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Prohibited Products Policy

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Overview

The **TikTok Shop Prohibited Products Policy** outlines our rules for product listings on TikTok Shop. This policy covers products that are prohibited for sale on TikTok Shop in accordance with our policies, as well as adhering to federal, state, and local laws.

Important: This policy applies to all sellers selling in the US. TikTok Shop may take enforcement actions against sellers or creators who breach this policy in accordance with our [Seller Terms of Service](#) and our [TikTok Shop Business Partner Code of Conduct](#). Products offered on TikTok Shop must comply with all applicable federal, state, local laws, as well as all TikTok Shop's policies related to those products and their listings.

Sellers are required to adhere to the requirements set forth in this policy and TikTok's [Community Guidelines](#). This policy is not intended as legal advice. We encourage sellers to seek independent legal advice if they have questions about the laws and regulations concerning their products.

This **TikTok Shop Prohibited Products Policy** is updated regularly. It's the responsibility of sellers to frequently refer to this page to ensure compliance with our most up-to-date policy.

Definitions

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- **Prohibited products** refer to products banned from sale on TikTok Shop due to local, state, and federal regulations or considered a risk to TikTok Shop's customers and users. This includes but is not limited to the following:
 - Any products whose sale or shipment violate applicable laws or regulations in any country that are being advertised for sale
 - Stolen goods that are not the property of the seller, or that were obtained through illegal means
 - Gray market and counterfeit products, as well as any products which violate the intellectual property or proprietary right of a third party
 - Any products that may not be lawfully imported into the country where the buyer is located, including products sourced from or manufactured in territories subject to economic or trade sanctions
 - Any products that were **recalled** by manufacturers or governmental, national, or international agencies
 - Any products that present a significant safety risk to consumers on TikTok Shop
 - Any other prohibited products set forth in this policy

Adult-Related Products and Content

Adult-related products and content are prohibited from sale on TikTok Shop. Adult-related products and content include, but are not limited to:

- Any products designed for explicit sexual activity, such as dildos, vibrators, male masturbators, tension rings, sex furniture, BDSM gear and more
- Certain sexual wellness products, such as certain contraceptives and medications, etc.
- Any products containing sexually explicit content like films, anime, comics, and more
- Any products that depict sexually explicit nudity or sexual activity

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- Products containing or derived from alcohol, tobacco or nicotine
- Smokeless, dissovable, or combustable tobacco products
- Synthetic nicotine products
- Smoking equipment and accessories
- Hookahs and water pipes
- Electronic nicotine delivery systems (E-cigarettes and vapes)
- E-cigarette and vape liquids or substances
- Any parts or components used in E-cigarettes or vapes such as 510 threaded batteries.

Animal, Animal-Related Products, Protected Wildlife, and Plants

Certain animals, animal-related products, protected wildlife, and plants are prohibited from sale on TikTok Shop. Animal, animal-related products, protected wildlife and plants include, but are not limited to:

- All living creatures
- Items containing authentic animal fur from endangered species, rare skins sourced from endangered species, and any items derived from animals shielded by federal, state, or municipal statutes including but not limited to body parts, antlers, ivory, bone, teeth, and related articles
- Aquatic resources that are under prohibition for exploitation
- Aquatic merchandise containing toxic or dangerous components surpassing legally sanctioned thresholds
- Items containing plant or wildlife species protected by regional laws and regulations, including those in violation of the [Lacey Act](#)
- Animal products that contain natural toxins that pose threats to human life

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- Any plant not in compliance with legal, regulatory, or licensing requirements
- Varieties of plants barred by law for production and trade
- Plant varieties that jeopardize human well-being, production, the environment, and the ecological system
- Aquatic products that contain natural toxins that pose threats to human life
- Tools and kits for ear cropping, tail docking, declawing or any other removal or modification of a companion animal's appendage
- Flea collars and medication
- Veterinary medicines, vaccines, drugs or any supplements intended for animals
- Medicated animal and pet feed that requires a prescription by a licensed veterinarian

Baby and Maternity Products

The following types of baby and maternity products are prohibited on TikTok Shop. These include, but are not limited to:

- Certain vitamins and supplements for children under 3 years of age
- All beaded teething, including beaded amber teething jewelry, as well as those made from materials like amber, wood, silicone, or other elements
- Potentially dangerous baby products such as weighted baby swaddles and blankets, drop side cribs, co sleepers, crib bumpers etc.

