## DRIVING PRODUCT TRANSPARENCY

Ingredient descriptions are an excellent way to highlight information that you would like to communicate to consumers that does not appear on package.

Label Insight's glossary of **300,000 ingredient definitions** is the starting point for brands to customize how their ingredient information is displayed. The **ingredient dictionary** feature allows customers to utilize either standard Label Insight ingredient descriptions or apply customized ingredient descriptions through the use of our Ingredient Dictionary Tool.

GETTING STARTED

1. Align internally on custom ingredient descriptions, Label Insight descriptions, or a hybrid.
    - These descriptions can be applied at a brand level or across the entire portfolio.

2. Submit full set of ingredients and their custom descriptions as a CSV via our help desk portal. Label Insight will do a one-time ingestion.
    - *Note: New ingredients moving forward will need to be manually updated.

3. Determine who on your team will be updating ingredient descriptions, and have your 'Super User' provide permissions accordingly.

4. Choose if you would like new ingredients to default as blank or with the default LI descriptions.
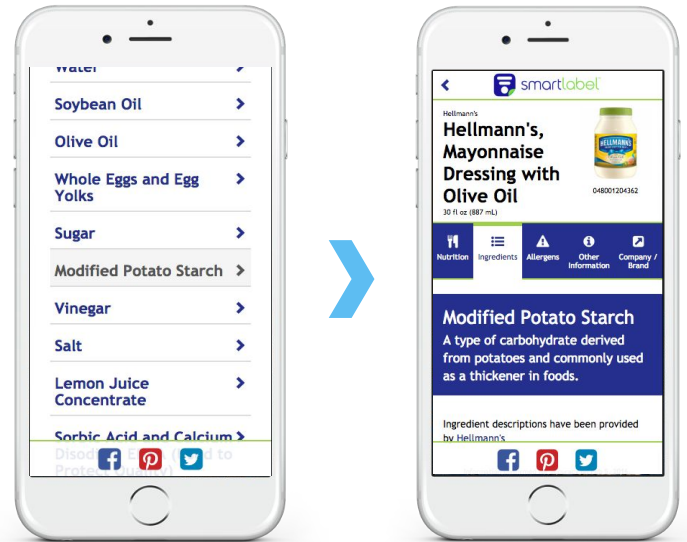
BEST PRACTICES

If you update the ingredient description in the product, it will not update in the dictionary, and therefore not apply to incoming products with that ingredient.

- **Save** = description updates all applicable pages in Publisher, but does not update the live published page.
- **Save & Publish Live** = description updates all applicable pages in Publisher, and publishes the live page. *Note: does not publish unpublished pages.

If you are defaulting to *blank* ingredient descriptions, you will need to find these descriptions to update.
- Search that given ingredient within the dictionary tool, and add the description for the ingredient.
- Be proactive! Another way to find blank descriptions is by exporting the products from the dictionary tool.