



Beauty & Personal Care

Understanding & Avoiding Top Violations

Last updated: November 6, 2024

Private & Confidential

Before we get started...

What does TikTok Check?

To keep the platform safe and fun for everyone, TikTok 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/seller says out loud.
It's important to be compliant in what you show, what you tell, and what's in the product listing.*

Tips to Avoid Violations

Beauty & Personal Care |
Seller Edition

- 01: Select the Right Product Category
- 02: Submit all Product Documentation
- 03: Do Not List Prohibited Products
- 04: Avoid Intellectual Property Rights Infringement
- 05: Manage Violations, Milestones & Appeals

Tip #1: Select the Right Product Category



Beauty & Personal Care Product Categories



Personal Care Appliances

Hair Removal Devices

Electric Toothbrushes

Oral Irrigators

Nasal & Oral Care

Toothbrushes

Dental Floss & Picks

Toothpastes

Skincare

Facial Sunscreen & Sun Care

Feminine Care

Sanitary Towels

Tampons

Menstrual Cups

Vaginal Cream

Intimate Deodorants

Bath & Body Care

Sunscreen & Sun Care

Antiperspirants

Haircare & Styling

Shampoo & Conditioner

Baby Care & Health

Baby Skincare

Baby Hand Sanitizer

Ear, Nose & Oral Care

Fragrances

Haircare & Body Wash

Wipes & Holders

Beauty &
Personal Care
Category

Baby &
Maternity
Category



Tip #2: Submit all Product Documentation



Guidelines when Listing **Beauty & Personal Care** Products

Beauty and personal care products are highly regulated to ensure the safety of consumers. Follow these key points to assure your customers that your products are safe and comply with relevant regulations!

Product Certifications

When submitting your product certification documents, ensure they are in the right format and match the products you want to sell.

Listing Branded Products

When listing branded products, make sure you have brand authorization, and the brand is clear and visible in your product images.

Prohibited/Restricted Products

Not all types of beauty and personal care products are allowed on TikTok Shop!



Not all beauty & personal care products require documentation!

If you want to list beauty and personal care products that are **Medical Devices Class I and II**, certification **must** be submitted.

MEDICAL DEVICES CLASS I AND II

Medical devices are FDA-regulated and classified by intended use. To determine if your product qualifies as a medical device and to identify its classification, check out the [FDA Classify Your Medical Device](#) page.

The product manufacturer's Establishment Registration and the product's Listing details

- Manufacturers and importers must submit proof of FDA Established Registration and Device Listing.
- Hot Tip! You can get this information from the FDA's Unified Registration and Listing System (FURLS).

A copy of the 510(k) Pre-Market Notification for Medical Device Class II for the product, or a proof of 510(k) exemption from the FDA's product classification database for the product

- This requirement only applies to manufacturers and importers selling Class II medical devices. The following must be included:
 - Manufacturer or importer's name
 - The product shown on the copy must match the product category that will be listed on the TikTok Shop, as well as include product description and details

Resellers must provide a purchase invoice

- Supplier's company name and address
- Invoice must be issued within 180 days
- Invoice must be in English
- The product shown on the invoice must match the product category that will be listed on the TikTok Shop

A complete set of images of your product and its packaging

- This applies to manufacturers, importers, and resellers
- The images must show all sides of the product and its packaging
- The images should be clear, legible, complete, unedited, and in color
- Ensure they are at least 600x600 pixels in resolution and avoid uploading black-and-white, angled, blurry, cropped or edited images

INCLUDES

Ice Packs	Dental Floss & Picks
Heat Patches	Oral Irrigators
Facial Beauty Devices	Tampons
Hair Removal Devices	Menstrual Cups
Toothbrushes	Sanitary Towels
Teeth Whitening Devices	Massage Tools
Denture Care	Earwax Removal Products



ELECTRICAL MEDICAL DEVICES



The requirements listed below are in addition to the document requirements listed in Medical Devices Class I and II.

If the medical device is electrical and you are the manufacturer or importer, you must provide:

- A valid Certification of Compliance/Conformity (COC) issued by a Nationally Recognized Testing Laboratory (NRTL) accredited by the Occupational Safety and Health Administration (OSHA) and should:
 - Contain a clear description and details of the product which has been tested
 - Match the product you are listing
 - List all safety standard tests performed, with clear Pass/Fail indicators
 - Name and address of the NRTL that conducted the testing
- Image of valid US Product Electrical Safety Marking
- Image of valid US Product FCC Safety Marking (if the product has Bluetooth or Wi-Fi)



If the medical device is electrical and you are a reseller, you must provide:

- An image of valid US Product Electrical Safety Marking
- An image of a valid US Product FCC Safety Marking (if the product has Bluetooth or Wi-Fi)

Note: Markings must be on the product's packaging, a tag attached to the product, or on the product itself. This can be part of the product images you need to submit of your product and its packaging.



HAZARDOUS MATERIALS

Many beauty and personal care products contain hazardous materials. If you list any of these, you'll need to submit additional certification in the form of the Material Safety Data Sheet (MSDS) or Safety Data Sheet (SDS) issued by the product's manufacturer.

Hot Tips:

- Ensure the MSDS or SDS matches the product you are listing
- You can find your product's MSDS or SDS on the manufacturer's website or by searching the SDS database
- If your product is homemade and contains hazardous materials, you must work with a third-party lab to obtain an SDS for it
- Common beauty examples include perfumes, aerosol sprays, products containing alcohol, and certain electrical personal care products



HAIR REMOVAL DEVICES

Includes:

Intense Pulse Lights
Optimum Pulse Lights
Home Pulsed Lights
Home Laser Hair Removal

The product manufacturer's Establishment Registration and the product's Listing details

- Get this information from the FDA's Unified Registration and Listing System (FURLS).

A complete set of images of the product and its packaging

- The images must show all sides of the product and its packaging. The images should be clear, legible, complete, unedited, and in color. Ensure they are at least 600x600 pixels in resolution. Avoid uploading black-and-white, angled, blurry, cropped, or edited images.
- Any information on the product and packaging must be visible and legible, including the product description, warning logos, and other information.

An image of a valid US product electrical safety marking on the product and its packaging

- The label must be on the product's packaging, a tag attached to the product, or on the product itself. This can be part of the product images you need to submit of your product and its packaging.

If your product has Bluetooth or Wifi capability, an image of a valid US product FCC safety marking on your product and its packaging

- The label must be on the product's packaging, a tag attached to the product, or on the product itself. This can be part of the product images you need to submit of your product and its packaging.

