

TikTok Shop

Skincare Creator Content

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Private & Confidential

Before we get started...What does TikTok Shop Check?

To keep the platform safe and fun for everyone, TikTok Shop regularly reviews the following for policy violations:

Carousel posts

- Pictures
- Photos
- Titles
- Descriptions
- In-photo descriptions
- #Hashtags

Video/LIVE posts

- Video
- Titles
- Descriptions
- In-video descriptions
- In-video audio
- #Hashtags

Product Listings

- Product photos
- Demo videos
- Titles
- Descriptions
- In-video descriptions
- In-video audio
- #Hashtags

Remember, it's not just what the creator says out loud. It's important to be compliant in what you show, what you tell, and what's in the product listing.

Customers rely on content such as product photographs, videos, and descriptions to make their shopping decisions.

Ensure that your **promotional content** **matches** the **listed product**.

SHARE 

Don't Do This!

NO! Inaccurate Statements About Product Attributes

For example: Content shows eyebrow pencil is available in 4 colors but product detail page only shows 3; Content says hand lotion is priced at \$X but the product detail page shows a higher price; Content shows dry shampoo from X brand, but product detail page shows dry shampoo from Y brand.

NO! Before and After Statements Not Backed By Disclaimers Or Personal Experience

For example: "This cream is guaranteed to remove any blemishes, discoloration, pimples or scars within 30 days!"

NO! Statements That a product has supernatural/magical divine properties

For example: "This cream increased my breast size by 3 cups."

NO! Using Digital Tools To Alter, Filter Or Vary A Product's Effect Or Function

For example: Using a beauty filter over content depicting the effects of a skin cream product, to make it appear more effective.

Do This Instead!

YES! Be Accurate About Product Attributes

Your claims about a product's attributes (price, features, dimensions, branding, awards, certifications, functionality, etc.), **must match** what's on the product listing page.

YES! Quote From Authority

Avoid exaggerated or unsupported claims. Only use these if you're quoting what's already on the product packaging or you can back it up with evidence, like a verified lab test or industry study. **Some examples include:**

- Content says lotion is 100% American made, and the lotion tube says the exact same thing.
- Content says toothpaste removes 99.9% of gum bacteria, and the toothpaste tube and packaging contains the American Dental Association's seal of acceptance beside this claim.

YES! Qualify Your Reviews With Approved Disclaimers

Alert your viewers that a product might not produce the same results for them as it does for you. This adjusts their expectations about the product. **Include phrases like these:**

- "Results may vary depending on your skin sensitivity"
- "I used this product for 10 days, and it reduced the blemishes on my face"
- "This price is only available for new buyers and ends next Friday"

YES! Leverage Your Personal Experience

Be careful about misleading your viewers when comparing products made by different brands or claiming a product is the "best". Always link them to your personal experience or evidence. **For example:**

- "This hand lotion is the best **I've** ever used. It takes care of my skin better than X, Y and Z brands."



Avoid **Misleading** Product Functionality and Effects

What is misleading functionality and effect?

»» Content is **misleading** when claims are made:

- That are **inconsistent** with what's on the product detail page.
- That create an **inaccurate** impression of the product's actual outcomes. <<

Misleading information can result in dissatisfaction with the product, creator or TikTok for overpromising on the product outcomes.

Content that tends to **mislead**



Before and After Comparison



Content that shows the effects or results of a product using before-and-after visual comparisons **is not permitted without an acceptable disclaimer.**

Supernatural / Magical Properties

Content that claims a product has supernatural/magical divine properties or has been blessed/enchanted or that a product can bring wealth, fortune, money, good luck, love, cause breast growth, cause penis size increase, etc. **is prohibited.**

Digital Generated Effect

Digitally Generated effects (i.e. filters, video edit) applied to the content to exaggerate the effects of the product **are not allowed.**

Before and After Comparison



Showing **before-and-after** results of removing, treating or reducing certain cosmetic conditions using the promoted product **without any disclaimers** violates the misleading functionality policy.



