AI product description without made-up features · What should be noted?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

Practical business guidance · Reviewed: 2026-11-22

Applicability: According to the profile and circumstances of the described case.

Save the table of claims and the link to the document that justifies each one.

Record and working document

Compare the proposed title, description and product information with the actual item.

Remove any unverified medical or security claim from the draft and do not publish it without evidence.

Working example · AI product description without made-up features

Compare the proposed title, description and product information with the actual item.

Specific next steps

1. Compare the proposed title, description and product information with the actual item.
2. Remove any unverified medical or security claim from the draft and do not publish it without evidence.
3. Introduce mandatory property checks into the catalogue before publication.

Limits of application

Apply the guideline to your documents and working methods.

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/praksa-ai-opis-proizvoda-dokazi