A valid Certification of Compliance/Conformity (COC) issued by a Nationally Recognized Testing Laboratory (NRTL) accredited by the Occupational Safety and Health Administration (OSHA)

- Contains a clear description and details of the products which have been tested.
- Matches the product you are listing.
- Lists all safety standard tests performed, with clear Pass/Fail indicators.
- Name and address of the NRTL that conducted the testing.

A copy of the 510(k) Pre-Market Notification for Medical Device Class II for the product, or a proof of 510(k) exemption from the FDA's product classification database for the product

Resellers must submit a Purchase Invoice

- Supplier's company name and address
- Invoice must be issued within 180 days
- The product shown on the invoice must match the product category that will be listed on the TikTok Shop
- Invoice must be in English



Hair Removal

Electric Oral Care

Personal Care Appliances

Manual Oral Care

Feminine Care

Topicals

Hazardous Materials

Baby Skincare Products

ELECTRIC ORAL CARE

01 The product manufacturer's Establishment Registration and the product's Listing details

Get this information from the FDA's Unified Registration and Listing System (FURLS)

02 A complete set of images of the product and its packaging

The images must show all sides of the product and its packaging. The images should be clear, legible, complete, unedited, and in color. Ensure they are at least 600x600 pixels in resolution. Avoid uploading black-and-white angled, blurry, cropped or edited images. Any information on the product and packaging must be visible and legible, including the product description, warning logos, and other information.

03 An image of a valid US product electrical safety marking on the product and its packaging

The label must be on the product's packaging, a tag attached to the product, or on the product itself. This can be part of the product images you need to submit of your product and its packaging.

04 If your product has Bluetooth or Wifi capability, an image of a valid US product FCC safety marking on your product and its packaging

The label must be on the product's packaging, a tag attached to the product, or on the product itself. This can be part of the product images you need to submit of the product and its packaging.

05 A valid Certification of Compliance/Conformity (COC) issued by a Nationally Recognized Testing Laboratory (NRTL) accredited by the Occupational Safety and Health Administration (OSHA)

Contains a clear description and details of the product which has been tested. Matches the product you are listing. Lists all safety standard tests performed, with clear Pass/Fail indicators. Name and address of the NRTL that conducted the testing.





Hair Removal

Electric Oral Care

Personal Care Appliances

Manual Oral Care

Feminine Care

Topicals

Hazardous Materials

Baby Skincare Products

PERSONAL CARE APPLIANCES

01 The product manufacturer's Establishment Registration and the product's Listing details

Get this information from the FDA's Unified Registration and Listing System (FURLS)

Includes:

Massage devices
Hair trimmers
Clippers
Oral irrigators

02 A complete set of images of the product and its packaging

The images must show all sides of the product and its packaging. The images should be clear, legible, complete, unedited, and in color. Ensure they are at least 600x600 pixels in resolution. Avoid uploading black-and-white angled, blurry, cropped or edited images. Any information on the product and packaging must be visible and legible, including the product description, warning logos, and other information.

03 An image of a valid US product electrical safety marking on the product and its packaging

The label must be on the product's packaging, a tag attached to the product, or on the product itself. This can be part of the product images you need to submit of your product and its packaging.

04 If your product has Bluetooth or Wifi capability, an image of a valid US product FCC safety marking on your product and its packaging

The label must be on the product's packaging, a tag attached to the product, or on the product itself. This can be part of the product images you need to submit of the product and its packaging.

05 A valid Certification of Compliance/Conformity (COC) issued by a Nationally Recognized Testing Laboratory (NRTL) accredited by the Occupational Safety and Health Administration (OSHA)

Contains a clear description and details of the product which has been tested. Matches the product you are listing. Lists all safety standard tests performed, with clear Pass/Fail indicators. Name and address of the NRTL that conducted the testing.

[Hair Removal](#)[Electric Oral Care](#)[Personal Care Appliances](#)[Manual Oral Care](#)[Feminine Care](#)[Topicals](#)[Hazardous Materials](#)[Baby Skincare Products](#)

MANUAL ORAL CARE

Manual Oral Care Products, such as toothbrushes, dental floss, and toothpicks

The product's manufacturer's Establishment Registration and the product's Listing details is required.

Get this information from the FDA's Unified Registration and Listing System (FURLs).



FEMININE CARE PRODUCTS

1 The product manufacturer's Establishment Registration and the product's Listing Details

Get this information from the FDA's Unified Registration and Listing System (FURLS).

3 A valid and current Good Manufacturing Practices (cGMP) Certification

Ensure the cGMP is not expired at the time of submission.

5 A copy of the 510(k) Pre-Market Notification for Medical Device Class II for the product, or proof of 510(k) exemption from the FDA's product classification database for the product

2 A complete set of images of the product and its packaging.

The images must show all slides of the product and its packaging. The images should be clear, legible, complete, unedited, and in color. Ensure they are at least 600x600 pixels in resolution. Avoid uploading black-and-white, angled, blurry, cropped, or edited images. Any information on the product and packaging must be visible and legible, including the product description, warning logos, and other information.

4 A valid product test report issued by a laboratory accredited by the FDA under the Accreditation Scheme for Conformity Assessment

Includes:
Sanitary towels
Menstrual pads
Liners & protectors
Tampons
Menstrual cups



FEMININE CARE PRODUCTS

Feminine Care Products, such as intimate deodorant, and external vaginal creams, only require a complete set of images of the product and its packaging.

The images must show all slides of the product and it's packaging. The images should be clear, legible, complete, unedited, and in color. Ensure they are at least 600x600 pixels in resolution. Avoid uploading black-and-white, angled, blurry, cropped, or edited images.

Any information on the product and packaging must be visible and legible, including the product description, warning logos, and other information.

If you are a manufacturer, importer, or repacker:

- Upload a proof of FDA registration, and a drug facts label from a product you intend to sell

If you are a reseller:

- Upload a purchase invoice, and a drug facts label from a product you intend to sell.

