

Weight Management Claims

Explicit weight management claims are clear, direct statements that the promoted product will result in weight loss.

Weight management claims found in Creator’s audio, video text, and video descriptions—including hashtags—are not allowed.

Sharing your own personal experience to okay as long as it is not related to weight loss resulting from the promoted product.

Keep in mind...

Rules & Regulations

Be cautious when using hashtags!

Hashtags directed to the promoted product causing weight loss is considered a weight management claim.

Avoid

- #droppoundssupplement

#weightlosswithpills

#fatburningtea

#Starvemaxxing

#Starvemax

#Hammermaxxing

#Bonesmashing

Acceptable

- #Ketodiet

#HealthyEating

#DietTips

#Nutrition

#HealthyLifestyle

#MealPrep

#BalancedDiet

#EatClean

#Wellness

#FoodisFuel

#NutritionTips

#BloatingReduction

Promoted Product + Cause + Weight Loss = Violation!

Avoid claims that the promoted product will result in weight loss or obesity prevention

Examples (non-exhaustive)

- Aids Weight Loss

This Is How You Can Shred Pounds Burn Fat With This

Contributed To Quick Weight Loss

Will Make You Melt Fat

Fat Reduction From This

That Supports Fat Burn

Weight Loss Promotion

- Making a weight loss claim in relation to a product.

Personal Testimonies

- Making a personal weight loss claim with a product.

Before & After Comparisons

- Content represents weight loss from a product by using before-and-after images.

Guaranteed Weight Loss in X Days

- Making promises of specific weight loss results within a set timeframe by using a product.

Detox for Weight Loss

- Making claims that the product promotes weight loss through detoxing mechanisms.

Weight Loss in a Targeted Area

- Claims that a product helps weight loss in specific body areas.

Clinically Approved for Weight Loss

- Claims that a product is clinically approved/prescribed by healthcare professionals for weight loss.

Weight-Related Conditions

- Claims that a product can cure, treat, or prevent obesity.

Ingredients Help with Weight Loss

- Claims specific ingredients or products are designed for weight loss.

Violating Examples

Weight Management Claims

Best Practices to comply with policies

What to Do

Content that mentions general wellness like relaxation, energy, or well-being without suggesting a weight loss result can safely be promoted.

Sharing personal experiences about weight loss is allowed, as long as it does not imply that a specific product* was responsible for those changes.

Share your tips and tricks on healthy habits/lifestyle.

Share your general wellness tips without giving any form of medical advice.

Refer to [TikTok Shop Academy for best practices on health-related content](#).

What to Avoid

Avoid direct claims that a product can cause or aid weight loss in your audio, video text and descriptions (including hashtags).

Avoid before-and-after comparisons to promote a product for weight loss.

Avoid misleading your audience with promoted products that differ from the product listed in your video.

Avoid false claims that misinform your audience.

*The following products are **allowed**

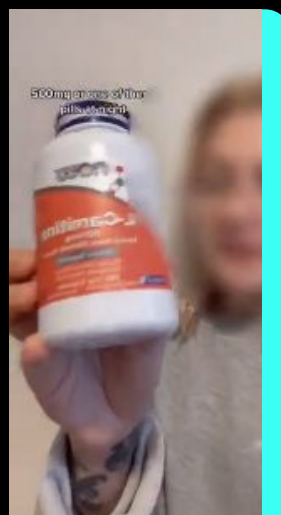
Products that support overall health or products that enhance body shape (i.e. clothes) are allowed to be promoted. Just ensure that your promotions are not dedicated to claims of weight loss!

Some Violating Video Examples



Before & After

Weight-loss comparison in relation to a specific product.



Direct Weight Loss Claim

- Promoted Product: Supplement
- Connection: Melted
- Weight Loss Result: Fat off my body

Medical Claims

Content containing explicit medical claims is prohibited. Medical claims are explicit claims that a product can cure, prevent, or aid serious medical conditions that may require testing, monitoring, and planned treatments supervised by experts.

Using your own personal experience is considered a claim and will result in a violation.

Rules & Regulations

Be cautious when using hashtags!

Hashtags directed to the promoted product having a claimed effect on a medical condition is considered a medical claim.

Avoid

#supplementtocurecancer

Acceptable

#Tuberculosis

Promoted Product + Claimed Effect + Medical Condition = Violation!

