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US Academy › Knowledge Base › Policy Course › Seller: Manage Your Products

Your Guide to Prohibited Products

02/26/2026

Manage Product

Sellers have told us that sometimes it's not clear what products can be listed on TikTok Shop, and what products cannot. This article walks you through key points, to help you understand which products are prohibited and how to avoid these products in your listings.

What Products Are Prohibited?

Prohibited products are items that can't be sold on TikTok Shop for a variety of reasons, such as local, state, or federal rules, or because they might pose a risk to customers. This includes, but is not limited to:

- Products that break the law in the country where sold and/or shipping. Some examples are firearms, drugs, human body parts/remains, and alcohol.
- Stolen goods or items that don't belong to you.
- Fake, copied, or "gray market" products, including items that infringe on someone else's rights. A grey market product is one that is being sold through an unauthorized channel.
- Products that can't legally be imported into the buyer's country, including those from regions under trade sanctions.
- Products [recalled](#) by manufacturers or government agencies.

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Prohibited vs. Restricted Products

Keep in mind, TikTok Shop also has restricted products, which are different from prohibited products.

- **Prohibited products** can't be sold under any circumstances.
- **Restricted products** may be sold, but only if you meet certain requirements and get approval through one of the qualification pathways.

You can check the [Restricted Products Policy](#) to see the rules for selling restricted items.

Best Practices

- Only list products that comply with TikTok Shop policies and legal requirements.
- Make sure products are listed in the correct category and condition (e.g., only new items in beauty, supplements, and food categories).
- Use accurate and honest product titles, images, and descriptions that clearly reflect the item being sold.
- Review rejection messages carefully, fix any compliance issues, and then resubmit. You can see rejection messages in Seller Center inbox or emails.
- Stay up to date on policy changes to avoid repeat issues. The easiest way to stay up to date on policy changes is to regularly check Academy in Seller Center.
- Maintain consistent compliance to minimize the risk of penalties, suspensions, or restrictions on adding new products.

Common Rejection Reasons

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Category	ID	Status	Reason
Inconsistent Product	7521699588722409741	Pending	
Inconsistent Product	7521695697310613815	Pending	
Inconsistent Product	7521695697310449975	Enforced	
Freeze products	7521598009252888845	Enforced	Your product is classified as an Adult Product, which is prohibited on TikTok Shop under TikTok Shop's Prohibited Products Policy. The listing has been removed. Repeat violations may result in stricter enforcement actions.
Inconsistent Product	7521469529948520717	Enforced	
Inconsistent Product	7521469005383713038	Enforced	
Inconsistent Product	7521109128262074679	Enforced	
Inconsistent Product	7521109128262074679	Enforced	


Violation details ID:7521598009252888845 | 06/30/2025 12:49:31 PM | Product compliance

Enforcement action taken
Enforcement: The product was frozen.

Violation

Violation reason
Your product is classified as an Adult Product, which is prohibited on TikTok Shop under TikTok Shop's Prohibited Products Policy. The listing has been removed. Repeat violations may result in stricter enforcement actions.

Violation details
Please check our Prohibited Products Policy before listing. Do not list prohibited items. To appeal, provide proof that the product complies with the policy within 30 days.

Product
 toilet paper charmins very soft on the cheeks Wipes
 Product ID: 1731089226714485672

Next steps

Suggestions
Adult-related products are prohibited on TikTok Shop. These include, but are not limited to, sex toys, BDSM gear, sexual wellness products, explicit media, and any items showing nudity or sexual activity.

[Related policies >](#)

[View next unread ticket](#)

• **Rejection Description:** Your product has been enforced for violating our Prohibited Products Policy for one of the following reasons:

- [Adult-Related Products and Content](#)
- [Alcohol, Tobacco, and E-cigarettes](#)
- [Animal, Animal-Related Products, Protected Wildlife, and Plants](#)
- [Baby and Maternity Products](#)
- [Beauty and Personal Care Products](#)
- [Body and Mental Wellness Products](#)
- [Discriminatory and Offensive Products](#)
- [Drugs and Drug Paraphernalia](#)
- [Firearms, Ammunition, and Weapons](#)
- [Gambling and Gamification](#)
- [Hazardous and Dangerous Items](#)

