relevant keywords in the title and description for better visibility.

### 2 Non-compliance with Amazon Guidelines

Solution: Review Amazon's video specifications before uploading to avoid rejections.

### 7 Failure to Include a Call to Action (CTA)

Solution: Encourage viewers to purchase or learn more with a clear CTA.

### 3 Length of the Video

Solution: Keep videos concise, ideally between 30 seconds and 2 minutes.

### 8 Not Utilizing Customer Feedback

Solution: Analyze feedback to improve video content and address concerns.

### 4 Lack of Engagement

Solution: Use dynamic visuals and clear messaging to capture viewer attention.

### 9 Poor Editing and Production Quality

Solution: Invest in quality editing or hire professionals for a polished look.

### 5 Inadequate Product Demonstration

Solution: Clearly showcase key features and benefits of the product.

### 10 Uploading Issues

Solution: Ensure a stable internet connection and check file compatibility before uploading.



PART  
5

# Optimize Titles, Bullets, and Descriptions



The title grabs attention and highlights key product details for search optimization. Bullets provide concise, scannable benefits, while the description elaborates on features to drive purchase decisions.

## Title Optimization

### Best Practices:

- Keep it informative; include key ingredients or features.
- Start with the brand name (per Amazon guidelines) followed by the product name.
- Include size or value propositions at the end.

### Formatting:

- Capitalize the first letter of each word, avoiding trademark symbols.
- Use all 200 characters wisely; essential keywords should be early in the title.
- Less impactful terms (e.g., “Made in the USA”) can go toward the end.

## Bullet Points

### Content:

- Focus on benefits, not just features. What problem does the product solve? How does it make the customer's life easier?

### Structure:

- Start with a capitalized phrase summarizing the content (e.g., “Optimize Your Exfoliation Experience”).
- Address different reader types: quick skimmers and detail-oriented customers.
- Reinforce key points with supportive details in subsequent sentences.

## Product Descriptions

### Content Strategy:

- Include thorough product details; avoid minimal descriptions from manufacturers.
- Flesh out the details from your bullets. Use it to provide extra information and answer common questions.
- Don't skip the keywords here, but make sure it still reads naturally.

## Title, Bullets, and Description Common Challenges and Solutions

### 1 Lack of Keyword Optimization

Solution: Use tools like Helium 10 for keyword research and integrate relevant terms naturally.

### 2 Character Limit Constraints

Solution: Focus on essential information and use concise language.

### 3 Poor Clarity and Readability

Solution: Use clear language and break complex information into digestible parts.

### 4 Overly Technical Language

Solution: Simplify terms for a general audience, explaining features clearly.

### 5 Inadequate Focus on Benefits

Solution: Highlight features that translate into customer benefits in bullet points.

### 6 Failing to Stand Out

Solution: Identify unique selling points and use compelling language.

### 7 Not Utilizing Available Space

Solution: Maximize character limits by including important keywords and information.

### 8 Ignoring Formatting Best Practices

Solution: Use bullet points and short paragraphs for better readability.

### 9 Failure to Update Listings

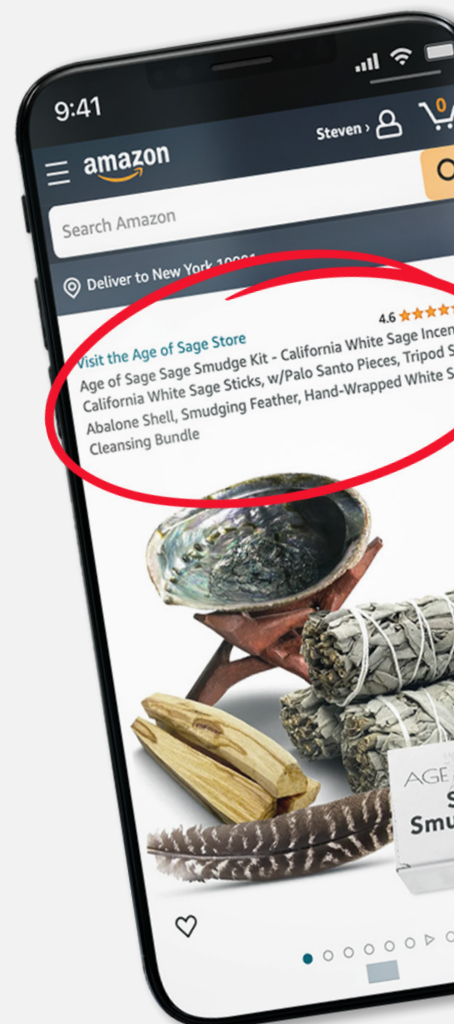
Solution: Regularly review and update based on performance and feedback.