Medical Condition Examples

- AIDS
- Alzheimer's
- Appendicitis
- Cancer (all kinds)
- Cyst (ovarian cysts, breast cyst, kidney cyst, etc)
- Dementia
- Diabetes
- Diseases only (Liver/
- Kidney/Heart Lung)
- Infertility (male/female)
- Gallstones
- Hepatitis
- Herpes
- HIV
- Schizophrenia
- Scoliosis
- Tuberculosis
- Kidney Stones
- Lupus
- Neurodevelopmental disorder (Autism, Down Syndrome)
- Pancreatitis
- Parkinson
- Parasites (e.g. bugs, worms)
- Pneumonia
- Pregnancy
- Post Traumatic Stress Disorder (PTSD)

Claimed Effects

- | | |
|-------------------|----------------|
| Prevent | Relieve |
| Reduce | Help |
| Risk/Chance | Improve |
| Mitigate | Lessen |
| Prevent | Lighten |
| Deter | Soothe |
| Avoid | Regulate |
| Protect [from] | Stabilize |
| Avert | Diminish |
| Safeguard | Ease |
| against | Treat |
| Immunity [from] | Manage |
| anti-[condition/ | [condition/ |
| disease] benefits | symptoms |
| Address [causes/ | of] |
| symptoms of] | Combat |
| | Handle |
| Cure | Administer |
| Remedy | Alleviate |
| Remove | |
| Detox [from] | |
| Alter/Change | ... and other |
| Recover | similar words |
| Eliminate | |
| Heal | |
| Eradicate | |
| Fix | |
| Beat [condition] | |
| Restore | |
| Fight off | |
| Reduce | |

Medical Claims

Best Practices to comply with policies

What to Do

Share general wellness content or healthy lifestyle tips without medical implications.

Encourage viewers to do their own research and/or seek professional medical advice.

Refer to [TikTok Shop Academy for best practices on health-related content](#).

Tip: It is acceptable to describe a product as 'diabetic-friendly' as it is not a medical claim that claims to cure, relief, or prevent diabetes.

What to Avoid

Encouraging self-diagnosis based on the symptoms.

Images/Videos of actual severe medical conditions or symptoms alongside the product to indicate that it cures the conditions.

Images/Videos of doctors and nurses alongside the product (without dialog) to indicate that it is recommended by medical professionals.

Best practices for discussing general wellness tips

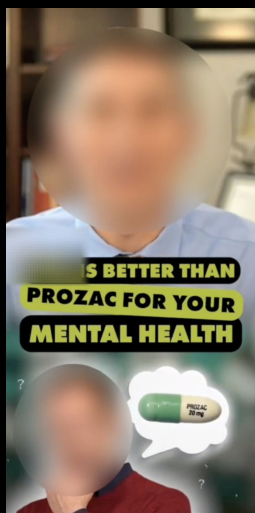
General Health Conditions

E.g. Immunity, Mood, Odor, Sleep, Sensory, Stress, Stamina, Vitamin Deficiency, Cramps, Constipation, Dizziness, Energy, Focus, etc.

Disclaimers to be safe!

- Your results may vary.
- Do your research before trying.
- Be sure to consult your doctor or other healthcare advisor first.

Some Violating Video Examples



False Health Claim

Creator claims that the promoted product is better than a prescription-only product



Direct Medical Claim

- Promoted Product: Soursop plant
- Claimed Effect: anti-[condition/disease] benefits
- Medical Condition: Cancer

Unoriginal Content

- **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**

Keep in mind

Rules & Regulations

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.

Best Practices that will help level up your 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

- DO NOT use reproduced content that belongs to another creator, regardless of the platform.
- DO NOT use screen recordings in place of actual Livestream content.

Violative Examples

Imported or Stolen Content: Posting content imported or stolen from other sources

Recordings: Camera recordings of a monitor or screen

Filming from other Devices: Camera recordings of a monitor or screen

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

TikTok Shop

Irrelevant Promotion

Customers rely on content such as product photographs, videos, and descriptions to make their shopping decisions. Your promotional content must match the listed product.

For Short Videos

Creators should always physically feature the listed product to ensure users have accurate and relevant content.

For Live Streams

Clearly display the listed product, or visually or verbally provide informative descriptions about the product to help users make informed purchasing decisions.

Keep in mind

Rules & Regulations

The product in the content **must match the anchor product**, but can differ in:

- Color (blue vs red)
- Size (size S vs size M)
- Patterns (polka dots vs stripes)

Differences in **graphics** such as logo, image, or print on a product are **not** considered matching.

Sample products that are the same product but with different packaging can be used.

For **makeup or skincare products**, it is okay to not feature the actual product if the product has been applied to the face/body in the content.

Best Practices that will help level up your content.