Before-and-After Comparisons showing a product can remove, treat or reduce:

Acne

Freckles

Birthmarks

Hair Growth

Dark spots

Mole

Eyebags

Scars

Skin Tightening

Stretch Marks

Wrinkles



Required Acceptable Disclaimer

Needs to be from a **first-person** point of view (I, me, myself, mine)

- "Results may vary"
- "This was my personal experience, your results may vary"
- "I used this product for 10 days and it changed my face, results may vary depending on consistent use"

Helpful Tip:

Acceptable Disclaimers may also be displayed in the Creator's content.

But What About...

“My wrinkles have disappeared.
Results may vary depending on the
consistent use of this Retinol mask.”



This before and after example is ok, as it includes a results may vary disclaimer.

But What About...

"I used this cream for 10 days and it changed my face. All of my dark spots are gone!"

OK!!

This before-and-after example is ok, as it is first-person perspective. It would be even better if it included your results may vary!



But What About...

Discover this **skin-tightening neck cream** to say goodbye to that gobbler! Look at these before and afters (shows smoothed neck pictures)!

NO! This needs a disclaimer.





Allowed

Before and after comparisons for:

- Products with decorative functions (e.g. make-up)
- Electronic products (e.g. red light therapy, hair removal devices)
- Beauty tools (e.g. face stickers/pimple patches)
- Facial devices (e.g. guasha)
- Wigs
- Toothpastes with teeth-whitening effect

Health claims

- itch relief, pimple treatment, sports injuries, hair removal

Requires a Disclaimer

Before and after comparisons for:

Content with visual before and after comparison for products claiming to remove, treat, reduce (and synonyms) :

- Acne (severe cases only)
- Birthmarks
- Dark spots (e.g. face, underarm, knees, elbow, etc.)
- Eyebags
- Face/Neck Tightening
- Freckles
- Hair Growth
- Mole
- Scars
- Stretch Marks
- Wrinkles

Not Allowed

Content that promotes a supernatural effect from the listed product in audio or visually:

Non-exhaustive list

- Product has supernatural, magical, divine properties, has been blessed or enchanted
- Product can bring wealth/fortune/money
- Product can bring good luck, make someone successful, grant the user supernatural ability to influence/control another person
- Product can cause breast growth or penis size increase

Digitally Generated effects (i.e. filters, video edit) applied to the content to exaggerate the effects of the product are not allowed.

DO NOT use before-and-after images that show skin being noticeably whiter.

PROHIBITED



Beauty Products



NO!

Beauty

Skin whitening

Products that change skin tone

Prescription Skincare products

Products with Tretinoin as an ingredient

Products with Cannabis ingredients

Corrective or modificative medical devices

Medical devices for treatment

Don't Do This!

Don't make claims that a product can **remove, treat, or reduce:**

- Acne (severe cases only)...
- Birthmarks...
- Dark spots (eg: face, underarm, knees, elbow etc)
- Eyebags
- Freckles
- Hair growth
- Mole
- Scars
- Skin Tightening
- Stretch Marks
- Wrinkles
- Skin Whitening

Do This Instead!

Include **one of these two disclaimers** for before-and-after scenarios:

- Personal Experience Result Disclaimer: This disclaimer needs to be from a **first-person point of view (Audio or in-text): "I, me, my, myself, mine"**
- "Result May Vary" Disclaimer

WITHOUT USING A DISCLAIMER

Supernatural/Magical Properties



Content that claims a product has supernatural/magical/divine properties or has been blessed/enchanted or that a product can bring wealth, fortune, money, good luck, love, cause breast growth, cause penis size increase, etc. **is prohibited.**



Digitally Generated Effects

It's against the rules to use digitally generated effects (i.e. filters, video edits) are applied to the content to exaggerate the effects of the listed product!

For example, talking about how a product evens your skin tone while using a skin blurring filter in your video – just don't do it!

Note: It is only a misleading functionality violation when the digitally generated effect is stated as the effect of the promoted product.