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- [Official Government or Military Items and Other Restricted Equipment](#)
- [Safety-Related Products](#)
- [Secondhand Products](#)
- [Security and Privacy Products](#)
- [Services and Virtual Products](#)
- [Unauthenticated Native American-Related Products](#)
- [Unqualified Jewelry Products](#)
- [Various Food Products](#)
- [Vehicles and Automotive Parts](#)
- [Youth Safety and Human Exploitation Related Products](#)
- **Common Ways to Resolve**
 - Check our [Prohibited Products Policy](#) and [Restricted Products Policy](#) before listing a product.
 - If a product is prohibited, don't list it. If it's restricted, submit the required documents and wait for approval before listing. (See the full document list in the [Restricted Products Policy](#).)
 - Contact your Account Manager or submit a ticket in the Help Center with details about the product, if you are unsure.
 - If you believe a product was flagged by mistake, use the appeal process in Seller Center. Appeals are reviewed, but products clearly listed as prohibited cannot be approved.

Frequently Asked Questions




Q1: Why can I list a product on another marketplace, but not on TikTok Shop?

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- A dietary supplement allowed on another marketplace may still be prohibited on TikTok Shop if it contains ingredients not approved under our Prohibited Products Policy. Even if it's allowed elsewhere, it can't be sold here unless TikTok Shop updates its policy.

Key things to remember:

-  **Policies aren't the same across marketplaces.** Each marketplace sets its own compliance and safety rules.
-  **TikTok Shop reviews and updates its policies from time to time.** As regulations and market conditions change, some prohibited categories may be updated.
-  **Until an official update is announced, don't list prohibited items.** Doing so may lead to rejection, delays, or even account penalties.

Tip: Always check the [Prohibited Products Policy](#) before listing.

Q2: What should I do if my product listing is rejected?

A: Here are a few steps to take:

- Read the rejection message carefully to understand the reason.

Reason details ×



Dog Food - High-Quality Pet Food for Dogs - Healthy and Delicious

Frozen by platform

Position	Rejection reason
Product	The listed product is currently prohibited on TikTok Shop. This breaches our TikTok Shop Prohibited Product Guidelines for Body and Mental Wellness Products. Sellers must refrain from selling any Prohibited Products listed in our TikTok Shop Prohibited Products Guidelines. Please read our Prohibited Products Guidelines on Body and Mental Wellness Products to learn about the types of products that cannot be sold on our platform. To appeal this violation, please raise an appeal ticket in your TikTok Seller Center Account Health tab.

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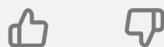
- Avoid resubmitting the same product without changes. Repeated attempts can lead to penalties.

Q3: Can I appeal a prohibition decision?

A: If you believe your product was incorrectly flagged as prohibited:

- Submit an appeal through the Seller Center.
- Your appeal will be reviewed, but if the product is clearly listed in the Prohibited Products Policy, the decision cannot be changed.

Is the content above helpful?



< Previous

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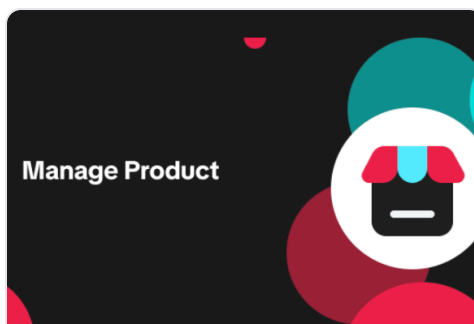
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[Guide to Obtaining a Safety Data Sheet \(SDS\)](#)

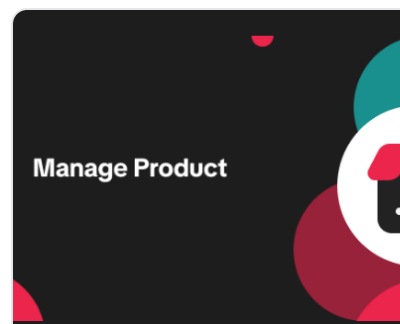
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List with a URL
Note: This feature is currently in



Made-to-Order (MTO)
Introduction: What is Made-to-

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