Topicals, specifically if the product contains any of the following terms:
Anti-Dandruff, Fluoride, Sunscreen,
Sun Protection, SPF, Antiperspirants

Proof of FDA Registration

Must include:

- Name of establishment – Name must match the manufacturer, importer, or repacker as indicated on the product label
- Physical address of establishment
- Operation type of the registered establishment
- Registration Number
- The FDA registration must be active at the time of submission

Can come in the following forms:

- FDA registration verification letter issued by a third party (third party name and contact information must be clearly identified on the verification letter)
- Screenshot of FDA registration portal (the image must indicate that the screenshot is from the FDA website)
- If you are exempted from FDA registration, a letter or email from the FDA confirmation registration exemption must be submitted

Purchase Invoice

Must be legible and include:

- Supplier's company name and address
- Issued within the last 180 days
- Product mentioned in the invoice must belong to the product category that you intend to sell on TikTok Shop
- In English

Drug Facts Label

Must include:

- Product name
- Active ingredients
- Inactive ingredients
- Directions or use instructions
- Warnings
- Expiration date (presented as month, date, and year OR month and year, with the month presented as numbers, a full word, or an abbreviation)

Overview

Document Requirements to Sell Beauty & Personal Care Products

I am a:	Intending to sell:	Required Documents:
Manufacturer Importer Repacker	Beauty & personal care products such as: • Body wash and shampoos • Lotions and creams • Makeup • Perfumes • Baby skincare products • Children's toothpaste	• Proof of FDA registration • Cosmetic product label • Drug facts label (for OTC drugs)
Reseller		• Purchase Invoice • Cosmetic product label • Drug facts label (for OTC drugs)

Document Requirements for Beauty & Personal Care Products

If you are a manufacturer, importer, or repacker:

- Proof of FDA Registration
- Cosmetic Product Label
- Drug Facts Label (if your product is also classified as an over-the-counter drug)

If you are a reseller:

- Purchase invoice
- Cosmetic Product Label
- Drug Facts Label (if your product is also classified as an over-the-counter drug)

Proof of FDA Registration

Manufacturers, importers, or repackers selling products on TikTok Shop must provide proof of FDA registration.

The proof of FDA registration must include the following information:

- Name of establishment – The name must match the manufacturer, importer, or repacker as indicated on the product label
- Physical address of establishment
- Operation type of the registered establishment
- Registration number
- The FDA registration must be active at the time of submission

Acceptable forms of proof include:

- FDA registration verification letter issued by a third-party
 - If the FDA registration verification letter is issued by a third party, the third party name and contact information must be clearly identified on the verification letter
- Screenshot of FDA registration portal
 - If a screenshot of FDA registration is submitted, the image must be able to indicate that the screenshot is from the FDA website
- If the seller is exempted from FDA registration, a letter or email from the FDA conforming registration exemption must be submitted

Cosmetic Product Label



Manufacturers, importers, repackers, and resellers must provide a cosmetic product label from a product you intend to sell.

The cosmetic product label must include:

- Principal display panel
 - Product name
 - Net contents
- Information Panel
 - Ingredients list
 - Manufacturer, importer, or distributor's name and address
 - Warning statements

Drug Fact Label

Beauty and Personal Care products that offer health-related or medical benefits must provide a drug facts label from a product you intend to sell.

The drug facts label must include:

- Product name
- Net contents
- Drug facts panel
- Active ingredients
- Inactive ingredients
- Direction or use instructions
- Warning statements
- Expiration date
 - The expiration date must be presented with month, date, and year OR month and year
 - The month can be represented as numbers, a full word, or an abbreviation
- Other information



Purchase Invoice

Resellers must provide a purchase invoice. The purchase invoice must be legible and include the following:

- Supplier's company name and address
- Invoice must be issued within 180 days
- The product shown on the invoice must match the product category that will be listed on TikTok Shop
- The invoice must be in English





BABY SKINCARE

If you are a manufacturer, importer, or repacker:

- Upload a proof of FDA registration, and a product label and/or drug facts label.

If you are a reseller:

- Upload a purchase invoice, and a product label and/or drug facts label.

Baby sunscreen, baby powders, baby oils, baby lotion, baby diaper creams, baby dental care, baby hair and body wash, and baby wet wipes and refills

Proof of FDA Registration

Must include:

- Name of establishment – Name must match the manufacturer, importer, or repacker as indicated on the product label
- Physical address of establishment
- Operation type of the registered establishment
- Registration Number
- The FDA registration must be active at the time of submission

Can come in the following forms:

- FDA registration verification letter issued by a third party (third party name and contact information must be clearly identified on the verification letter)
- Screenshot of FDA registration portal (the image must indicate that the screenshot is from the FDA website)
- If you are exempted from FDA registration, a letter or email from the FDA confirmation registration

Purchase Invoice

Must be legible and include:

- Supplier's company name and address
- Issued within the last 180 days
- Product mentioned in the invoice must belong to the product category that you intend to sell on TikTok Shop
- In English

Drug Facts Label

Must include:

- A principal display panel, with the list of ingredients, manufacturer, importer, or distributor's name and address + warning statements

Must upload drug facts label if your product has health or medical benefits and include:

- Product name, net contents, drug facts panel, active + inactive ingredients, directions or use instructions, warning statements, expiration date (presented as month, date, and year OR month and year, with the month presented as numbers, a full word or an abbreviation)

BEST PRACTICES

Ensure you select the correct category for your product.

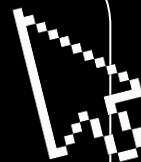
FIRST STEP:

When adding your product's title, TikTok Shop will automatically suggest product category(s).

Choose the most appropriate option.

SECOND STEP:

Ensure that the product category you choose matches the product images, title, description, and documentation you upload.



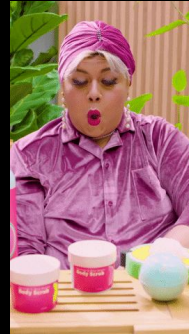
Tip #3: Do Not List Prohibited Products



attention!

Prohibited Products

Beauty



Personal Care

Keep it safe, keep it helpful



>> Here are the **main rules** for selling beauty and personal care products on  **TikTok Shop** <<

TIP: Look at the labels on the package and make sure they are FDA-compliant before trying to list on TikTok Shop.



Products that are banned by local, state, or federal regulations.



Products that contain ingredients that are banned by local, state, or federal regulations.



Products that have been named [FDA recall or safety alert](#).



Products that claim to have medical applications but have yet to be approved by the US Food and Drug Administration (FDA)



Products that are not packaged, labeled, or intended for retail in the US.



Let's take a deeper look at products that are prohibited

PROHIBITED

Beauty Products



NO!

Beauty

- Skin whitening
- Skin toning products
- Medical products
- Corrective or modificative medical devices
- Medical devices for treatment



SKIN WHITENING



Products that aim to “lighten” or “whiten” skin are PROHIBITED on TikTok Shop.

NOT ALLOWED:

- Skin bleach
- Rapid whitening cream
- Bleach whitening oil or soap
- Repairing and whitening skin products
- Snow bleach
- Anal bleaching

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

DO NOT attempt to blur a product to hide that it is used for skin whitening.





SKIN WHITENING

attention!

