# Annotations Guidelines

These guidelines are used to annotate the dataset on the Macro category of the Beauty Market, particularly on Skin Care, Body Care, and Hair Care products.

## Category

**Skin Issue**: Any assessments of skin or hair issues This could include dryness, acne, redness, pores, or any other skin problem that the user attributes to the product;

**General Feel Effect**: Any assessments of general sensations that the user experiences when using the product. This could include feelings of freshness, relaxation, tightness, or any other physical or emotional effect expressed in a general way.

**Absorption**: Any assessments of the product’s absorption into the skin or hair. This could include how quickly the product absorbs, whether it penetrates deeply into the skin or hair.

**Texture/Thickness**: Any assessments about the consistency and the texture on the skin of the product. This could include whether the product is thick or thin, creamy or watery, smooth or grainy, etc.

**Durability**: Any assessments about the product's durability upon application. This could include how long the product’s effect lasts, whether it fades quickly, or whether it withstands sweat, water, etc. Not only, also if the mentions speak about the durability of the product (maybe because need only 1 small dose each time).

**Suitability**: Annotate whether the product is compatible with certain skin or hair types. This could include whether the product is suitable for sensitive, oily, dry, combination, normal skin or for dry, oily, normal, curly, straight, colored hair, etc.

**Tone/Color**: Any annotations related to skin tone and hair color. This could include whether the product makes light, medium, dark skin (also covering dark spot) or for blonde, brown, black, red, gray hair, etc.

**Smell**: Any assessments of the product’s smell. This could include whether the smell is pleasant, strong, light, natural, chemical, floral, fruity, spicy, etc.

**Price/Value**: Any assessments about the cost of the product product or if the investment is worth it. This could include whether the price is high, medium, low, whether the product has good value for money, whether it’s worth spending more for quality, etc.

**Ingredients**: Any assessments related to the product’s ingredients. This could include whether the ingredients are natural, organic, chemical, hypoallergenic, not tested on animals, whether they contain parabens, sulfates, alcohol, essential oils, etc.

**Packaging**: Any assessments related to the product’s packaging. This could include whether the packaging is attractive, whether it’s hard to open, whether the product leaks, whether it doses well or not, etc.

**Sustainability**: Any assessments if the product is wasteful and any mentions about sustainability/recyclability. This could include whether the product is over-packaged, whether the packaging is recyclable, whether the product is biodegradable, and whether the company has sustainable practices. Referred both to the product and the packaging.

**Easy to Use**: Any assessments about the usability of the product. This could include whether the product is easy to apply, whether it takes a lot of time, whether it’s easy to remove, easy to apply, etc.

**Overall/Satisfaction**: Any assessment's overall thoughts about the product. This could include whether the user is generally satisfied with the product, whether they like the product, whether they would buy the product again, etc.

**Portability**: Annotate whether the product is portable. This could include whether the product is compact, whether it’s suitable for travel, etc.

**Delivery/Customer Service**: Any assessments about delivery and customer service. This could include whether the delivery was fast, whether the product arrived in good condition, whether the customer service was helpful, whether the company has a good return policy, etc.

**Recommendation**: Any assessments about whether consumers recommend the product or not. This could include whether the user would recommend the product to friends or family, whether the user has already recommended the product, etc.

**Results**: Any assessments of whether the product works as expected. This could include whether the user noticed an improvement in their skin or hair, whether the product solved a problem (without specification), whether the user noticed improvement, etc.

**Others**: Any relevant information that does not fit into the previous categories. This could include mentions of promotions or discounts, comparisons with other products, shopping experiences, etc.

**Quantity:** Any assessments about the quantity and size of the product.