```
HTTP/1.1 200 OK
Content-Type: application/hal+json; charset=UTF-8
Content-Length: 374

{
    "creationDate" : "2017-11-01 14:08 PM UTC",
    "updateDate" : "2017-11-01 14:08 PM UTC",
    "productUuid" : "5635f332-86cc-487d-9d9a-90f0401e3774",
    "name" : "Product1",
    "shortDescription" : "product1 short description",
    "longDescription" : "product1 long description",
    "_links" : {
        "next" : {
            "href" : "http://localhost:8080/product/testuuid"
        }
    }
}
```