PROHIBITED

Glutathione
Glutathione injections
Hydroquinone
Betamethasone
Valerate
Clobetasol
Rice milk whitening
Mercury
Mercuric
Mercurous
Mercurio
Calomel

Bleach whitening
oil/soap
Rapid whitening cream
Repairing and
whitening cream
Skin bleach
Snow bleach
Anal bleach

Reduce melanin
Reduce freckles
Lighten skin
Skin lightening



Skin whitening

Skin toning products

Medical Products

Corrective/modificative medical products

Medical devices for treatment



SKIN WHITENING

SAFE



Teeth Whitening

Teeth whitening strips*

WhiteStrips*

Teeth whitening kits*

Whitening teeth

Teeth whitening and
bleaching devices*

Toothpaste with
peroxide*

Alcohol-based
mouthwash and oral
care*

Skin brightening

Toner

Dark spot corrector

Dark spot remover

Even skin tone

Get rid of dark spots

Natural glow

*Requires certifications to be able to sell.

CONFIDENTIAL & PROPRIETARY



SKIN TONING PRODUCTS

Products that claim to remove cellulite are prohibited.

In order to be in compliance with TikTok Shop's weight management policies, the sale of cellulite products is prohibited.

- Any claims that a product can cause or aid weight loss or prevent/fix weight management conditions such as obesity or cellulite are not allowed on TikTok Shop.
- Cellulite is considered a medical condition. TikTok Shop policy prohibits claims about products that can cure, treat, or heal a medical condition.



Skin whitening

Skin toning products

Medical Products

Corrective/modificative medical products

Medical devices for treatment



SKIN TONING PRODUCTS

attention!

PROHIBITED

Any products that
are made to deal
with cellulite

Cellulite burn
Cellulite cream
Cellulite reduction
cream
Cellulite remover
Cellulite slimming

CONFIDENTIAL & PROPRIETARY



Skin whitening

Skin toning products

Medical Products

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SKIN TONING PRODUCTS

SAFE



Skin toners

Scar patches

Sunscreen, sun
protection, SPF*

Self-tanning lotions
and sprays*

Skincare toner and
serums*

Hand sanitizers*

CONFIDENTIAL & PROPRIETARY

*Requires certifications to be able to sell.



Skin whitening

Skin toning products

Medical Products

Corrective/modificative medical products

Medical devices for treatment



MEDICAL PRODUCTS

Medical-grade products that require a prescription or handling by a medical professional are PROHIBITED on TikTok Shop.

NOT ALLOWED:

- Products that must be handled by a medical professional.
- Products only available through medical prescription or otherwise require a prior consultation with a dermatologist or other type of medical practitioner.
- Products with Tretinoin in any amount.
- Products with >10% glycolic acid concentrate.
- Products with "Rx" or "prescription only" on their packaging.
- Injectable products (JUVÉDERM, Radiesse®, Derma filler, injectable filler).
- Any "at-home" product that physically removes blemishes from the skin (such as warts, moles, skin tags).
- Products with formulas that are prescription-based, personalized, or customized.





Skin whitening

Skin toning products

Medical Products

Corrective/modificative medical products

Medical devices for treatment



MEDICAL PRODUCTS

attention!

PROHIBITED

Tretinoin

Glycolic acid >10%

Hyaluronic acid-based

JUVÉDERM

Restylane KYSSE™

Radiesse®

Botox

Derma filler

Injectable filler

At-home wart/
mole/skin tag remover

Chemical peels

Skin rejuvenation peels

Latisse®

Medical grade

Prescription grade

Filler

Injectable

Prescription strength

For professional use
only

"Rx" or "prescription"
only



Skin whitening

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MEDICAL PRODUCTS



SAFE



Chemical peels that **CLEARLY** state they can be done at home and have no Rx label.

Products that are **CLEARLY** labeled for “at-home” use—that do not fall under any of the other prohibited categories.



CORRECTIVE/MODIFICATIVE MEDICAL PRODUCTS

Products for corrective or modificative results that require a medical professional or professional handling are PROHIBITED on TikTok Shop.

NOT ALLOWED:

- Products that would be used or handled by a medical professional to correct or modify a person's appearance.
- Products that require a prescription or a medical professional's referral.
- Products that would impact a person's vision.
- Any mechanical or physiological tools that would require a medical professional's approval or application.



Skin whitening

Skin toning products

Medical Products

Corrective/modificative medical products

Medical devices for treatment



CORRECTIVE/MODIFICATIVE MEDICAL PRODUCTS

attention!

PROHIBITED

Hearing aids

Contact lenses

Contact solutions

Cosmetic contact
lenses

Steroids and
sex-hormone related
supplements

Contraceptive devices
(patches, rings,
implants, intrauterine)

Cervical caps

Contraceptive sponge

Diaphragms

Subdermal implants



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CORRECTIVE/MODIFICATIVE MEDICAL PRODUCTS

SAFE



Contact lens storage cases

Contact lens applicators
(inserters and removers)

Ear cures, picks, irrigators

Memory foam

Orthopedic bed wedge pillow

Cervical pillows

Posture corrective training
device

Hair removal products

- Intense Pulse Light (IPL)*

-Optimum Pulse Light (OPL)*

- Home Pulsed Light (HPL)*

- At-home laser hair
removers*

Hair wax

Hair trimmers and clippers*

Hair sprays*

Dry shampoo*

Shaving cream and foam*

Facial devices

Guasha tools

Pimple patches

Nail polish*

Nail polish remover
(Acetone)*

Makeup remover wipes*

Perfume*

Cologne*

Essential oils*

Aftershave*

Antiperspirants*

*Requires certifications to be able to sell.



MEDICAL DEVICES FOR TREATMENT

Products that are meant to treat beauty issues that require a medical professional or professional handling are PROHIBITED on TikTok Shop.

NOT ALLOWED:

- Products that require a medical professional to handle properly.
- Products that are used to treat diseases, conditions, or medical issues.
- Products that would require a medical prescription.
- Products that contain needles or any other sharp objects.



Skin whitening

Skin toning products

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Medical devices for treatment



MEDICAL DEVICES FOR TREATMENT

attention!

PROHIBITED

Electrical muscle
stimulators

Devices with sharp
points or edges that
can puncture skin

Annulas

Catheters

Trocars

Anesthesia machine

Bilevel Positive Airway
Pressure (Bilevel PAP,
BiPAP, or BPAP)
machines

Continuous Positive
Airway Pressure (CPAP)
machines

Continuous ventilators

Tracheostomy tubes
(including reusable
tubes)

Dental and oral care
swabs

Drops (Ear drops, Eye
drops, Oral drops)



Skin whitening

Skin toning products

Medical Products

Corrective/modificative medical products

Medical devices for treatment



MEDICAL DEVICES FOR TREATMENT

SAFE



Nebulizers

Atomizers

Humidifiers

Nose strips

Mouth tape

Vapor rubs

Dental prosthetics

Oral irrigators (water
flossers)*

Fluoride*

Toothbrushes*

Dental floss*

Toothpicks*

Electric toothbrushes*

U-shaped
toothbrushes*

Anti-dandruff
shampoos*

Massage devices*

*Requires certifications to be able to sell.

