



Product Image Requirements


McLane requires all products published to them through GDSN and Product Introduction to have robust images to support marketing and ecommerce activities on <https://mclanexpress.com/order/>.

The product images must follow the GS1 standard specifications. All suppliers are strongly encouraged to review information in this document to ensure compliance with our requirements.

Product Image Specifications Include:

- **Acceptable File Types:** JPG*, PNG*, PDF, TIF
 - *Optional:* Video files
- **Acceptable Dimensions:**
 - Maximum (preferred): 2400 x 2400 pixels; 16 mb file size
 - Minimum: 1000 x 1000 pixels; 4 mb file size
- **Image Background:** White
- **Image count:** A front facing image, nutritional fact panel/drug fact label/ingredients label and warning image is a must. Include additional images / angles where available.
- **Product Hierarchy:** Image(s) is required for each level UPC and Case Level UPC
- **File Name:** Save image name as the 12-digit UPC (13 digits for EAN) followed by the “GS1” product view identifier (see below). Do not include additional information such as product name, size, etc.
- **Image(s) Sharing:** Synchronize your product images via the GDSN and Product Introduction process

Product Image Examples:

	<p>Nutrition Facts Datos de Nutrición</p> <p>About 6 servings per container/Aprox. 6 raciones por envase Serving size/Tamaño por ración (1 oz/28g) (About 15 Crisps/Aprox. 15 Unidades)</p> <p>Amount per serving/Cantidad por ración</p> <p>Calories/Calorias 150</p> <table border="1"> <thead> <tr> <th></th> <th>% Daily Value*</th> <th>% Valor Diario*</th> </tr> </thead> <tbody> <tr> <td>Total Fat/Grasa Total 9g</td> <td>12%</td> <td></td> </tr> <tr> <td>Saturated Fat/Grasa Saturada 2.5g</td> <td></td> <td>13%</td> </tr> <tr> <td>Trans Fat/Grasa Trans 0g</td> <td></td> <td></td> </tr> <tr> <td>Cholesterol/Colesterol 0mg</td> <td>0%</td> <td></td> </tr> <tr> <td>Sodium/Sodio 135mg</td> <td>6%</td> <td></td> </tr> <tr> <td>Total Carbohydrate/Carbohidrato Total 16g</td> <td>6%</td> <td></td> </tr> <tr> <td>Dietary Fiber/Fibra Dietética <1g</td> <td></td> <td>2%</td> </tr> <tr> <td>Total Sugars/Azúcares Totales 1g</td> <td></td> <td></td> </tr> <tr> <td>Includes <1g Added Sugars/Incluye <1g azúcares añadidos</td> <td></td> <td>2%</td> </tr> <tr> <td>Protein/Proteínas 1g</td> <td></td> <td></td> </tr> <tr> <td>Vitamin D/Vitamina D 0mcg</td> <td></td> <td>0%</td> </tr> <tr> <td>Calcium/Calcio 0mg</td> <td></td> <td>0%</td> </tr> <tr> <td>Iron/Hierro 0.1mg</td> <td></td> <td>0%</td> </tr> <tr> <td>Potassium/Potasio 110mg</td> <td></td> <td>2%</td> </tr> </tbody> </table> <p><small>*Percent Daily Values are based on a diet of other people's secrets. *The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice. *El % Valor Diario (VD) le indica cuánto un nutriente en una porción de alimentos contribuye a su dieta diaria. 2,000 calorías al día le sirven para aconsejarse de nutrición general.</small></p>		% Daily Value*	% Valor Diario*	Total Fat/Grasa Total 9g	12%		Saturated Fat/Grasa Saturada 2.5g		13%	Trans Fat/Grasa Trans 0g			Cholesterol/Colesterol 0mg	0%		Sodium/Sodio 135mg	6%		Total Carbohydrate/Carbohidrato Total 16g	6%		Dietary Fiber/Fibra Dietética <1g		2%	Total Sugars/Azúcares Totales 1g			Includes <1g Added Sugars/Incluye <1g azúcares añadidos		2%	Protein/Proteínas 1g			Vitamin D/Vitamina D 0mcg		0%	Calcium/Calcio 0mg		0%	Iron/Hierro 0.1mg		0%	Potassium/Potasio 110mg		2%	<p>INGREDIENTS: DRIED POTATOES, VEGETABLE OIL (CORN, COTTONSEED, HIGH OLEIC SOYBEAN, AND/OR SUNFLOWER OIL), DEGERMINATED YELLOW CORN FLOUR, CORNSTARCH, RICE FLOUR, MALTODEXTRIN, SUGAR, MONO- AND DIGLYCERIDES. CONTAINS 2% OR LESS OF SALT, TOMATO POWDER, MONOSODIUM GLUTAMATE, CITRIC ACID, ONION POWDER, SPICE, GARLIC POWDER, YEAST EXTRACT, HYDROLYZED CORN PROTEIN, MALTED BARLEY FLOUR, MALIC ACID, DISODIUM INOSINATE, DISODIUM GUANYLATE, PAPRIKA EXTRACT COLOR, NATURAL FLAVORS, WHEY, WHEAT STARCH.</p> <p>CONTAINS MILK AND WHEAT INGREDIENTS.</p> <p>INGREDIENTES: PAPAS DESHIDRATADAS, ACEITE VEGETAL (MAÍZ, SEMILLA DE ALGODÓN, SOYA ALTO OLEICO Y/O ACEITE DE GIRASOL), HARINA DE MAÍZ AMARILLO SIN GERME, MAICENA, HARINA DE ARROZ, MALTÓDEXTRINA, AZÚCAR, MONOGLICÉRIDOS Y DIGLICÉRIDOS.</p> <p>CONTIENE 2% O MENOS DE SAL, TOMATE EN POLVO, GLUTAMATO MONOSÓDICO, ÁCIDO CÍTRICO, CEBOLLA EN POLVO, ESPECIA, AJO EN POLVO, EXTRACTO DE LEVADURA, PROTEÍNA DE MAÍZ HIDROLIZADA, HARINA DE CEBADA MALTEADA, ÁCIDO MÁLICO, INOSINATO DISÓDICO, GUANILATO DISÓDICO, EXTRACTO DE PIMIENTÓN PARA COLOR, SABORES NATURALES, SUERO, ALMIDÓN DE TRIGO.</p> <p>CONTIENE INGREDIENTES DE LECHE Y TRIGO.</p>
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<p>Front Facing</p>	<p>Nutritional Fact Panel</p>	<p>Ingredients Label</p>																																													