Beauty and Personal Care Products

Certain beauty and personal care products are prohibited from sale on the TikTok Shop. Beauty and personal care products include, but are not limited to:

- Cosmetics, beauty, and personal care products that are intended for use by medical professionals or under medical supervision

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- Products which aim to bleach, whiten, lighten or reduce overall melanin in the skin are strictly prohibited. However, products designed to enhance the complexion's brightness, even skin tone or reduce dark spots are permissible

Body and Mental Wellness Products

TikTok Shop strictly prohibits the sale of certain body and mental wellness products and supplements in order to foster a responsible and safe environment for our users. This policy is associated with products frequently linked to the pursuit of idealized body shapes, patterns of disordered eating and dangerous weight loss behaviors, and any potential negative influence on mental health. The following categories of products are explicitly prohibited:

- We do not allow the sale of products that mention specific forms of self-harm or suicide, such as cutting, burning, overdosing, or hanging oneself. This includes, but is not limited to, pens that replicate the sensation of cutting or books that discuss suicide methods
- Products that glorify, promote, trivialize, or stigmatize mental health disorders
- We do not allow the sale of products that imply that mental health disorders are aspirational, cool, or desirable. This includes, but is not limited to, replicas of suicide notes or Halloween costumes of patients in mental health care facilities
- Weight gain products that are typically used for pursuing specific body aesthetics, such as larger buttocks
- Products and supplements that claim to aid in weight management, fat reduction, or similar goals are strictly prohibited. This includes, but is not limited to, diet pills, appetite suppressants, fat burners and creams, detox teas for the explicit purpose of weightloss, and any item making explicit weight loss claims
- Products that use 'GLP' or any variation of it in their branding or product title
- Products or content that explicitly or implicitly depict, glorify, or promote suicide, self-harm or disordered eating behaviors

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users. We monitor events both domestically and internationally to identify emerging trends of discrimination and hatred and reserve the right to update this policy at any time.

Discriminatory and offensive products include, but are not limited to:

- Products or content that promote, contain, or encourage illegal activities, hateful behavior, hate speech, promotion of hateful ideologies, or incite, provoke, or promote violence or hatred against an individual or a group of people
- Products promoting discrimination based on protected attributes (caste, ethnicity, national origin, race, religion, tribe, immigration status, gender, gender identity, sex, sexual orientation, disability, serious disease and genetic information)
- Products that promote, depict or glorify violent and hateful organizations or individuals, including violent extremists, violent political organizations, violent criminal organizations, hateful organizations, and individual perpetrators of mass violence
- Products that directly exploit or profit from human tragedies and natural disasters, including those featuring explicit or insensitive depictions of such events, or those that may trivialize or make light of the suffering of affected individuals or communities

Drugs and Drug Paraphernalia

Drugs and drug paraphernalia are prohibited from sale on TikTok Shop. Drugs and drug paraphernalia include, but are not limited to:

- All illegal drugs, chemicals and raw materials including, but not limited to, stimulants, depressants, opioids, hallucinogens, dissociatives, inhalants and synthetic substances ('designer drugs')
- New psychoactive substances and emerging drugs with unpredictable effects and risks
- Psychoactive plants and fungi, including products derived from psychoactive mushrooms
- Narcotics, steroids, and other drugs prohibited by law or regulation

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- Pill presses, die molds, and products related to the production of pills
- Products identified in an FDA warning letter as unsafe, adulterated, or misbranded
- Products that claim to provide a “legal high,” including marijuana and medicinal marijuana
- Products listed on the [DOD Prohibited Dietary Supplement Ingredients List](#)

Firearms, Ammunition, and Weapons

Firearms, ammunition, and weapons are prohibited from sale on TikTok Shop. Firearms, ammunition, and weapons include, but are not limited to:

- Guns, pistols, rifles, automatic weapons, military ordnance, sport, and hunting guns
- Simulation guns, airsoft guns, BB guns, potato launchers, replica guns, all gun keychains, and model guns
- All associated parts, kits, ammunition, components, and accessories for building or constructing firearms, including but not limited to bullets, magazines, barrels, weapon conversion kits, and firing pins (cleaning kits are allowed)
- Certain knives, including automatic knives (switchblades), butterfly knives (balisongs), machetes, concealed swords, gravity knives, knives designed to look harmless (lipstick case knives and writing pen knives), knuckle knives, push daggers, spring-loaded knives, stiletto knives, and throwing stars (batman symbols, metal throwing stars, etc.)
- Military weaponry, explosives, and grenades
- Stun guns and tasers
- Batons and telescopic truncheons
- Tear gas, pepper spray, and mace
- Brass knuckles, knuckledusters, dan claws, foot claws, and nunchucks
- Self-defense keychains and items encompassing, but not limited to, cat ear keychains, kubotans, Tactical Pens, Monkey Fists, discreet knives such as keys, and more

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Gambling and gamification products are prohibited for sale on TikTok Shop. Gambling and gamification products include, but are not limited to:

- Lottery tickets, instant win tickets, and scratch card tickets or labels of any sort
- Social casinos
- Slot machines and electronic gaming machines that are used for gambling
- Online gambling of any kind
- Bingo, raffles, sweepstakes
- Sports forecasting, betting, odds-making, bookmaking
- Casino-style games, such as roulette, slot machine, wager, lotteries, and poker
- Unlicensed gambling games, including sweepstake casinos and rewarded gaming products
- Claw machines and claw machine entries
- Lucky games and drawings such as oyster opening, lucky bag, lucky draw, lucky spin, lucky card, wheel spin, and giveaway entry

Hazardous and Dangerous Items

Hazardous and dangerous items are prohibited from sale on TikTok Shop. Hazardous and dangerous items include, but are not limited to:

- Any product that is named by the [FDA recall or safety alert](#)
- Any product containing [FDA-prohibited or restricted ingredients](#)
- Any lighters and torches with fuel. This includes, but is not limited to, butane lighters, Zippo lighters, propane lighters, torch lighters, and plasma lighters
- Strike anywhere matches
- Radioactive materials and their processing equipment

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- Industrial-use chemicals that are not for general consumers
- Products that contain large quantities of magnetic balls or cubes, including nanodots, buckyballs, magnet balls, and similar products
- Etching creams
- Aerosol paints or spray paint
- Piercing kits with needles, piercing needles, tattoo machines, and tattoo needles
- High power laser pointers
- Water beads marketed for children or included in children's toys
- Standalone Lithium batteries above 25Ah (amp-hour) or 300Wh (watt-hour)

Human Body Parts, Remains, and Mortuary Products

Human body parts, remains, and mortuary products are prohibited from sale on TikTok Shop. However, wigs made from human hair, 360 lace wigs, or human hair silk are allowed to be sold on TikTok Shop.

Prohibited human body parts, remains, and mortuary products include, but are not limited to:

- Genuine human bones or skeletons
- Human waste
- Human body fluids
- Human remains and organs
- Human reproductive materials
- Human blood and plasma
- Caskets and urns
- Burial vaults

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Lock picking and theft Devices are prohibited from sale on TikTok Shop. Lock picking & theft devices include, but are not limited to:

- Any tools for manipulating locks or gaining unauthorized access
- Devices to bypass automobile locks or jiggling tools
- Secret handcuff keys
- Digital decoders
- Cards and guns for picking locks
- Sets of tools for lock picking
- Slim-jims
- Tools for applying tension
- Practice locks
- Keys used for trial purposes
- Tools for opening tubular locks
- Instruments for duplicating keys
- Theft aids, including devices to detach sensormatic tags
- Devices for skimming cards
- Hacking devices
- Devices for capturing codes
- Master keys or skeleton keys
 - **NOTE: Nonmailability of Locksmithing Devices, 39 U.S.C. 3002a** and **Injurious Articles as Nonmailability of locksmithing devices, 18 U.S.C. 1716A** prohibits the mailing of locksmithing devices unless they are sent to specific, authorized parties.

Medicines, Medical Devices, and Medicinal Supplements

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- Products containing substances classified as "performance-enhancing drugs" (PEDs) by the World Anti-Doping Agency (WADA) and United States Anti-Doping Agency (USADA). This includes, but is not limited to, anabolic steroids, peptide hormones, SARMs, and other agents used to enhance athletic performance or alter body composition beyond natural limits. This prohibition applies whether these substances are marketed as supplements, wellness products, or any other form to ensure a safe, responsible environment for all users.
- Unlicensed medicines, herbal or homeopathic products, and those making health claims
- Medicinal supplements, including steroids, sexual enhancement or performance supplements, comfrey, etc.
- Beauty and Personal Care products that are made from or contain Cannabidiol, or CBD. This includes, but is not limited to, serums, creams, masks, body and face oils, lotions, shampoos, and other topical products
- Certain OTC medication
- Certain classes and types of medical devices. Refer to the [TikTok Shop Medical Devices and Medical Supplies Policy](#) for more information.

Monetary Products and Financial Services

Monetary products and financial services are prohibited from sale on TikTok Shop. Monetary products and financial services include, but are not limited to:

- Currency and replicas
 - US coins or paper money with current legal tender status
 - Non-US coins or paper money with legal tender status
 - Postal stamps
 - Replica or counterfeit coins, stamps, or paper money
 - Money orders, gold certificates, or silver certificates

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- Cryptocurrencies, virtual currencies
- Money orders, travelers' cheques, stored value instruments
- Cryptomining devices
- Financial instruments
 - Stocks and securities
 - Gold, silver, precious metal bullion
- Other financial services
 - Funds provision, insurance, loans, money transfers, financial management services
 - Services potentially facilitating money laundering

Official Government or Military Items and Other Restricted Equipment

Official government or military items and other restricted equipment are prohibited from sale on TikTok Shop. Official government or military items and other restricted equipment include, but are not limited to:

- Government, police, or military equipment like uniforms and identification documents
- Items intended for impersonating government, police, or military personnel
- Government-issued certificates and documents
- Official emergency lighting systems and sirens
- Devices like mobile phone repeaters and signal boosters
- Tools for odometer modification
- Products meant to evade or impair traffic safety laws, such as license plate covers, seatbelt bypass devices, etc.