Digitally Generated Effects



Violating Examples

The creator uses a beauty filter for fuller lips: *"This is the result of using our lip oil. Some say it works like magic."*

- Digitally generated effect: Beauty filter for fuller lips, same lip-plumping effect as the product

Creator duets a video with a beauty filter: *"This serum absorbs 1000x its weight in water to plump up your skin."*

- Digitally generated effect: Beauty filter for smooth skin, same skin-smoothing effect as the product



Misleading Functionality Violations

Scenario:



Before and After
without disclaimer.

Violation

Scenario:



Before and After: Skin
Whitening

Violation

Scenario:



Digitally generated
effects

Violation



Let's take a look at some examples

Tip: Create and Share your own ORIGINAL Content



“

Stand out from the crowd on TikTok Shop by creating posts that are **uniquely crafted by you**. Showcase your creative ideas, and connect with your viewers in a way that only you can.



Rules & Requirements

TikTok Shop strictly prohibits reproduced content, including:

Imported or Stolen

Posting content imported or stolen from other sources

Recordings

Camera recordings of a monitor or screen

Filming from Other Devices

Content is visibly recorded from a different electronic device.

Phone Recordings

Recording screens from a phone

Livestream Imports

Content imported from another TikTok livestream

Display from another device

Content features a TV, laptop, computer, smartphone, projector, tablet, etc. displaying a video or livestream as the primary focus of the livestream.

Reuploaded Livestream

Pre-recorded livestream or re-uploading creator's own livestream

Reproduced Content

Livestream contains scenes from film, tv programs, music concert, theatrical performance, music video

Creating Original Content

What to Do

Add **new, creative, and interactive edits** when uploading content or media.

Create unique content through videos and LIVES about your brand, story, process, and products.

What to Avoid

Avoid using **reproduced content** that belongs to another creator, regardless of the platform.

Avoid **using screen recordings in place of actual Livestream content.**

Don't Do This!

- Don't **pre-record your livestreams**.
- Don't insert any **pre-recorded clips** in your livestreams.
- Don't use **AI-generated audio or voiceover narrations** in your livestreams.
- Don't post content that simply reproduces **established trends**.
- Don't **manipulate your videos** using **edits, effects, or filters** to disguise copied or repetitive content.
- Don't **simply change clothes** during your livestream without also altering the background setting and displayed products.
- Don't use **70 consecutive spoken words** that match your previous videos.

Do This Instead!

- Create something **new and distinctive** that provides a new perspective for your viewers.
- Ensure that you are **clearly visible** in your content.
- Add **new, creative, and interactive edits** when uploading content or media to make your content different from what's already online.
- Showcase your **brand, story, and products** through original videos and LIVE content.
- When recording a livestream, diversify your overall presentation by **changing your background setting** and **product display** instead of simply changing your clothing.
- Create **original scripts** for each video or livestream rather than relying on past material.

Remember, using unoriginal content is stealing!

TikTok Shop prohibits the use of unoriginal content such as:

- **Copyrighted material** (such as films, TV shows, sport matches, music videos, concerts, and theatrical performances)
 - It is **OK** to use copyrighted material IF it serves an **educational and informative purpose** such as sharing knowledge, skill, or commentary or if it provides **information about a promoted product**.
- **Reproduced content** from other sources (such as videos or lives from other creators)
- **Recorded screens** of other devices

To comply with laws and regulations, as well as to protect users and customers, TikTok Shop strictly **prohibits** the use of unoriginal content.

Creators should only post **original content that is their own**.

**Refer to the [TikTok Shop Content Policy](#) and the [Best Practices for Promotional Content](#) article to learn more.*



Violations & Appeals Process



Violation Points are penalty points issued to sellers & creators who violate our policies.



Violation Points Assignment

TikTok Shop will assign between 1-24 violation points.



Milestone Enforcement Threshold

When creators accumulate a certain number of violation points and reach a milestone enforcement threshold, enforcement actions will be taken.