## Write Compelling Product Titles and Descriptions

Drive sales growth with effective writing.

- 1 **Understand Your Target Audience**  
Tailor content to resonate with ideal customers.
- 2 **Keyword Research**  
Find relevant, high-converting keywords.
- 3 **Optimize Your Product Titles**  
Create concise titles with key product details.
- 4 **Highlight Unique Selling Points**  
Highlight what sets your product apart.
- 5 **Use Persuasive Language**  
Use language that compels action and engages.
- 6 **Formatting and Bullet Points**  
Organize your description with bullet points for easy reading
- 7 **Provide Accurate Information**  
Show accurate product descriptions to build trust.
- 8 **Test and Optimize**  
Continuously test and optimize your product content to maximize effectiveness.



PART  
6

# Add a Brand Story



An Amazon Brand Story is a dedicated section on your product listing that communicates your brand's identity and values. This feature enhances your Amazon presence by boosting SEO and encouraging customer engagement.

## Best Practices

- 1 Use Compelling Visuals**  
Incorporate high-quality images and a brand logo.
- 2 Craft a Strong Narrative**  
Write a clear brand description and address customer questions.
- 3 Maximize Space**  
Utilize space effectively and include a product grid for exploration.
- 4 Integrate Your Brand Store**  
Link to your Brand Store and include relevant ASINs.
- 5 Keep It Consistent**  
Align messaging with your overall brand identity.





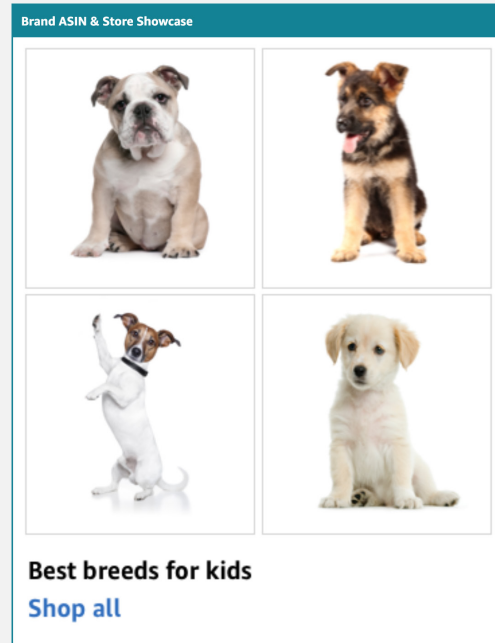
## Cross Link Products in your Brand Story

Any chance to show people other products aside the one they're currently viewing is a good thing.

So, always make use of the **Brand ASIN & Store Showcase** module where you can show four different products that will be linked to their listing page.

### Bonus Tip!

If you have a lot of products, use two or more modules to show more products. Brand Stories scroll horizontally, so using more modules won't eat up more space in the page.



## Brand Story Common Challenges and Solutions

- 1 Lack of Clarity on Brand Message**  
Solution: Clearly define your brand's mission, values, and unique selling propositions (USPs) before drafting your story.
- 2 Inconsistent Tone and Voice**  
Solution: Establish a consistent brand voice that reflects your identity and resonates with your target audience.
- 3 Failure to Engage Customers Emotionally**  
Solution: Incorporate storytelling techniques that highlight customer experiences and emotions related to your brand.
- 4 Overly Technical or Jargon-heavy Language**  
Solution: Use simple, relatable language to ensure accessibility and understanding for all customers.
- 5 Neglecting Visual Elements**  
Solution: Utilize high-quality images and videos that align with your brand story to enhance visual appeal and engagement.

**6 Ignoring the Importance of SEO**

Solution: Integrate relevant keywords naturally into your brand story to improve discoverability on Amazon.

**7 Underutilizing Available Space**

Solution: Take advantage of all available sections and characters to provide comprehensive information about your brand

**8 Not Updating Content Regularly**

Solution: Review and refresh your brand story periodically to reflect any changes in your brand or offerings.

**9 Limited Knowledge of Amazon Guidelines**

Solution: Familiarize yourself with Amazon's specific requirements and guidelines for brand storytelling.

**10 Inadequate Focus on Customer Needs**

Solution: Emphasize how your brand addresses customer pain points and meets their needs.

PART  
7

# Add A+ Content with Crawlable Text and Alt Text



Adding A+ content with only images and no crawlable text or alt text limits SEO benefits, reducing search visibility, while still enhancing visual appeal and customer engagement.

## Key Elements of Great A+ Content

### 1 High-Quality Images

- Use striking product and lifestyle images that showcase your product in action.
- Provide your own images whenever possible for a more authentic representation.

### 2 Engaging Copy

- A+ content should enhance your product description and highlight key features.
- Focus on communicating what makes your product unique within the first five seconds.