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Some safety-related products are prohibited from sale on TikTok Shop. The safety-related products include, but are not limited to:

- Smoke alarms and carbon monoxide detectors
- Type I, II, and III personal floatation devices (PFDs)
- Halocarbon clean-agent fire, water fire, wet chemical fire, dry chemical fire, carbon dioxide fire, and water-based agent fire extinguishers

Secondhand Products

Secondhand, used, and open-box products are prohibited on TikTok Shop unless approved to sell in the pre-owned and collectibles categories.

Security and Privacy Products

Security and privacy products are prohibited from sale on TikTok Shop. Security and privacy products include, but are not limited to:

- Access to materials containing personal information like phone numbers, email addresses, identity cards, passports, or social security cards
- Software or products designed to collect or steal personal, institutional, private, or confidential data
- Concealed photographic and recording devices
- Any other products that may violate or facilitate the violation of an individual's privacy

Services and Virtual Products

Virtual or digital products are prohibited unless approved for sale under the Virtual Goods category. Prohibited services and virtual products include, but are not limited to:

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- Multi-level marketing and pyramid schemes
- Offering or facilitating sex acts
- Engagement in surrogacy arrangements
- In-game currency bundles related to unlicensed gambling games
- Unauthorized streaming and circumvention devices

However, physical products such as DVDs with digital content are permitted.

Unauthenticated Native American-Related Products

Federal law states it is illegal to sell products labeled as “Native American-made” when the producer is not a member of a U.S. Native American Tribe or a certified Native American artisan with a Tribe. The term "Native American product" means any art or craft product made by a Native American. Items that are not made or sold by a member of a state or federally-recognized tribe or someone certified as a Native American artisan by a recognized tribe are prohibited from sale on TikTok Shop.

Unqualified Jewelry Products

Unqualified jewelry products are prohibited from sale on TikTok Shop. Unqualified jewelry products include, but are not limited to, gold or silver products lacking compliance stamps, items not following Federal Trade Commission (FTC) guidelines, jewelry containing conflict materials, and diamonds not adhering to Kimberley Process Certification Scheme standards.

Pre-Owned Fine Jewelry is prohibited on TikTok Shop unless the seller is approved to sell in that category.

Various Food Products

Certain food products are prohibited on TikTok Shop. This includes, but is not limited to:

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- Food items that are not packaged, labeled, or intended for retail sale in the U.S. (for example, repurposed retail candies that do not comply with U.S. laws and regulations)
- All homemade food products

Vehicles and Automotive Parts

Motor vehicles, mechanical parts, and related items, such as fuel, are prohibited from sale on TikTok Shop. Vehicle and automotive products also include, but are not limited to:

- Car electronic products with batteries exceeding 15,000 Amps
- Gasoline, diesel, kerosene, aviation fuel, and similar combustible liquids

Youth Safety and Human Exploitation Related Products

Youth Safety

TikTok Shop strictly prohibits the sale of products that contribute to youth exploitation and abuse. This includes, but is not limited to, content involving child sexual abuse material (CSAM), grooming, nudity, sextortion, solicitation, pedophilia, and physical or psychological abuse of children. These restrictions apply to all listings, whether they involve real, fictional, digitally created, or artistic content.

Any instances of abuse are promptly reported to relevant authorities, including the National Center for Missing and Exploited Children (NCMEC).

Human Dignity and Exploitation

TikTok Shop strictly prohibits the sale of products associated with human trafficking and smuggling.

Human dignity and exploitation products include, but are not limited to, products profiting from exploiting others through fraud, force, or coercion. Human smuggling involves profiting from aiding

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concerns [here](#).

Further Information and Audit

TikTok Shop may review and audit product information at any time. Additional audits may be performed to identify if any change in listing information violates our policy above. Products that are found to violate our [TikTok Shop Product Listing Policy](#) may be removed from TikTok Shop.

TikTok Shop may temporarily or permanently suspend or remove the selling privileges of sellers who commit severe or repeated violations of this policy. We reserve the right to report sellers who violate local laws and regulations to the necessary legal authorities where appropriate.

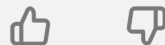
Appeal

On occasion, our systems may block or remove product listings that are permitted to be sold on TikTok Shop. This may occur if incomplete or inaccurate product information is provided to us or if our systems incorrectly identify a product as prohibited.

Sellers should be mindful that some products that are legally able to be sold in their locale, state, or country are still prohibited under TikTok Shop policies.

Sellers who believe their products were removed in error should raise a ticket through Seller Center to have TikTok Shop review the restriction.

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