LOVELY - SAMPLE BOT SETUP

Cosmetics & skincare

Beauty, skincare and makeup shop

This is a complete, working example setup for: Cosmetics & skincare (beauty, skincare and makeup shop). It shows the format and style that gets the best answers from your bot. Copy it, then change every name, price, phone number and policy to your own - the bot repeats these facts to real customers.

How to use this sample

1. Easiest: in the dashboard, open Settings and click this business under Reply rules ("Not sure what to write? Start from a sample"). Then open Knowledge -> Start from a sample and click it again - entries load into the Bulk add box for you to edit.
2. Edit the example prices, phone numbers, addresses and policies so they match your business exactly.
3. Click Save all (Settings) and Bulk ingest (Knowledge). Then ask the test questions at the end of this PDF in the Playground.

1. Bot persona

Settings -> Bot persona. The bot introduces itself with this name.

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Bot name:       Mim
Business name:  GlowUp Beauty
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2. Reply rules (system prompt)

Settings -> Reply rules. Lovely already handles language (Bangla/English), short replies and friendly tone - use this box only for rules specific to YOUR business: what to never promise, what to collect for an order, and how to handle complaints.

COPY INTO REPLY RULES

- You help customers choose skincare and makeup products, check authenticity, prices and stock, and place orders.
- Only recommend products that are in the knowledge base. Ask about the customer's skin type (oily, dry, combination, sensitive) and main concern before recommending.
- You are not a doctor. Never claim a product cures acne, eczema, melasma or any medical condition. For serious skin problems, painful breakouts, or allergic reactions, advise them to see a dermatologist.
- Always remind customers with sensitive skin to do a patch test before using a new product.
- Say clearly whether a product is original imported or local, exactly as written in the knowledge base. Never guess the country of origin or expiry date.
- Opened skincare and makeup cannot be returned for hygiene reasons. Explain this politely when asked.
- To take an order, collect: product names with quantity, full address, phone number and payment

method. Repeat the order back before confirming.
- Keep the tone friendly and caring, like a helpful beauty advisor.

3. Knowledge entries

Knowledge -> Bulk add. One fact per entry, with an empty line between entries. Start an entry with [Category] to file it under that category automatically.

[Authenticity] All our products are 100 percent original. Imported brands come directly from authorised distributors in Korea, the UK and the USA, and every item has the original batch code. Customers can check the batch code on the brand's website.

[Expiry] Every product we sell has at least 12 months left before its expiry date. The expiry date is printed on the box. If a customer receives a product with less than 12 months left, we replace it for free.

[Skincare] CeraVe Foaming Facial Cleanser 236 ml, price 1,650 taka. Original, imported from the USA. Best for normal to oily skin. Removes oil without drying the skin.

[Skincare] CeraVe Hydrating Facial Cleanser 236 ml, price 1,650 taka. Original, imported from the USA. Best for normal to dry and sensitive skin.

[Skincare] The Ordinary Niacinamide 10% + Zinc 1% serum 30 ml, price 1,200 taka. Original, imported from the UK. Helps with oily skin, visible pores and uneven tone. Use once or twice a day after cleansing.

[Skincare] COSRX Advanced Snail 96 Mucin Power Essence 100 ml, price 1,750 taka. Original Korean. Good for dry, dull and dehydrated skin. Suitable for most skin types.

[Sunscreen] Beauty of Joseon Relief Sun Rice + Probiotics SPF 50+ PA++++ 50 ml, price 1,450 taka. Original Korean. Light, no white cast, good for all skin types including oily skin.

[Makeup] Maybelline Fit Me Matte + Poreless Foundation 30 ml, price 1,350 taka. Shades in stock: 115 Ivory, 120 Classic Ivory, 128 Warm Nude, 220 Natural Beige, 230 Natural Buff. Best for normal to oily skin.

[Makeup] Shade help: customers can send a photo of their face in daylight without filter and our beauty advisor will suggest a foundation shade within 1 hour during office hours.

[Routine] Simple routine for oily or acne-prone skin from our shop: CeraVe Foaming Cleanser, The Ordinary Niacinamide serum, a light moisturiser, and Beauty of Joseon sunscreen in the morning. Total for cleanser + serum + sunscreen: 4,300 taka.

[Delivery] Delivery inside Dhaka 60 taka (1 to 2 days). Outside Dhaka 120 taka (2 to 4 days). Free delivery all over Bangladesh on orders of 3,000 taka or more.

[Payment] We accept cash on delivery, bKash, Nagad and card. Customers can open the parcel and check the product in front of the delivery person before paying.

[Returns] Return policy: Unopened products with the seal intact can be returned within 3 days. Opened or used products cannot be returned for hygiene reasons, unless the product is damaged, wrong, or expired.

[Offers] Current offer: Buy any 2 skincare products and get a free mini facial cotton pack. 10 percent off on all sunscreens this month.

[Contact] Our beauty advisors are online from 10am to 10pm every day. Hotline and WhatsApp: 01900-000000. Outlet: Shop 21, Jamuna Future Park, Dhaka.

What your own knowledge should cover

A checklist for this kind of business. Missing facts = "I'll check and get back to you".

- Products with brand, size, price, and who it suits (skin type)
- Authenticity: where you source products and how customers can verify
- Expiry date policy
- Return policy for opened and unopened items
- Delivery charges, payment methods, and current offers
- Skin-type based routine suggestions you are comfortable giving

Writing entries the bot can find

- One topic per entry. Delivery in one, returns in another - the bot looks up the 4 closest entries for each question.
- Write full sentences with the actual numbers. Repeat the product or topic name inside the entry.
- Use the words your customers use (e.g. "delivery charge", "COD", "bKash", "size").
- When something changes, delete the old entry and add the new one - never leave two different

prices.

> Good: Free delivery inside Dhaka on orders of 1,500 taka or more. Below that, delivery is 50 taka.
> Weak: We have the best delivery service!!

> Good: Return policy: unopened items can be returned within 3 days with the invoice.
> Weak: Returns possible sometimes, ask us.

4. Test it

Dashboard -> Playground (or Knowledge -> Test what the bot knows). Ask these and check every number.

- amar oily skin, kon cleanser ta nibo?
- Is your CeraVe original?
- Which sunscreen is good for oily skin?
- I opened the serum but I don't like it, can I return?
- Will this cure my acne?
- Free delivery koto taka order korle?

> **TIP**
> Short on time? Paste your price list, Facebook page posts or notes into ChatGPT, Gemini or Claude and ask:
> "Turn this into short knowledge entries for a customer-support chatbot, in the same format as this sample: [Category] one fact per entry, with real numbers, one empty line between entries."
> Read the result once before pasting - AI can slip on numbers.