美妆个护类的产品文案

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| **内容说明** | **文案英文内容** | **文案中文内容** | **说明** | **备注** |
| 产品名称 | PRODUCT NAME:  XIMONTH Mosquito Repellent Spray | XIMONTH植物精华驱蚊喷雾 | 根据不同产品名称修改（品牌+产品名） |  |
| 外网参考链接 | https://www.daraz.com.bd/products/senyuan-jikang-baby-mosquito-repellent-liquid-baby-mosquito-repellent-water-children-mosquito-repellent-spray-anti-mosquito-outdoor-dedicated-florida-water-i324372808.html |  | 寻找外网参考链接的方式   1. 用Google直接搜索关键词 2. 用Google以图搜图   3.直接在亚马逊平台等搜索相关产品 | 仅做参考无需放包装 |
| 成分表 | INGREDIENTS:  AQUA、MENTHA ARVENSIS EXTRACT、CHRYSANTHELLUM INDICUM EXTRACT、ROSMARINUS OFFICINALIS (ROSEMARY) EXTRACT、LONICERA JAPONICA (HONEYSUCKLE) FLOWER EXTRACT | 水、薄荷提取物、洋甘菊提取物、迷迭香提取物、金银花提取物 | 成分表按下列原则确定：   1. 按美白、抗皱、去疣、静脉曲张、保湿等去统一成分，同个功能的成分全部统一为相同的成分 2. 液体的成分为水（Water）+其他成分 3. 膏体的成分为水（Water）+玉米淀粉（Corn Starch）+其他成分 4. 成分数量要大于等于5个，一定要查inci英文 5. 成分需百度一下是否为处方药、违禁药物、为对人体有害的成分、受管制等   6.如果是多种成份的，单词必须是 INGREDIENTS，复数形式；如果是  纯正单一成分的，单词是 INGREDIENT。 |  |
| 使用说明 | DIRECTIONS OF SAFE USE：  Spray this product directly on the scalp where the skin needs to be protected from mosquitoes, and apply evenly with your hands. | 直接喷洒适量本产品在需要防蚊子的皮肤位置，用手涂抹均匀即可 | 参考链接，根据产品的实物情况编辑 |  |
| 产品卖点 | BENEFITS：  1. It can effectively repel mosquitoes. The ingredients of chamomile and rosemary can quickly repel mosquitoes and reduce your mosquito bites.  2. Use mild ingredients, safe and non-irritating  3. Has a long-lasting effect and can repel mosquitoes for a long time  4. Refreshing and non-greasy, it will not give you a sticky feeling. | 1. 能够有效驱蚊，洋甘菊、迷迭香成分能够快速驱蚊，减少您被蚊虫叮咬 2. 采用温和的成分，安全不刺激 3. 具有持久的效果，能够长时间驱蚊   4.清爽不油腻，不会给您带来黏腻的感觉。 | 参考链接，根据产品的实物情况编辑 |  |
| 关键词 | KEYWORDS:  Mosquito Repellent Spray;Rosemary Mosquito Repellent Spray; Plant-Based Mosquito Repellent Spray | 植物精华驱蚊喷雾；迷迭香驱蚊喷雾；植物驱蚊喷雾 | 根据外网参考链接，确定关键词   1. 关键词优先从标题里面找，尽量找能匹配到这个产品的词组   2.关键词在相关平台搜索，能定位到对应或者相关的产品 | 仅做参考无需放包装 |
| 警告语 | WARNING:  Please keep out of reach of children. Do not swallow.Please clean your hands before use to ensure the best results from the product. Discontinue use if signs of irritation or rash occur. Store in a cool and dry place. | 请远离儿童。防止吞咽。使用前请清洁双手，以确保产品的最佳效果。如果出现刺激或皮疹的迹象，请停止使用。存放于阴凉干燥处。 |  |  |
| 1688上架标题 | 防蚊水驱蚊液喷雾家用花露水露营户外运动便携式蚊不叮防蚊液 |  |  | 只需中文 |
| **详情页文案（设计作图用词参考）** | | | | |
| 产品优势4条 （每条8个词语） | 1. Effectively repels mosquitoes and bites, protecting the skin without worry.  2. The mild formula is safe and suitable for the whole family.  3. Long-lasting protection, refreshing and non-sticky.  4. Easy to carry around, essential for outdoor activities. | 1. 有效驱蚊防叮，保护肌肤无忧。  2. 温和配方安全，适合全家使用。  3. 持久防护，清爽不粘腻。  4. 方便随身携带，户外活动必备。 |  |  |