PROHIBITED

Personal Care Products



NO!

Personal Care

Products with Cannabis ingredients
Baby and maternal care products
Feminine care products
Diagnostic medical devices



PRODUCTS WITH CANNABIS

Cannabis products are PROHIBITED on TikTok Shop. Products must not contain any cannabis or any cannabis-derived ingredients in any form.

NOT ALLOWED:

- Topically applied products containing cannabis or cannabis-derived ingredients.
 - Serums, creams, masks, face oils, lotions, shampoos, and any other topical products.
- Ingestible products containing cannabis or cannabis-derived ingredients.
- CBD is also PROHIBITED on TikTok Shop.



PRODUCTS WITH CANNABIS

attention!

PROHIBITED

Marijuana

Cannabidiol (CBD)

Cannabigerol

Delta-THC

Medium-chain
triglycerides

Tetrahydrocannabinol

Any type of compound
derived from cannabis
or cannabis ingredients

Edibles

Vapes

Capsules

Creams

Patches/strips

Cannabidiol (CBD)

CBD oil/tinctures

CBD capsules

CBD edibles

CBD vapes

CBD creams

CBD patches/strips

CBD supplements



Products with Cannabis

Baby & maternity products

Feminine care products

Diagnostic medical devices



PRODUCTS WITH CANNABIS

SAFE

YES

Hemp

Hemp seed oil

Hemp seed haircare

Hemp seed lotions,
creams, and serums.



HEMP SEED products with milligram-level concentration of hemp ARE PROHIBITED.*

*Measurements in milligrams may be used to hide trace amounts of THC.

CONFIDENTIAL & PROPRIETARY



BABY & MATERNITY PRODUCTS

There are certain baby and maternity products that are PROHIBITED from being sold on TikTok Shop.

NOT ALLOWED:

- Breast pumps, nursing equipment, and milk collectors
- Maternity vitamins and supplements
- Vitamins for children under 3 years old
- Beaded teethingers (that have a string or cord)



Products with Cannabis

Baby & maternity products

Feminine care products

Diagnostic medical devices



BABY & MATERNITY PRODUCTS

attention!

PROHIBITED

Breast pumps

Nursing equipment

Milk collectors

Breast pump accessories

- Breast pump wipes

- Nipple shields

Infant face and eye masks

Fertility vitamins and supplements

Prenatal vitamins and supplements

Lactation vitamins and supplements

Vitamins for children under 3 years old

Baby and toddler probiotics, vitamins, and supplements

String, beaded, and holistic teethingers

Amber teething jewelry

Teethers made from wood, silicone, or other elements strung on flexible material

Drop-side cribs

Weighted swaddles or sacks



Products with Cannabis

Baby & maternity products

Feminine care products

Diagnostic medical devices



BABY & MATERNITY PRODUCTS

SAFE

YES

Baby bottles

Bottle nipples

Baby bottle cleaners

Baby bottle warmers

Baby bottle sterilizers

Baby bottle drying
racks

Baby books

Diaper bags

Belly bands

Breast milk bags

Breast and nipple
nursing clothes and
covers

Breast and nipple
nursing pads

Wet wipes (and their
refills)*

Silicone and rubber teethers
(no string or cords)

Water-based teethers

Pacifiers

Baby skincare products*

- Baby sunscreen*

- Baby oils*

- Baby lotion*

- Baby diaper creams*

- Baby hair and body wash*

*Requires certifications to be able to sell.

CONFIDENTIAL & PROPRIETARY



FEMININE CARE PRODUCTS

Feminine care products have strict policies around what can be sold and what is not allowed. Many feminine products fall under the restricted category, but there are products that are PROHIBITED on TikTok Shop

NOT ALLOWED:

- Selling restricted feminine care products without proper certification.
- Feminine products that require a prescription or professional medical handling.
- Products with regulated ingredients.
- Products that are for internal use (exceptions made for certain menstruation products).



FEMININE CARE PRODUCTS

attention!

PROHIBITED

Cream with pharmaceutical grade ingredients

Products with estradiol or estrogen in any amount

Vaginal moisturizers

Products for yeast infections

Products with anti-microbial qualities

Postpartum and disposable underwear

Products with any amount of:

- Hydrocortisone
- Lidocaine
- Fluconazole
- Terconazole
- Clotrimazole 7
- Tioconazole
- Miconazole
- Cleocin
- Metronidazole
- Boric acid

Pregnancy test kits

Contraceptive devices (patches, rings, implants, intrauterine)

Cervical caps

Contraceptive sponge

Diaphragms

Subdermal implants

Intrauterine device (IUD)



Products with Cannabis

Baby & maternity products

Feminine care products

Diagnostic medical devices



FEMININE CARE PRODUCTS

SAFE

YES

Sanitary napkins*

Menstrual pads*

Panty liners/protectors*

Tampons*

Period underwear*

Menstrual cups*

Feminine intimate
deodorant*

External vaginal creams*

*Requires certifications to be able to sell.

CONFIDENTIAL & PROPRIETARY



DIAGNOSTIC MEDICAL DEVICES

Products that would be used in a medical setting to diagnostic health conditions are PROHIBITED on TikTok Shop.

NOT ALLOWED:

- Products that require a medical professional to handle properly.
- Products that are used to diagnose disease, conditions, and infections.
- Products that would be used to test for pregnancy.
- Products or tools that provide diagnostic information—even external, non-invasive products.



Products with Cannabis

Baby & maternity products

Feminine care products

Diagnostic medical devices



DIAGNOSTIC MEDICAL DEVICES

attention!

PROHIBITED

In-vitro diagnostics

Breathalyzer

Blood pressure monitor

Glucometer

Pulse oximeter

Buccal swab

Thermometers*

Medical imaging
devices

Vital monitors

Body scanners

Fecal occult blood
test

Saliva and urine test
kits

Allergy test kits

DNA tests

Drug testing kits

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*Oral, ear, or rectal thermometers for personal use. Excludes food thermometers or outdoor