## Best Practices

- Include rich graphics and detailed text that expand on bullet points and descriptions.
- Feature the top product attributes that differentiate you from competitors.
- Fully utilize the 100-character alt text limit for every image with relevant keywords to improve searchability.
- Experiment with various elements, such as module placement and arrangement, text versus image ratios, and overall design variations to assess which version performs better.

## A+ Content Common Challenges and Solutions

- 1 Guideline Compliance**  
Solution: Familiarize yourself with Amazon's A+ content requirements to avoid rejections.
- 2 Quality Visuals**  
Solution: Invest in professional photography or design for high-quality images.
- 3 Brand Consistency**  
Solution: Maintain a uniform brand identity in colors, fonts, and messaging.
- 4 Information Overload**  
Solution: Use concise information, bullet points, and clear headings for scannability.
- 5 Mobile Optimization**  
Solution: Preview A+ content on mobile devices for proper display.
- 6 Underutilized Modules**  
Solution: Use all available A+ content modules to showcase product details.
- 7 SEO Best Practices**  
Solution: Integrate relevant keywords naturally to improve search rankings.
- 8 Highlighting Unique Selling Points**  
Solution: Clearly communicate product differentiators to attract customers.
- 9 Performance Monitoring**  
Solution: Track metrics like conversion rates to assess and improve content effectiveness.
- 10 Time Constraints**  
Solution: Allocate specific time for planning and creating A+ content.





## A+ Content Best Practices on Amazon

- 500 Words of Crawlable Text**  
 Ensure each A+ Content design includes 500 words of crawlable text. This text helps with SEO and product indexing, giving your listing a competitive edge.
- Alt Text for Every Image**  
 Don't miss out on SEO opportunities - add 100 characters of descriptive alt text to each image. Alt text boosts visibility in search results and helps with accessibility.
- Leverage 7 Modules**  
 Utilize up to 7 modules in your A+ Content design to fully showcase your product. Make the last - module a comparison grid for easy customer decision-making.
- Avoid Banned and IP Words**  
 Keep your content compliant by avoiding words like "guarantee," "top quality," and intellectual property terms. This ensures your listing isn't flagged or suppressed.
- Tell Your Brand Story**  
 Use your A+ Content to convey your brand's unique story, highlight key product features, and guide customers on how to use your product effectively.



PART  
8

# Listing Price



The listing price on Amazon refers to the price at which a seller offers a product for sale. This price is prominently displayed on the product detail page and plays a crucial role in attracting customers and influencing their purchasing decisions.

## A+ Content Common Challenges and Solutions

- 1 Start with a 50% Discount (Week 1)**  
Launch your product at 50% off the target price to drive sales and overcome the lack of reviews. Avoid coupons or rebates; list directly at a lower price.
- 2 Gradually Increase Price (Week 2)**  
Raise the price by 10% in the second week. This keeps momentum while avoiding Amazon's algorithm penalties for rapid jumps.
- 3 Small Increases (Weeks 3-6)**  
Continue with 5% price bumps. Build credibility while keeping discounts attractive.
- 4 Reach Target Price (Weeks 6-8)**  
Aim to hit your target price by week 6-8. Adjust based on demand and competition.
- 5 High-Demand Events**  
During Black Friday or holiday periods, raise prices instead of offering additional discounts to maximize margins.
- 5 Exceptions for High-Demand Products**  
If launching a niche or high-demand product, you may skip the deep discount and start closer to your target price.
- 5 Monitor Competition**  
Stay flexible. If competitors lower prices, adjust accordingly to keep moving inventory.

**Illustrative Example:**

**Launching a New Kitchen Gadget on Amazon**

**Product:** Multi-Functional Vegetable Chopper

**Target Price:** \$30.00

**Week 1: Launch with a 50% Discount**

- Initial Price: \$15.00 (50% off)
- Objective: Drive sales and overcome the initial lack of reviews. The low price encourages early buyers and helps generate initial traction.
- Promotion: List at \$15.00 without using coupons or rebates.

**Week 2: Gradual Price Increase**

- New Price: \$16.50 (10% increase)
- Rationale: This small increase allows the product to maintain momentum, while avoiding penalties from Amazon's algorithm for making drastic price changes.

**Weeks 3-6 : Continue Small Increases**

- Week 3 Price: \$17.30 (5% increase)
- Week 4 Price: \$18.15 (5% increase)
- Week 5 Price: \$19.06 (5% increase)
- Week 6 Price: \$19.51 (5% increase)
- Goal: Build credibility as reviews come in while still making the product seem attractive to buyers.