Enforcement Actions

Violation points are reset every 90 days from the initial issuance date. If a creator accumulates a total of 24 points, their TikTok Shop Account will be banned.

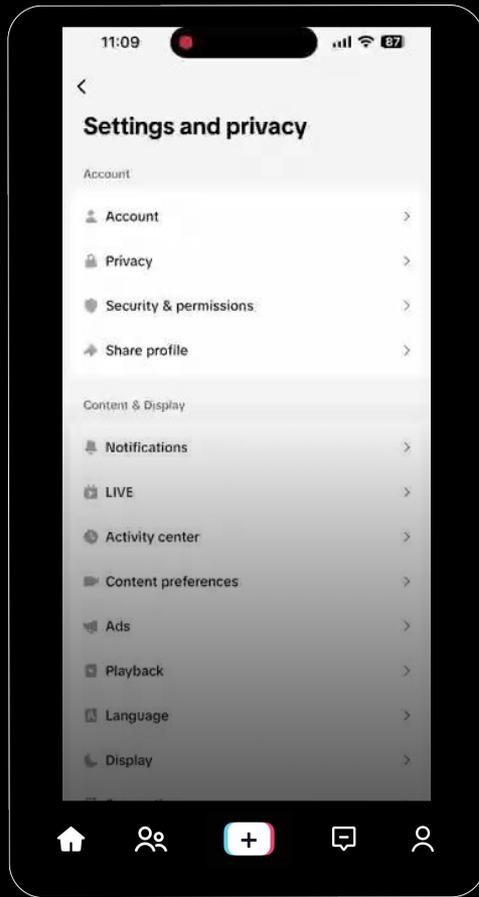
Creator Milestone Enforcement Thresholds



Creators who accumulate a certain number of Violation Points will reach a milestone enforcement threshold where enforcement actions will be taken depending on the number of points incurred.

Enforcement Actions	Violation Point Threshold	Duration
Warning	9-11	N/A
Suspension of E-Commerce Access (Video, Live, and Product Showcase)	12-14	24 Hours
Suspension of E-Commerce Access (Video, Live, and Product Showcase)	15-17	48 Hours
Suspension of E-Commerce Access (Video, Live, and Product Showcase)	18-20	72 Hours
Suspension of E-Commerce Access (Video, Live, and Product Showcase)	21-23	1 Week
Remove E-Commerce Access (Video, Live and Product Showcase) Ban of Creator's TikTok Shop Account	24+	Permanent

Creator Appeals



- 1 Access Settings and Privacy
- 2 Tap Support
- 3 Select Safety Center
- 4 Account Status
- 5 Recent Violations
- 6 Select Recent Violations
- 7 Appeal



Tip: Ace our Creator Policy Quiz, reduce your violation points



“ A quick and fun way to learn about our content policies. (And bonus! Taking quizzes can help you reduce your total violation points.)

Creator Policy Quiz



What is it?

A fun and interactive feature to help you better understand TikTok Shop's content policies. This is currently a pilot program. It will eventually be expanded to all eligible creators—so if you don't see it yet, don't worry!

And how does it help you?

It's just one more way we're keeping you informed about our policies and your violations—but it's also more than that. When you successfully pass a quiz, you have the opportunity to show us how much you've learned and reduce your total violation points. Score!





Rules & Requirements

Let's take a look at when and how you can access our policy quizzes!

Check your violations

Tap your ticket

Tapping a violation ticket will take you to the right quiz. Just scroll down and click start!

What to expect

Short & sweet

Each quiz has up to 3 multiple-choice questions.

Repeat attempts

Try, try again

If you fail your first attempt, don't stress! You can retake the quiz and still have the opportunity to get a point.

Max # of points

1 point per quiz

If you get all the answers right, you'll get 1 point! You can offset 1 violation point for each violation type every 30 days.

Expiration dates

Nothing lasts forever

Quizzes do expire, so if you're eligible to take one, don't wait! They expire on the last day of the following month after issue.

Raising appeals

Still an option

You can take a quiz and raise an appeal. If your appeal is successful, all enforcement actions are removed, and you can still earn 1 point from passing the quiz.