Front Facing



Back Facing

SUN SAFETY 101
TIPS FOR PROPER SUNSCREEN USE AND SUN PROTECTION

- Choose a broad-spectrum sunscreen, which offers protection against both UVA and UVB rays.
- Apply a golf-ball sized portion (about 1 oz. or a tsp) 15 minutes before heading outside.
- Don't forget to reapply every two hours.
- Reapply after swimming or sweating, immediately after towel drying.
- Seek shade if you're outside for an extended period of time.
- Wear protective clothing such as a wide-brimmed hat and UV-blocking sunglasses.

Additional Image

HOW TO APPLY SPRAY SUNSCREEN

DO'S

- After you spray on, make sure to rub it in.
- Ask a friend to help you apply on hard-to-reach areas, like your back.
- Use enough spray to fully cover your body.

DON'TS

- Avoid applying spray sunscreen in a windy environment.
- Do not apply near open flames.
- Use in a well-ventilated area and do not spray directly on face, spray on hands first and then apply to the face.

Additional Image

HOW DO I KNOW WHICH SPF IS RIGHT FOR ME?

SPF - or Sun Protection Factor - is a measure of a sunscreen's ability to prevent UVB rays from burning the skin.

How does it work? SPF ratings are determined by a laboratory using UV sensors. SPF ratings are estimated to allow 10% of the sun's burning rays to get through to the skin's surface (regardless of whether it's the sun's burning rays).

Which SPF should I use? It depends on your skin type. If you have very fair skin, you should use a sunscreen with an SPF of 30 or higher. If you have fair skin, you should use a sunscreen with an SPF of 30 or higher. If you have light skin, you should use a sunscreen with an SPF of 30 or higher. If you have medium skin, you should use a sunscreen with an SPF of 30 or higher. If you have dark skin, you should use a sunscreen with an SPF of 30 or higher.

HOURS OUTDOOR	SKIN TYPE					
	VERY FAIR (burns easily, freckles)	FAIR (burns easily, freckles)	LIGHT (burns, freckles)	MEDIUM (burns, freckles)	DARK (burns, freckles)	OLIVE (burns, freckles)
1	SPF 30	SPF 15	SPF 15	SPF 8-14	SPF 8-14	SPF 15
2	SPF 30	SPF 30	SPF 30	SPF 15	SPF 8-14	SPF 15
3	SPF 50+	SPF 50+	SPF 30	SPF 15	SPF 15	SPF 15
4	SPF 50-100	SPF 50+	SPF 30	SPF 30	SPF 15	SPF 15
5	SPF 50-100	SPF 50-100	SPF 50-100	SPF 50+	SPF 30	SPF 30

Additional Image

UVA AND UVB RAYS - WHAT'S THE DIFFERENCE?