What to Do

- DO** Provide accurate, relevant, and informative descriptions about the product.
- DO** Make sure the promoted product matches the listed product.
- DO** Use informative descriptions, such as visuals and verbal demonstrations.
- DO** Use visuals, audio, and text in your Livestream or Short Video to accurately describe the product you are promoting.

What to Avoid

- DON'T** Demonstrate one product, but link different model, version, or an entirely different item as the listed product.
- DON'T** feature unrelated products or substituting listed products with others.
- DON'T** create content where the product is not explicitly or completely shown.

Examples

Visual Content to Include

- Show how to use the product
- Present the product from multiple angles
- Show the product being made
- Show the product being packed

Audio Content to Include

- Your personal experience with the product
- Product function, usage or effect
- Product content or ingredients (as long as the ingredients are not used to make a medical or weight loss claim)
- Product design
- Product descriptions like cultural references or significance
- Shipping prices and details

Livestreams and short videos are a way to engage with other TikTok users and connect with them in real-time.

Non-Interactive Content

Through dynamic content and active communication, you personalize yourself and your brand and can develop a community of followers.

Always be thinking about your viewers and the Livestream experience you are sharing. Livestreams with non-interactive content or still frame or static images are not appealing to viewers and can lead to violations.

Keep in mind

Rules & Regulations

Both static and dynamic content must include the following **every 120 seconds**.

- Motion
- Live, intentional verbal interaction with users (not an audio recording.)
- Clear audio or sign language interaction
- **Note:** If you must step away from your live stream, use the pause function to pause both audio and video. (The pause is identified when the live is fully blurred and the audio is paused.)

Best Practices that will help level up your content.

What to Do

- **YES!** Include human visibility on screen as much as possible.
- **YES!** Ensure that there is a sufficient introduction and explanation of the product, such as a hands-on demonstration of the product or showing what the product looks like from various angles.
- **YES!** Engage with your audience using clear, live audio.
- **YES!** Sign language is a great way to interact with your viewers. Exchange hellos, feature products, and respond to questions or comments during your stream.

What to Avoid

- **Don't** use audio sounds from a recording or radio
- **Don't** use AI voice machines instead of personally engaging with viewers
- **Don't** use a looped audio
- **Don't** use nonverbal ASMR when promoting or selling products
- **Don't** use still images instead of live video in livestream or short video content
- **Don't** use screenshots, or the product listing imagery instead of showing the physical product
- **Don't** have a livestream or video of a rotating stand with products for sale

Violative Examples

Recorded content:

- Posting a screen recording.
- Posting a recorded video of a mobile or computer screen.
- Posting a video that loops two or more times.
- Hosting a livestream using pre-recorded footage.
- Inserting or switching to pre-recorded clips during the livestream.

Electronic devices:

Hosting a livestream that primarily features an electronic device displaying the video or livestream.

Lack of Interaction:

- Livestream or video of a creator sleeping next to products
- Livestream or video of a looped GIF with a creator's face

Images:

- Including a still-frame image in your stream
- Still-frame image that covers more than 50% of the screen
- Using an animated image or GIF over a still-frame image
- Using image carousels (slideshows)
- Including content with a scrolling image (like a regular website scroll)

Audio

- Including any audio that is not coming from the creator featured in the livestream (the audio is not synced to the creator's lips)
- Using voiceover audio or audio generated from AI
- Looped audio
- Nonverbal ASMR when promoting or selling products

Feminine Care Claims

Feminine care products are items that support vaginal health. They include creams, deodorants, and menstrual products.

Many feminine care products are regulated by the FDA as a medical device and require additional compliance requirements. Be cautious when you are making claims about feminine care products benefits or its effects.

Keep in mind...

Feminine care products you **can** list:

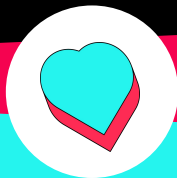
- Vaginal Cream
- Menstrual Cups
- Intimate Deodorants
- Tampons
- Sanitary Towels
- Feminine Wash

Feminine care products you **cannot** list:

- Products that require Rx
- Recalled products
- Seller created bundles
- Do not mislabel FDA approved
- Manufacture bundles where different level certs are required

Guidelines for discussing feminine care products

OK



- Vulva freshness
- Odor neutralizer
- Absorbency
- Leak protection
- Reusable
- Herbal infused pads
- Cloth menstrual pads
- Hours of protection
- Anti-chafing
- Hydrating
- Moisturizing
- pH balanced
- Soothing

Avoid



- Anti-Microbial
- Period underwear
- Postpartum Underwear
- Adult diaper
- Antiperspirant
- Internal creams
- OTC drugs
- Moisturizer for intimacy
- Moisturizer for comfortable sex
- References to sexual wellness