

MUA Metadata Application Profile v1.0

This document describes the current elements of the MUA Metadata schema and their guidelines for use. Details about vocabulary and crosswalks are also included.

Quick Overview

(elements listed in alphabetical order)

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)

Element Details

(elements listed in alphabetical order)

Element	brand
Label	Brand
Description	Name of brand or company associated with the product
Use Obligation	Required
Repeatable?	No
Input Guidelines	<ul style="list-style-type: none">• Omit the word "cosmetics" or the brand's corporate suffix (ex. LLC, Inc., etc.)• Include URL to brand website, when possible• Use name of brand printed on the packaging or otherwise associated with the product, not the manufacturer or parent company name
Controlled Vocabulary	None
Crosswalks	Dublin Core – none Schema.org – brand

RDF/XML Example

```
<mua:brand rdfs:label="Too Faced" rdf:resource=" https://www.toofaced.com/ " />
```

Element	color
Label	Color
Description	Visible color of the product
Use Obligation	Optional
Repeatable?	No
Input Guidelines	<ul style="list-style-type: none">• Record the most dominant visible color of the product• If no one color is predominant, use the term "multi-colored"
Controlled Vocabulary	Local – see Appendix
Crosswalks	Dublin Core – none Schema.org – color

RDF/XML Example

```
<mua:color>red</mua:color>
```

Element	ewg
Label	EWG Score
Description	Ingredient hazard score assigned to products by the Environmental Working Group's Skin Deep platform
Use Obligation	Mandatory (if applicable)
Repeatable?	No
Input Guidelines	<ul style="list-style-type: none"> Record a single, numerical digit on a scale of 1-10 Include URL to product's EWG page If product hasn't been evaluated yet, input "Score not available"
Controlled Vocabulary	None
Crosswalks	Dublin Core – none Schema.org – none

RDF/XML Example

```
<mua:ewg rdfs:label="6" rdf:resource="https://www.ewg.org/skindeep/products/1013860-Maybelline_Super_Stay_Matte_Ink_Liquid_Lipstick_Lip_Makeup_Escapist_017_fl_oz/" />
```

Element	finish
Label	Product Finish
Description	Visible appearance/consistency of product when applied or used
Use Obligation	Optional
Repeatable?	Yes, see Input Guidelines
Input Guidelines	<ul style="list-style-type: none"> Field is repeatable if product is a combination of more than one product and the finish is different between the two (ex. a lipstick and lip gloss duo)
Controlled Vocabulary	Local – see Appendix
Crosswalks	Dublin Core – none Schema.org – none

RDF/XML Example

```
<mua:finish>matte</mua:finish>
```

Element	itemID
Label	Item ID
Description	Unique identifier for product
Use Obligation	Required
Repeatable?	No
Input Guidelines	<ul style="list-style-type: none"> Use product's UPC number for the identifier
Controlled Vocabulary	UPC
Crosswalks	Dublin Core – identifier Schema.org – gtin12

RDF/XML Example

```
<mua:itemID> 041554554458</mua:itemID>
```

Element	keywords
Label	Keywords
Description	Short, descriptive tags related to the product's properties
Use Obligation	Optional
Repeatable?	No
Input Guidelines	<ul style="list-style-type: none"> Record up to 75 characters Separate keywords with commas
Controlled Vocabulary	None
Crosswalks	Dublin Core – none Schema.org – keywords

RDF/XML Example

```
<mua:keywords> moisturizing, creamy, solid when cold, pricey</mua:keywords>
```

Element	netWeightMet
Label	Net Weight (Metric)
Description	Weight of product as measured in metric units
Use Obligation	Mandatory (if applicable)
Repeatable?	No
Input Guidelines	Input measurement with space between number and unit of measurement
Controlled Vocabulary	None
Crosswalks	Dublin Core – extent Schema.org – weight

RDF/XML Example

```
<mua:netWeightMet>15 g</mua:netWeightMet>
```

Element	netWeightUS
Label	Net Weight (US)
Description	Weight of product as measured in imperial, or US, units
Use Obligation	Mandatory (if applicable)
Repeatable?	No
Input Guidelines	<ul style="list-style-type: none"> • Input measurement with space between number and unit of measurement • Include a leading 0 for decimals less than 1.0 • Use a period at the end of abbreviated units of measurement
Controlled Vocabulary	None
Crosswalks	Dublin Core – extent Schema.org – weight

RDF/XML Example

```
<mua:netWeightUS>0.05 oz.</mua:netWeightUS>
```

Element	partOf
Label	Part of
Description	Describes parent collection the object (product, sub-collection, etc.) belongs to
Use Obligation	Required
Repeatable?	Yes
Input Guidelines	Include name of collection and URI
Controlled Vocabulary	None
Crosswalks	Dublin Core – relation Schema.org – isVariantOf