UVA and UVB rays are ultraviolet radiation (part of the light spectrum) that comes from the sun.

Both UVA and UVB rays can cause skin damage and skin cancer! This is why it's so important to use a broad-spectrum sunscreen, which protects against both types of UV rays. You can find the broad-spectrum descriptor on the front of the box, under the "SPF" level.

UVA
Ultraviolet A
Penetrates deep into the skin and causes long-term skin damage, aging and wrinkles.

UVB
Ultraviolet B
Causes sunburn and burns and accelerates aging.

Additional Image

CVP

COMPARE TO ADVIL® TABLETS ACTIVE INGREDIENT!

IBUPROFEN
Ibuprofen Tablets USP, 200 mg
PAIN RELIEVER
FEVER REDUCER
(NSAID)

50
COATED TABLETS
200 mg EACH

Front Facing

Drug Facts

Active ingredient: Ibuprofen (see back panel for full list of ingredients)

Purpose: Pain reliever and fever reducer.

Warnings: Allergy alert: Ibuprofen may cause severe allergic reactions, especially in people allergic to aspirin. Do not take if you are allergic to aspirin, ibuprofen, or any of the other ingredients listed on the back panel. Do not take if you are taking another NSAID, such as aspirin, naproxen, celecoxib, valdecoxib, rofecoxib, or any other NSAID. Do not take if you are taking a blood thinner, such as warfarin, aspirin, clopidogrel, or any other blood thinner. Do not take if you are taking a diuretic, such as furosemide, bumetanide, or any other diuretic. Do not take if you are taking a beta-blocker, such as metoprolol, atenolol, or any other beta-blocker. Do not take if you are taking a calcium channel blocker, such as amlodipine, nifedipine, or any other calcium channel blocker. Do not take if you are taking a statin, such as atorvastatin, simvastatin, or any other statin. Do not take if you are taking a muscle relaxant, such as cyclobenzaprine, or any other muscle relaxant. Do not take if you are taking a sedative, such as benzodiazepines, or any other sedative. Do not take if you are taking a narcotic pain reliever, such as oxycodone, hydrocodone, or any other narcotic pain reliever. Do not take if you are taking a heart medicine, such as digoxin, or any other heart medicine. Do not take if you are taking a blood pressure medicine, such as lisinopril, or any other blood pressure medicine. Do not take if you are taking a diabetes medicine, such as insulin, or any other diabetes medicine. Do not take if you are taking a thyroid medicine, such as levothyroxine, or any other thyroid medicine. Do not take if you are taking a seizure medicine, such as phenytoin, or any other seizure medicine. Do not take if you are taking a kidney medicine, such as furosemide, or any other kidney medicine. Do not take if you are taking a liver medicine, such as acetaminophen, or any other liver medicine. Do not take if you are taking a stomach medicine, such as ranitidine, or any other stomach medicine. Do not take if you are taking a urinary tract medicine, such as nitrofurantoin, or any other urinary tract medicine. Do not take if you are taking a vision medicine, such as timolol, or any other vision medicine. Do not take if you are taking a blood clotting medicine, such as aspirin, or any other blood clotting medicine. Do not take if you are taking a blood sugar medicine, such as insulin, or any other blood sugar medicine. Do not take if you are taking a cholesterol medicine, such as atorvastatin, or any other cholesterol medicine. Do not take if you are taking a hormone medicine, such as testosterone, or any other hormone medicine. Do not take if you are taking a cancer medicine, such as paclitaxel, or any other cancer medicine. Do not take if you are taking a mental health medicine, such as fluoxetine, or any other mental health medicine. Do not take if you are taking a pregnancy medicine, such as progesterone, or any other pregnancy medicine. Do not take if you are taking a fertility medicine, such as clomiphene, or any other fertility medicine. Do not take if you are taking a birth control medicine, such as levonorgestrel, or any other birth control medicine. Do not take if you are taking a menopause medicine, such as estradiol, or any other menopause medicine. Do not take if you are taking a thyroid medicine, such as levothyroxine, or any other thyroid medicine. Do not take if you are taking a seizure medicine, such as phenytoin, or any other seizure medicine. Do not take if you are taking a kidney medicine, such as furosemide, or any other kidney medicine. Do not take if you are taking a liver medicine, such as acetaminophen, or any other liver medicine. Do not take if you are taking a stomach medicine, such as ranitidine, or any other stomach medicine. 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Do not take if you are taking a fertility medicine, such as clomiphene, or any other fertility medicine. Do not take if you are taking a birth control medicine, such as levonorgestrel, or any other birth control medicine. Do not take if you are taking a menopause medicine, such as estradiol, or any other menopause medicine.

Drug Facts