```
HTTP/1.1 200 OK
Content-Type: application/hal+json;charset=UTF-8
Content-Length: 284

{
  "productUuid" : "aff1fb8f-f8da-41e6-a67c-27850555f898",
  "name" : "Product1",
  "shortDescription" : "product1 short description",
  "longDescription" : "product1 long description",
  "_links" : {
    "next" : {
      "href" : "http://localhost:8080/product/testuuid"
    }
  }
}
```