

Lipstick Collection

Metadata Lightning Talk ⚡

Diamond Alexander • LIS 4404 • Spring 2023



About the Collection

- Contains twenty lip products of various types (ex. lip balm, lipstick)
- Describes products in terms of format, finish, color, etc.
- Originally geared towards makeup artists & beauty enthusiasts
- Archiving product information for future use



Metadata Overview

- Initial attempts used Dublin Core and Schema.org element sets
 - Dublin Core Elements 1.1
 - Schema.org *Product Type*
- Didn't find enough elements to match the level of description needed for beauty products





**So, I created my
own namespace!**

MUA Metadata MAP

- Currently has 16 elements
- Uses GTIN numbers and locally controlled vocabularies
- Included DC and Schema crosswalks
- Used purl.org to host the URL
- Published a lip product glossary

Element	Use Obligation
Brand	Required
Color	Optional
EWG Score	Mandatory (if applicable)
Finish	Optional
Item ID	Required
Keywords	Optional
Net Weight (Metric)	Mandatory (if applicable)
Net Weight (US)	Mandatory (if applicable)
Part Of	Required
Product Form	Required
Product Name	Required
Product Type	Required
Related To	Mandatory (if applicable)
Shade Name	Mandatory (if applicable)
Volume (Metric)	Mandatory (if applicable)
Volume (US)	Mandatory (if applicable)