**Weeks 6-8: Reach Target Price**

- Week 7 Price: \$21.00 (adjust based on demand)
- Week 8 Price: \$22.50 (adjust based on competition and sales)
- Target Price: Achieve the desired price point by week 8 while analyzing customer demand and competitor pricing.

**High-Demand Events: Adjust Pricing for Profit**

- Black Friday Sale: Price raised to \$24.99 (adjusted to maximize profit during high-traffic periods).
- Rationale: Instead of offering discounts, capitalize on the increased customer interest and traffic.

### Exceptions for High-Demand Products

- Special Case: If the vegetable chopper is identified as a high-demand product due to trending kitchen trends, you might choose to skip the initial discount and start closer to \$25.00 directly.

### Monitor Competition

- Ongoing Assessment: Regularly check competitors' prices. If a similar vegetable chopper is priced at \$19.00, consider adjusting your price to \$18.50 to remain competitive and maintain sales velocity.



### Launch Pricing Strategy

**Week 1:** 50% below target price

**Week 2:** 40% below target price

**Week 3:** 35% below target price

**Week 4:** 30% below target price

**Week 5:** 25% below target price

**Week 6:** 20% below target price

**Week 7:** 10% below target price

**Week 8:** Target price 🎯

This creates maximum velocity.

Goal: **#1 New Release**





## Listing Price Common Challenges and Solutions

### 1. Understanding Market Dynamics

- ♦ **Challenge:** Difficulty grasping the competitive landscape.
- ♦ **Solution:** Use tools like Jungle Scout or Helium 10 for market analysis.

### 2. Cost Management

- ♦ **Challenge:** Accurately calculating all costs to ensure profitability.
- ♦ **Solution:** Create a detailed cost breakdown to inform pricing.

### 3. Price Wars

- ♦ **Challenge:** Competing sellers may engage in aggressive pricing.
- ♦ **Solution:** Differentiate products through quality and branding.

### 4. Amazon Fees

- ♦ **Challenge:** Unforeseen fees can erode profit margins.
- ♦ **Solution:** Understand and factor in Amazon's fee structure.

### 5. Seasonality and Demand Fluctuations

- ♦ **Challenge:** Sales can vary seasonally.
- ♦ **Solution:** Monitor trends and adjust prices accordingly.

### 6. Perceived Value vs. Actual Price

- ♦ **Challenge:** Balancing competitive pricing with maintaining quality perception.
- ♦ **Solution:** Enhance listings with quality images and descriptions.

### 7. Listing Visibility

- ♦ **Challenge:** Poor optimization affects visibility.
- ♦ **Solution:** Implement effective SEO strategies for better exposure.

### 8. Customer Feedback and Reviews

- ♦ **Challenge:** Poor reviews can impact pricing perception.
- ♦ **Solution:** Manage customer feedback to improve ratings.

### 9. Adapting to Competitor Changes

- ♦ **Challenge:** Competitors frequently change prices.
- ♦ **Solution:** Regularly monitor and adjust your pricing strategy.

### 10. Legal and Ethical Considerations

- ♦ **Challenge:** Risk of violating pricing policies.
- ♦ **Solution:** Stay informed about Amazon's policies and local regulations.

PART  
9

# Transform Your Amazon Listings with My Amazon Guy



## Get Expert Help Today

Optimizing your Amazon listing is essential for standing out in a competitive marketplace. By implementing the strategies outlined in this guide, you can enhance your images, videos, titles, and descriptions, ultimately boosting your click-through rates and conversions.

However, if you're looking for a more streamlined and effective approach, consider hiring My Amazon Guy. Our expert team specializes in creating high-converting Amazon listings tailored to your unique products and audience. Let us handle the details while you focus on growing your business.

Contact us today to learn how we can help you achieve your goals on Amazon!

The screenshot shows the homepage of the My Amazon Guy website. The URL in the browser is <http://myamazonguy.com>. The header includes the company logo, navigation links (News, Articles, Press, Careers, Contact Us), a phone number (+1470-623-1951), and a 'Fast Quote' button. Below the header is a secondary navigation bar with links for Services, Testimonials, Leadership, Coaching, SOPs, Case Studies, and Free Audit. The main content area features a large headline: 'The Amazon agency that gets your products seen and sold'. Below this is a sub-headline: 'Have great products, but sales are sluggish?'. Two call-to-action buttons are present: 'Grow your Amazon sales' and 'Solve an Amazon problem'. A man in a black cap is holding a smartphone displaying an Amazon seller dashboard with a sales graph showing a 187% increase this year. The footer includes the text 'Trusted by major brands and Amazon FBA sellers:' followed by logos for Nestlé, Honeywell, chirp., ALÉN, CHINOOK, rare BEAUTY BRANDS, RUFF LINERS, MacuHealth, NISOLO, heavenly hunks, and revel NAIL.