RDF/XML Example

```
<mua:partOf> rdfs:label="Lip Products"  
rdf:resource="https://purl.org/muametadata/glossary/lip"/>
```

Element	productForm
Label	Product Form
Description	The physical format of the product based on its consistency or form factor
Use Obligation	Required
Repeatable?	Yes, see Input Guidelines
Input Guidelines	<ul style="list-style-type: none"> • Input using local controlled vocabulary • Field is repeatable if: a) if product is a combination of more than one product and the form is different between the two (ex. a lipstick and lip gloss duo) or b) the product transforms from one form into another upon use (ex. oil-to-milk skin cleanser)
Controlled Vocabulary	Local controlled vocabulary – see Appendix
Crosswalks	Dublin Core – format Schema.org – additionalProperty (use "Product Form" for label in property-value pair)

RDF/XML Example

```
<mua:productForm>gloss</mua:productForm>
```

Element	productName
Label	Product Name
Description	The name or title of the product
Use Obligation	Required
Repeatable?	No
Input Guidelines	<ul style="list-style-type: none"> • Input full product name as indicated on packaging • When possible or not part of official product name, omit words pertaining to the Product Type (ex. Super Stay Matte Ink Liquid Lipstick)
Controlled Vocabulary	None
Crosswalks	Dublin Core – title Schema.org – name

RDF/XML Example

```
<mua:productName>Lip Injection Maximum Plump</mua:productName>
```

Element	productType
Label	Product Type
Description	The categorical type of product
Use Obligation	Required
Repeatable?	Yes, see Input Guidelines
Input Guidelines	<ul style="list-style-type: none"> Field is repeatable if product is a combination of more than one product and the form is different between the two (ex. a lipstick and lip gloss duo) Include both product type name and URI
Controlled Vocabulary	MUA Metadata Product Type Glossary
Crosswalks	Dublin Core – title Schema.org – name

RDF/XML Example

```
<mua:productType rdfs:label="lip plumper" rdf:resource="https://purl.org/muametadata/glossary/lip/lip_plumper" />
```

Element	relatedTo
Label	Related to
Description	Describes relation of product to other products
Use Obligation	Mandatory (if applicable)
Repeatable?	Yes
Input Guidelines	<ul style="list-style-type: none"> Include both product name and UPC-based URI When applicable, include the related product's shade name with the product name label, separated by a colon
Controlled Vocabulary	None
Crosswalks	Dublin Core – relation Schema.org – isRelatedTo

RDF/XML Example

```
<mua:relatedTo rdfs:label="Retro Matte Lipstick: Ruby Woo" rdf:resource="https://www.barcodelookup.com/773602040605" />
```

Element	shadeName
Label	Shade Name
Description	Describes the specific shade name given to the product
Use Obligation	Mandatory (if applicable)
Repeatable?	No
Input Guidelines	<ul style="list-style-type: none"> Input name using sentence case capitalization
Controlled Vocabulary	None
Crosswalks	Dublin Core – relation Schema.org – isRelatedTo

RDF/XML Example

<mua:shadeName>Luminoso</mua:shadeName>

Element	volumeMetric
Label	Volume (Metric)
Description	Volume of product as measured in metric units
Use Obligation	Mandatory (if applicable)
Repeatable?	No
Input Guidelines	<ul style="list-style-type: none"> Input measurement with space between number and unit of measurement Use <i>mL</i> instead of <i>ml</i> when recording milliliters
Controlled Vocabulary	None
Crosswalks	Dublin Core – extent Schema.org – size, quantitativeValue

RDF/XML Example

<mua:volumeMetric>6.6 mL</mua:volumeMetric>

Element	volumeUS
Label	Net Weight (Metric)
Description	Weight of product as measured in metric units
Use Obligation	Mandatory (if applicable)
Repeatable?	No
Input Guidelines	<ul style="list-style-type: none"> • Input measurement with space between number and unit of measurement • Include a leading 0 for decimals less than 1.0 • Use a period at the end of abbreviated units of measurement
Controlled Vocabulary	None
Crosswalks	Dublin Core – extent Schema.org – size, quantitativeValue

RDF/XML Example

```
<mua:volumeUS>0.22 fl. oz.</mua:volumeUS>
```

Appendix

A. Local Vocabulary – Color

- red
- orange
- yellow
- green
- blue
- purple
- pink
- brown
- black
- white
- clear
- multi-colored

B. Local Vocabulary – Product Finish

- gloss
- stick
- balm
- pencil
- cream
- liquid

C. Local Vocabulary – Product Form

- matte
- glossy
- satin
- powder
- stain