Creator Policy Quiz

How to make the most of this new benefit.

Don't Do This!

- **Let Quiz Opportunities Expire**

Once a violation ticket is issued, the associated quiz will expire at the end of the following month.

- **Worry About It**

If you don't nail it the first time around, it's okay! You can retake the quiz if you fail.

- **Wait to Appeal**

The outcome of an appeal and a quiz are independent of each other.

Do This Instead!

- **Check Your Account Standing**

Visit Creator Center on a regular basis, so you always know where you stand.

- **Refresh Your Memory**

Review [TikTok Shop's Content Policies](#) before starting your quiz.

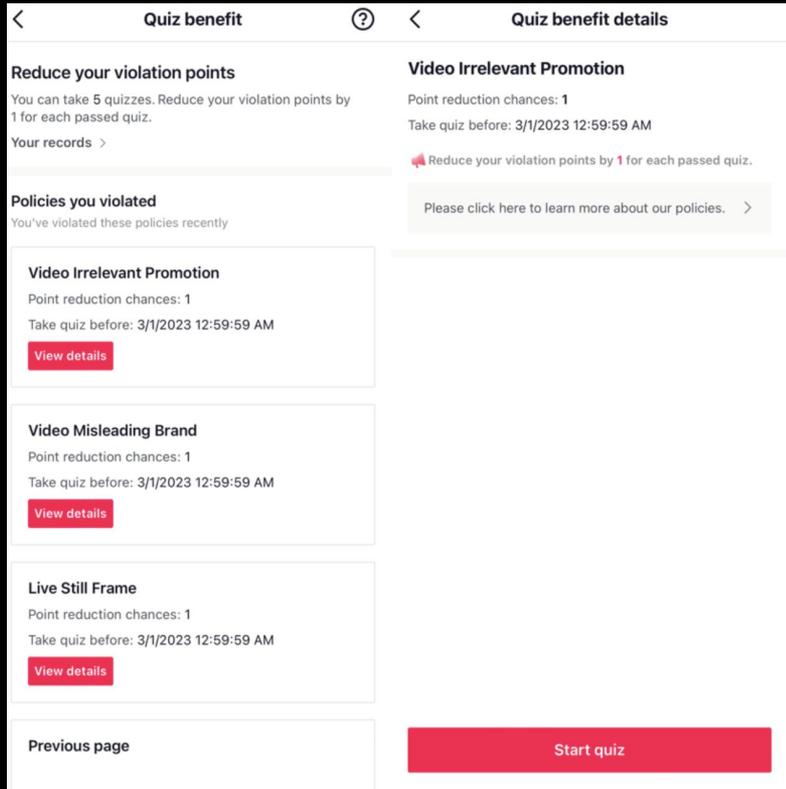
- **Remember the Format**

Each quiz consists of just 3 multiple-choice questions. (So we know you've got this!)

- **Remember Appeals and Quizzes Have Different Outcomes**

If you pass a quiz, 1 point will be removed from your total violation points. If your appeal is successful, all enforcement actions will be removed.

Let's take a look! Where to find the Creator Policy Quiz ...



Open the TikTok app and tap **Profile** in the bottom right hand corner of the screen.



Tap the **Shopping Cart** icon, then tap the arrow to enter **TikTok Shop**.



In TikTok Shop Creator Center, scroll down and tap **Account Standing**.



Tap **Quiz Benefit**.



TIKTOK SHOP ACADEMY ACCOUNT
FOLLOW US!

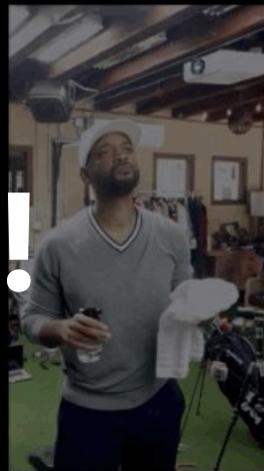
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ok



Thank You!