Products with Cannabis

Baby & maternity products

Feminine care products

Diagnostic medical devices



DIAGNOSTIC MEDICAL DEVICES

SAFE

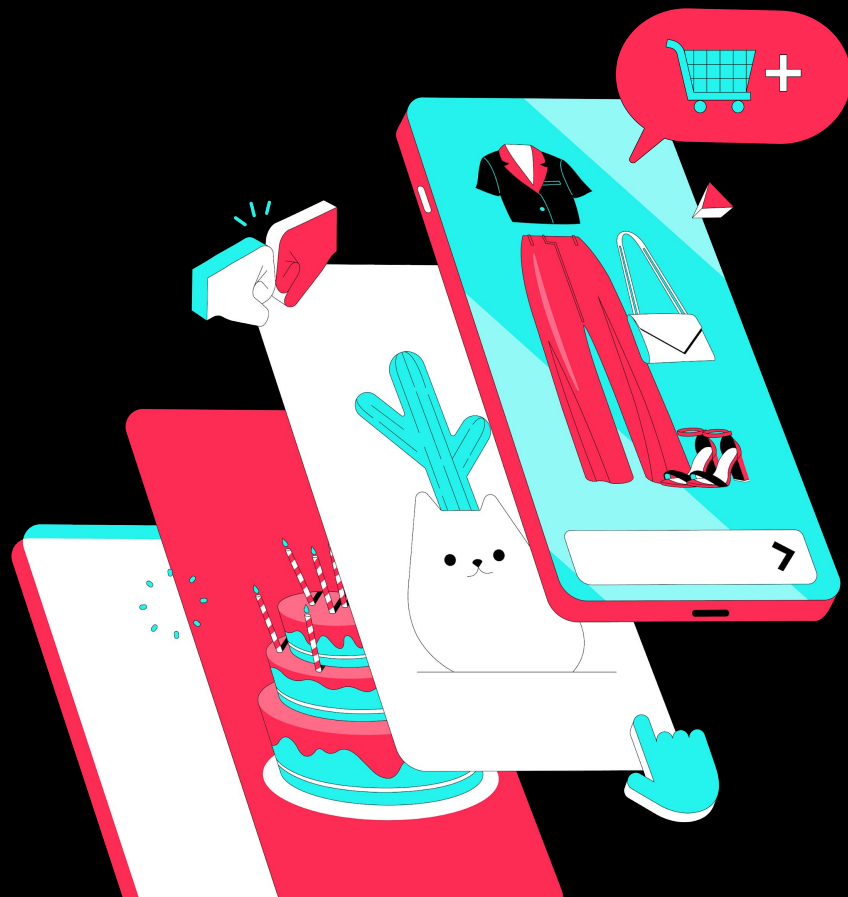
YES

Fitness trackers

Wearable smart devices for health tracking

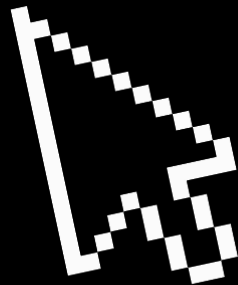
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Tip #4: Avoid Intellectual Property Rights Infringement



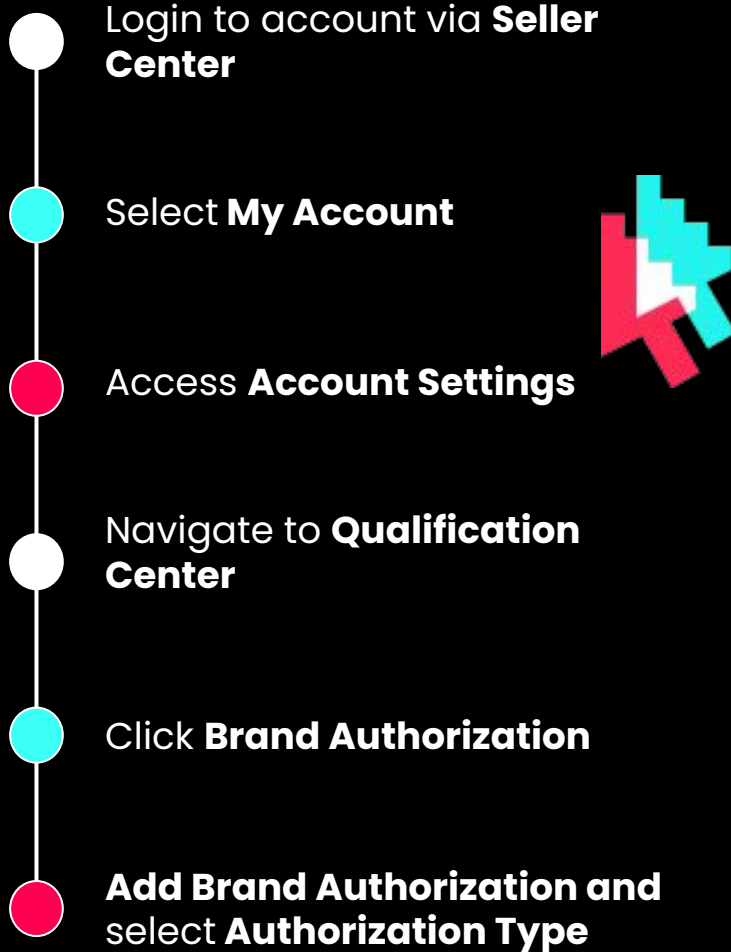
✦ Securing Brand Authorization ✦

In order to sell products owned by brands, sellers must submit a brand authorization request via Seller Center.



Submitting a Brand Authorization Request

The information gathered from trademark certificates, letters of authorization, or invoices **must match** the information submitted via Seller Center.

- 
- Login to account via **Seller Center**
 - Select **My Account**
 - Access **Account Settings**
 - Navigate to **Qualification Center**
 - Click **Brand Authorization**
 - **Add Brand Authorization and select Authorization Type**

Brand Authorization Best Practices



Trademark Owners

- Provide a **legible trademark number** officially registered and active in the United States.
 - The certificate must be issued by the US Patent and Trademark Office (USPTO).
- Ensure the trademark has been **officially registered** at the time of submission. Pending applications will not be accepted.

Authorized Sellers

- **1st Level Authorized Sellers** must submit a Letter of Authorization issued by the trademark registrant.
- **2nd Level Authorized Sellers** must submit two Letters of Authorization – One from the trademark registrant and one for the 1st Level Authorized Seller.
- The Letter of Authorization must not have **expired**.
- Images of documentation should be clear, legible, complete, unedited and in color. Ensure they are at least 600x600 pixels in resolution. Avoid uploading black-and-white, angled, blurry, cropped, or edited images.

Brand Circumvention



Brand circumvention involves the **use of digital or physical media** (including, but not limited to stickers, smears, papers, text, mosaic or tape etc) **to obscure or hide brand information so that the brand of the product can not be identified.**

Examples Include:

- Covering brand information with digital effects such as mosaic/blurring effects
- Overlaying emojis, graphics or text over brand information
- Obscuring brand information with fingers while holding the object
- Placing physical objects such as papers or stickers over brand logos

Brand Circumvention Best Practices

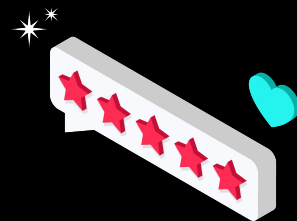


Don't Do This!