Example Record: Retro Matte Lipstick

```
<rdf:Description rdf:about="https://www.barcodelookup.com/773602040605">
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We empower organisations to grow efficiently, sustainably and safely — helping transform the way we work and live.

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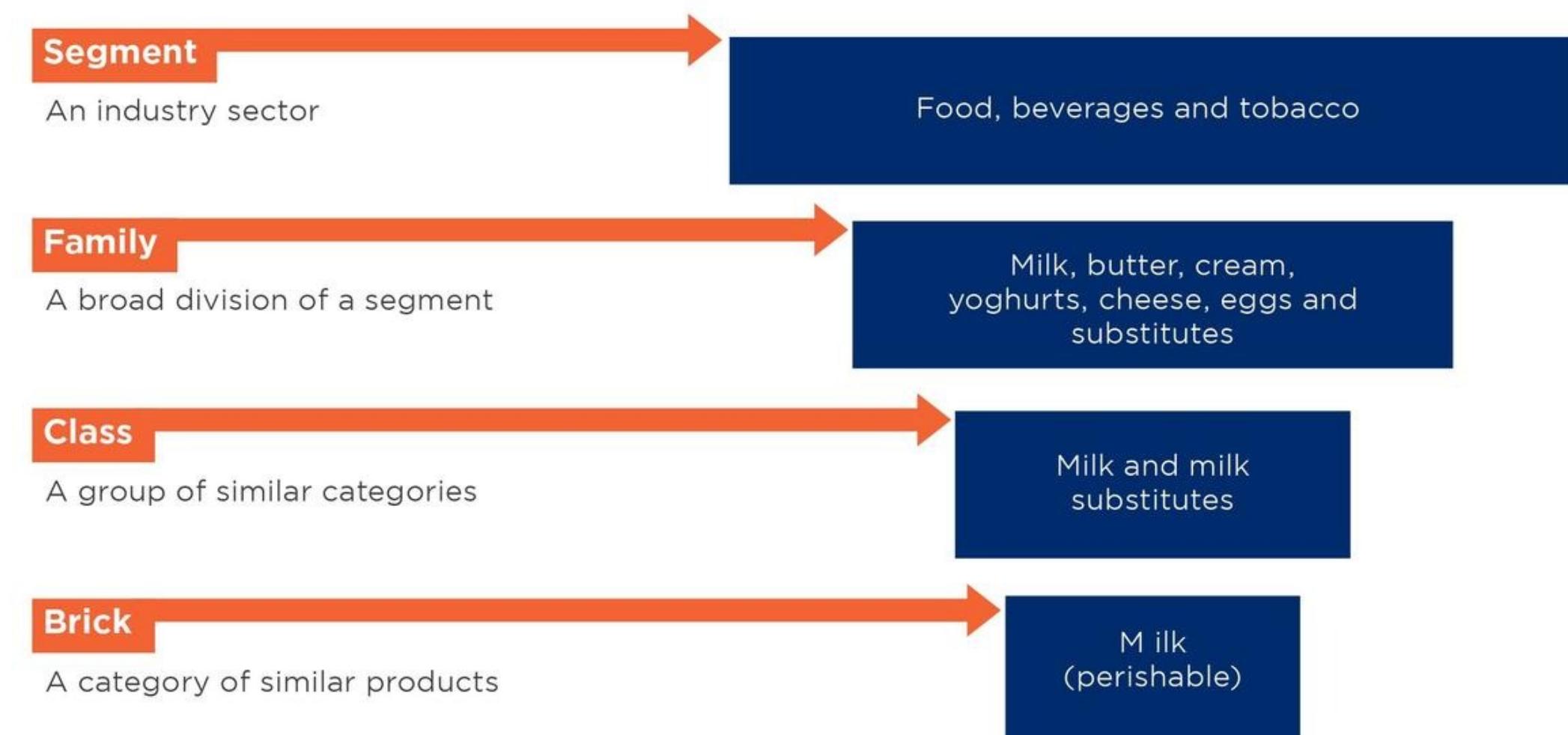


Making it possible to do business more efficiently and safely

Global Product Classification (GPC)

“GPC classifies products by grouping them into categories based on their essential properties as well as their relationships to other products. GPC offers a universal set of standards for everything from a car to a litre of milk, and for everything from camping equipment to footwear, home and appliances to toys.” (GS1 US)

- ✓ Segment 53000000 Beauty/Personal Care/Hygiene
 - ✓ Family 53160000 Cosmetics/Fragrances
 - ✓ Class 53161000 Cosmetic/MakeUp Products
 - ✓ Brick 10000534 Cosmetic/MakeUp - Lips ▾
 - ✓ Attribute 20000639 Type of Cosmetics - Lips ▾
 - Attribute Value 30004020 lipstick
 - Attribute Value 30004021 lipstick BASE
 - Attribute Value 30004022 lipstick SEALER



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[API](#) [Explorer](#) [Bulk Lookup](#) [Documentation](#)

[UPC](#) [Product Name](#) [Book Title](#) [Validator](#)

683405611042,0881314577279,601420925937,...

Search

Enter UPC or EAN (e.g. 888462323772,888462018869,..., up to 5 UPCs separated by comma)

UPC Lookup Database

With over 505 million unique UPC/EAN numbers, UPCitemdb.com is the largest UPC lookup database where you can search a broad range of UPC numbers to find related product information, images, barcodes, online shopping guide and more.

Latest 75 UPC updates out of 505,562,380 unique UPC numbers!



813843040306

Scanned from Amazon.com

[!\[\]\(eaac180de418db4eae4b4cefebda75e8_img.jpg\) Search](#)**UPC 773602040605**[EDIT PRODUCT !\[\]\(43fda5baa5446493352974e4b4060607_img.jpg\)](#)**MAC Retro Matte Lipstick 707 Ruby Woo 0.1 Ounces**

