```
HTTP/1.1 200 OK
Content-Type: application/hal+json;charset=UTF-8
Content-Length: 396
{
  "creationDate" : "2017-11-14 20:02 PM UTC",
  "updateDate" : "2017-11-14 20:02 PM UTC",
  "productId" : 1000,
  "productUuid": "39a198c8-894c-438a-b421-3cb042b155a5",
  "name" : "Product1",
  "shortDescription" : "product1 short description",
  "longDescription": "product1 long description",
  "_links" : {
   "next" : {
      "href" : "http://localhost:8080/product/testuuid"
   }
 }
}
```