- Avoid blurring, partially covering, or hiding brand names, or logos on your products, any tags attached to them, or their packaging.
- Avoid shortening or misspelling brand names, adding or removing spaces in brand names, repeating characters in brand names, or using numbers or symbols to replace letters in brand names.
- Avoid product listings or promotional content that imply the sale of counterfeit products.

Do This Instead!

- If your products or their packaging have tags or labels that contain brand names or logos, ensure they are visible and not hidden or blocked in the product images.
- Remove any stickers, smears, paper, and tape from your product and its packaging.
- Product brands in any promotional content should be consistent with the brand in the product listing.
- When uploading images of your product, ensure they cover the front, back, lid, and bottom of your product and its packaging.



✦ Counterfeits and Knockoffs Violations

✦ ✦

Counterfeits are copies or replicas of actual branded products.

Knockoffs closely resemble the branded products that inspire them, but unlike counterfeits, they are not copies or replicas.

Counterfeits and Knockoffs Best Practices



Don't Do This!

- Avoid listing any product that features a brand logo, slogan, symbol, design, expression, or monogram if you don't have the brand owner's consent or you aren't certain your supplier has obtained the brand owner's consent.
- Avoid listing any product whose selling point is its close similarity to an authentic branded product. Other descriptors include "replica, forged, mirror, copy, alike, duplicate, dupe, clone, like the original, as the original, imitation, high imitation, 1:1, mirror, quality, lushentic grade, factory leakage".

Do This Instead!

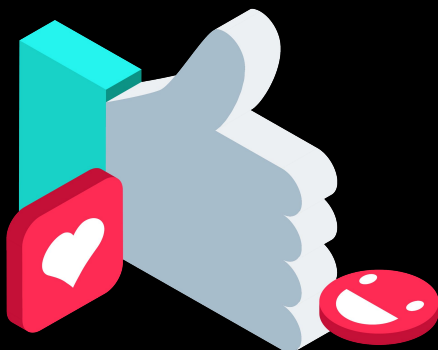
- If you're not the manufacturer of a product, review the following before listing it:
 - The product's overall design, composition, and appearance.
 - Any logos, slogans, symbols, designs, expressions, or monograms on the product or its packaging.
- Ensure there is no similarity to any branded products. Even a 50-60% similarity is not allowed.

✨ Avoiding Trademark Infringement Violations ✨

Trademark Infringement is the unauthorized use of a brand's logo, slogan, symbol, design, expression, or monogram.



Trademark Infringement Best Practices



Don't Do This!

- Avoid listing any product that features brand logos, slogan, symbol, design, expression, or monogram if you don't have the brand owner's consent or you aren't certain your supplier has obtained the brand owner's consent.
- Avoid promoting phrases like "inspired by X brand" when listing your products. Other descriptions include "similar to, as good as, same features as, it works the same as, duplicate of, smells like".
- Avoid using brands in hashtags to increase your traffic.

Do This Instead!

- Apply for Brand Authorization if you want to list any product(s) owned by a brand.
- If you are selling products that support the function of a branded product, you can still show the branded product in your product image(s) or video(s); however, you must ensure your product itself doesn't feature the brand.
- Use terms like "for, made for, intend for, applicable for, compatible with, fits with" in your product title, description, images, or videos.

✨ Avoiding Rights of Publicity & Media Infringement ✨

A **right of publicity infringement** occurs when a person's name, image, likeness, persona, or some other aspect of their personal identity is used without their consent or commercial benefit.

Media infringement occurs when a public figure's media, such as a song name, lyrics, and related content, is used without authorization.



Rights of Publicity & Media Infringement Best Practices

Don't Do This!

- Avoid using keywords associated with a public figure as a way to feature them in your product listing, despite not having brand authorization for their right of publicity or brand. This still counts as right of publicity infringement.
- Keywords can include album names, song titles, nicknames, associated branding, or products and alias.

Do This Instead!

- Apply for Brand Authorization if you want to include any public figure's name, image, likeness, persona, or other aspect of their personal identity, or their media in your product listings. This includes the product itself, or the product title, description, image(s), or video(s).
- If you're selling a product under a brand owned by a public figure, obtain Brand Authorization for both the brand and the public figure's right of publicity if you intend to use the public figure's name or image in your product listing.



Overview: Tips to Avoid Violations



TIPS TO AVOID TOP BEAUTY LISTING VIOLATIONS

NICE

Avoid Product Listing & Certification Violations

- ✓ Pick the correct product category
- ✓ Product category should match the product images, title, description and documentation

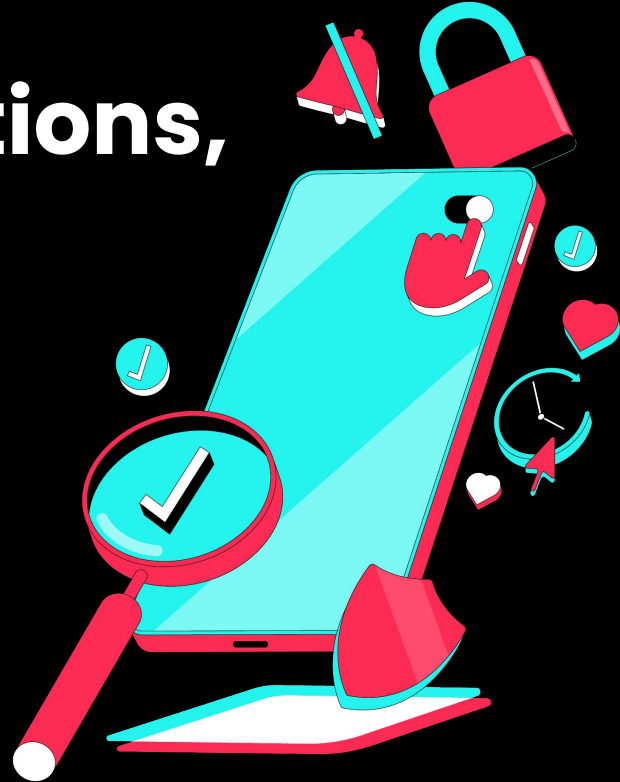
Prevent Intellectual Property Rights Issues

- ✓ Apply for brand authorization when listing branded products
- ✓ Brand features and packagings should be visible in product image.
- ✓ Avoid listing any product with brand features if you or supplier don't have the brand owner's consent.

Do Not List Prohibited Products

- ✓ Do not list the following prohibited products:
 - Products & cannabis ingredients medical products
 - Skin whitening products
 - Medical devices
 - Medical products

Tip #5: Manage Violations, Milestones & App



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



Violation Points Assignment

TikTok Shop will assign between 1-48 violation points.