★★★★★ (Write a Review)

Share:    **Barcode Formats:** UPC-A 773602040605, EAN-13 0773602040605**Category:** Personal Care > Cosmetics > Makeup > Lip Makeup > Lipstick**Manufacturer:** Mac

Integrate your app with a UPC,
EAN and ISBN database

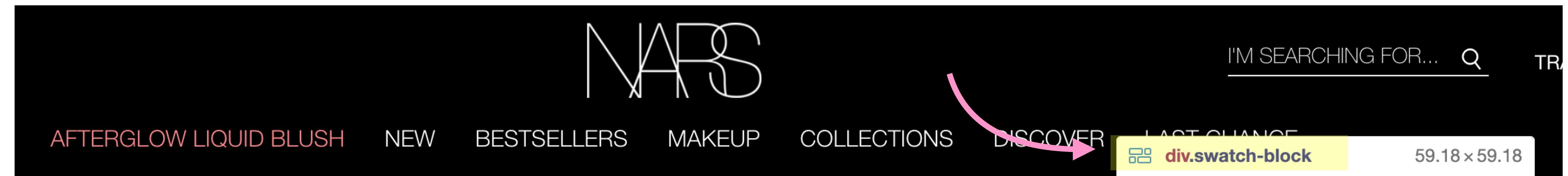
[Learn more](#)

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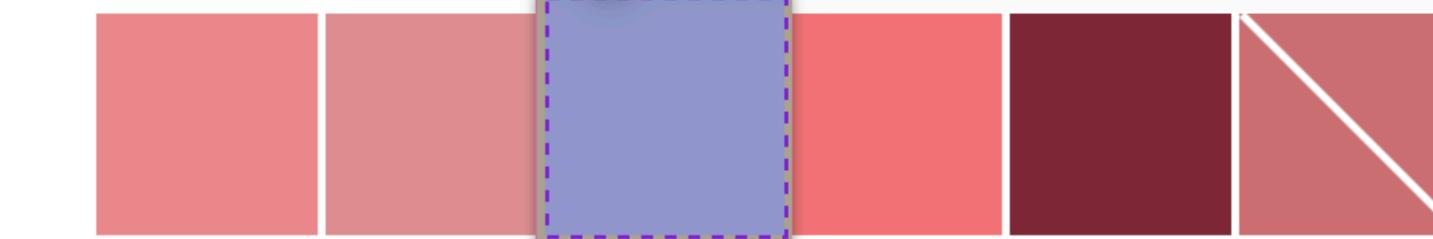
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A LIGHTWEIGHT
HOUR HYDRATING



WANDERLUST
Soft lilac



LAST CHANCE
div.swatch-block

59.18 x 59.18

Color

#000000

Font 15px HelveticaNeueW01-45Ligh, Helvetica

Background

#C77EAB

Padding

0px 2px 4px

ACCESSIBILITY

Name

generic

Role



Keyboard-focusable

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Search for an ingredient, brand or product



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BUILD YOUR OWN REPORT

91,150

Products

3,112

Brands

2,154

EWG Verified™
Products



Best



1

2

3

4

5

6

7

8

9

10

Worst

EWG
VERIFIED™

5

Mac Powder Kiss Lipstick

Data Availability:
Limited

INGREDIENT CONCERNS

LABEL INFORMATION

CERTIFICATIONS

Ingredient concerns

See how this product scores for common concerns.

● MODERATE Cancer

● MODERATE Allergies & Immunotoxicity

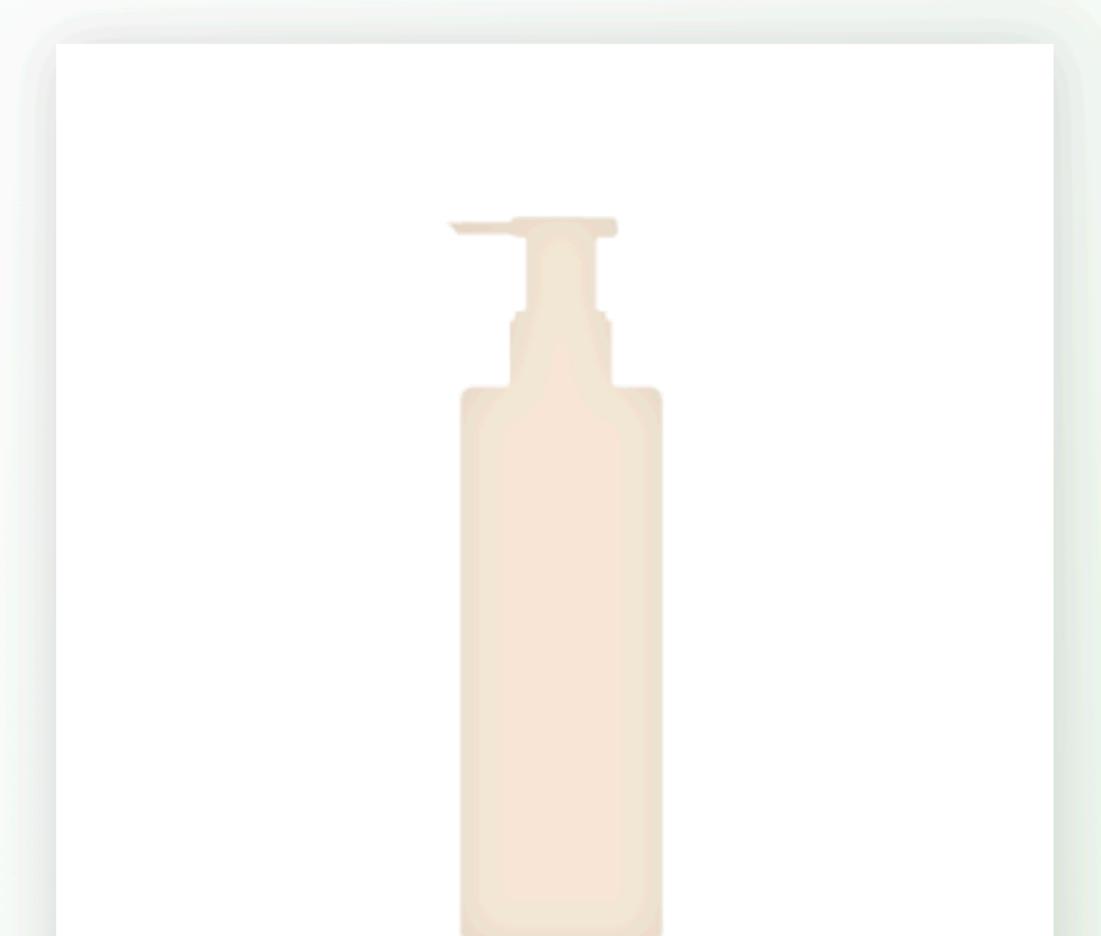
● LOW Developmental and Reproductive Toxicity

● HIGH Use Restrictions

Ingredient scores

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WHERE TO BUY

[GOOGLE SEARCH](#)

CATEGORY

[Lipstick](#)

BRAND

[MAC](#)

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Final Thoughts

- Product types aren't always easy to define
- Learned as I went along (ex. repeatable fields!)
- Difficult to pinpoint ideal user(s)
- Industry-specific terms and jargon was an important consideration for element names
- Update to use controlled vocabularies
- Consider using an industry-standard classification scheme for my collection's data model



Thanks