| 产品卖点15条  （1-4条有小标题，标题3-4个词，内容15-20个词。  5-15条无需小标题,内容15-20个词。  ） | 1. Long-lasting protection: Provides effective protection for several hours, repels mosquitoes and prevents bites.  2. Plant ingredients: Made from plant essence, it does not contain harmful chemicals and is safe and healthy.  3. Refreshing and non-greasy: Refreshing formula, non-greasy, quickly absorbed and does not clog pores.  4. Mild and non-irritating: Suitable for sensitive skin, gentle and non-irritating, suitable for use by the whole family.  5. Continuous protection against mosquito bites, suitable for outdoor activities and travel.  6. Easy to carry, compact design, protect you and your family anytime and anywhere.  7. Effectively prevents a variety of mosquitoes and is suitable for use in various environments.  8. Easy to use, spray evenly, covering all areas, and the protective effect is remarkable.  9. Does not contain alcohol, does not dry out the skin, and keeps the skin moist and healthy.  10. Fresh fragrance, repels mosquitoes and brings a comfortable smell experience.  11. Suitable for children and adults, providing safe protection for the whole family.  12. Quickly effective, repel mosquitoes immediately after spraying, providing timely protection.  13. A variety of packaging options to meet different needs and convenient for family and personal use.  14. Environmentally friendly formula, does not pollute the environment, and is safer to use.  15. Suitable for a variety of scenarios, such as wild camping, garden activities, home protection, etc. | 1.长效防护： 提供长达数小时的有效防护，驱除蚊虫，防止叮咬。  2.植物成分：采用植物精华，不含有害化学物质，安全健康。  3.清爽不油： 清爽配方，不油腻，快速吸收，不堵塞毛孔。  4.温和不刺激：适合敏感肌肤，温和不刺激，适用于全家人使用。  5. 持续防护，防止蚊虫叮咬，适合户外活动和旅游。  6. 方便携带，小巧设计，随时随地保护您和家人。  7. 有效防止多种蚊虫，适合各种环境下使用。  8. 使用方便，均匀喷洒，覆盖全面，防护效果显著。  9. 不含酒精，不干燥皮肤，保持肌肤湿润健康。  10. 清新香味，驱蚊同时带来舒适的气味体验。  11. 适用于儿童和成人，全家共享安心防护。  12. 快速见效，喷涂后立即驱赶蚊虫，防护及时。  13. 多种包装选择，满足不同需求，方便家庭和个人使用。  14. 环保配方，不污染环境，使用更安心。  15. 适合多种场景，如野外露营、花园活动、居家防护等。 |  |  |
| 成分功能3条（每条内容10-15词） | 1. Chamomile extract: soothes the skin and reduces redness, swelling and itching after mosquito bites.  2. Rosemary extract: Effectively repels mosquitoes, protects skin, and provides long-lasting protection.  3. Honeysuckle extract: Antibacterial and anti-inflammatory, enhances skin resistance and prevents mosquito bite infection. | 1. 洋甘菊提取物：舒缓肌肤，减少蚊虫叮咬后的红肿和瘙痒。  2. 迷迭香提取物：有效驱蚊，保护肌肤，提供持久防护。  3. 金银花提取物：抗菌消炎，增强肌肤抵抗力，防止蚊虫叮咬感染。 |  |  |