Milestone Enforcement Threshold

When sellers accumulate a certain number of violation points and reach a milestone enforcement threshold, enforcement actions will be taken against the seller.



Enforcement Actions

Violation points are reset every 180 days from the initial issuance date. If a seller accumulates a total of 48 points, their shop will be deactivated.

Seller Milestone Enforcement Thresholds

attention!



A formal violation warning message will be sent to the seller when they are 5 points from reaching the milestone enforcement threshold.

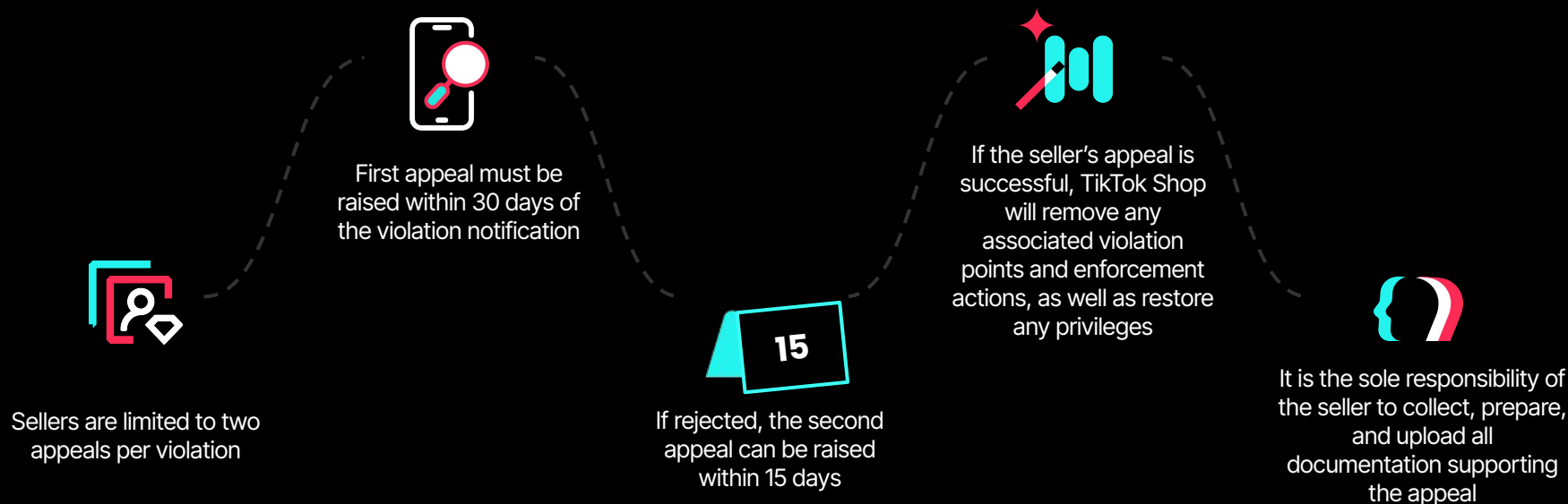
Enforcement Actions	Violation Point Threshold
- Sellers will not be able to enroll in new mega campaigns for 7 calendar days - Suspension of new listing creation and updates for 7 calendar days	12
- Sellers will not be able to enroll in new mega campaigns for 14 calendar days - Suspension of new listing creation and updates for 14 calendar days	24
- Sellers will not be able to enroll in new mega campaigns for 28 calendar days - Suspension of new listing creation and updates for 28 calendar days	36
- Seller's account will be deactivated permanently - The decision to reactivate a seller account is made at TikTok Shop's sole discretion	48

Appeal Process



If a seller believes that an enforcement action was taken against them in error, an appeal can be filed through Seller Center by raising an appeal ticket.

TikTok Shop will investigate the case and take corrective actions where applicable.



Seller Center Appeals

Account Health

Violation Records

Select Violation

Appeal

The screenshot shows the TikTok Shop Seller Center interface. On the left is a navigation menu with options: Home, Orders, Products, Marketing, Affiliate, Sell with video & LIVE, Growth, Apps & services, Analytics, Account Health, and Finances. The main content area features a top summary card for the last 7 days (updated Sep 3, 07:00 GMT+00:00) showing GMV at \$0.00, 0 buyers, 0 ordered SKUs, and 6 visitors (100% conversion). To the right is a 'Shop performance' card showing a 4.6/5.0 rating with a note to keep up excellent work. Below these is a 'To-do list' section with five items: Orders to ship (54, Urgent: 12), Pending returns (1), Unread buyer messages (0, All caught up!), Low stock (524, Out of stock: 521), and Address negative reviews (0, All caught up!). A section titled 'Proven strategies to grow your business' includes a banner for 'Meet LIVE Manager, your LIVE Shopping Co-Pilot' and a card for 'Learn how shoppable videos can help you sell more'. This last card contains three sub-items: a 'Shoppable Video Center' overview, a video of a woman, and a video of a person using a yellow robot-like device.

TikTok Shop Seller Center

Search for features and help content 𐀀+K Customer messages 3 ? Help 𐀀

Home

- Orders
- Products
- Marketing
- Affiliate
- Sell with video & LIVE
- Growth
- Apps & services
- Analytics
- Account Health
- Finances

Last 7 days Updated Sep 3, 07:00 (GMT+00:00)

GMV >	Buyers >	Ordered SKUs >	Visitors >
\$0.00	0	0	6 100%

Shop performance

4.6/5.0

Keep up your excellent work to earn more benefits.

To-do list

These are the key daily tasks for your shop.

Orders to ship >	Pending returns >	Unread buyer messages >	Low stock >	Address negative reviews >
54	1	0	524	0
🔴 Urgent: 12		All caught up!	🔴 Out of stock: 521	All caught up!

Proven strategies to grow your business

Looking for guidance on growing your shop? Explore a range of strategies and customized suggestions just for you.

Meet LIVE Manager, your LIVE Shopping Co-Pilot

Learn how shoppable videos can help you sell more

Shoppable Video Center

Explore all the ways shoppable content can help you grow your business and more.

Overview Get Inspired Create content Content data

Welcome to Short Video Center!

Follow your personalized checklist for tips on getting the most out of your shoppable posts.

📺 Create video 📺 Bulk account

Tips for creating videos

Learn how to optimize shoppable video content that resonates and drives.

Learn why shoppable videos are the most powerful way to sell on TikTok

On average, 3 out of 5 shoppers click on a shoppable video

Use our AI tools to create shoppable videos for your products

Thank You!

Join TikTok Shop **seller community** on Facebook.



Group Name: TikTok Shop US-Seller

Need TikTok Shop Code to Join!