CLIENT SKIN MATCH TECHNOLOGY (SMT) Retail/Brand EAN Request SMT Product & INCI Database **Retailer** sends Excel with requested EANs that SMT adds all products requested to the SMT should be covered with the INCI Explainer to Product Databse (PDB). SMT will undertake SMT (Skin Match Technology) best efforts to cover all requested EANs with the correct INCI List for Retailers and will **Brand** sends Excel with requested EANs and integrate all provided EANs for Brands. During INCI Lists that should be covered with the INCI integration into SMT PDB ingredients get Explainer to SMT connected to SMT INCI Database for the Explainer. INCIs are being reviewed on a continuous basis with official resources. **Retail/Brand Snippet Integration SMT INCI Explainer Code** Retailer/Brand (Client) adds provided Code to SMT delivers INCI Explainer JavaScript the Product Detail Page, where they want to Snippet to Brand/Retailer in requested display the INCI List & Explainer. Optional CSS Langauges. Styling. SMT adds allowed domains, provided by Brand/Retailer to enable Snippet. **INCI List & Explainer** Once implemented, the JavaScript Snippet will send the product EAN to SMT Servers and request the corresponding list of INCIs (Ingredient List). SMT Server will use the EAN to look up the INCI list and the Ingredient Typology for the Explainer. The INCI List is then formated in HTML, enriched with CSS and JavaScript for layout and interactivity and finally written into the host site. If SMT does not have the EAN enabled for the Explainer, an empty result will be returned.