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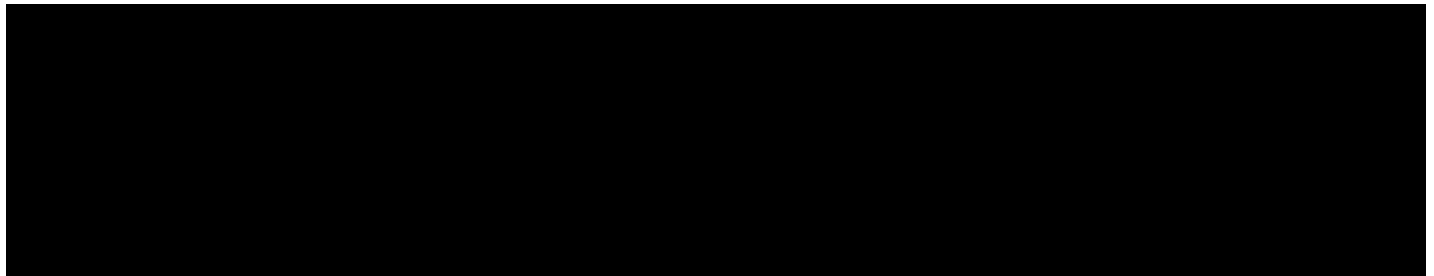


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US Academy › Policy Center › Seller › Sell by Category

Beauty and Personal Care Products Requirements

03/09/2026



Key Points:

- To sell **Beauty and Personal Care Products**, you may need to submit documentation through the [Qualification Center](#). Requirements vary depending on your role as a seller.
- For help with the review process and rejection handling, see [Your Guide to Category Qualification](#).

This document outlines the requirements for selling **Beauty and Personal Care Products** on TikTok Shop. Beauty and personal care products are also subject to our [Restricted Products Policy](#). Sellers must comply with both this document and the [Restricted Products Policy](#) when listing beauty and personal care products.

Beauty and Personal Care Products

Beauty and personal care products are designed for cleansing, beautifying, and supporting the

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- Baby powder
- Diaper creams
- Children's toothpaste
- Body wash and shampoos
- Lotions and creams
- Nail polish
- Mascaras
- Lipsticks
- Foundations
- Hair dyes
- Perfumes
 - Perfume decants—repackaged portions of branded fragrances

Some beauty and personal care products are also classified as over-the-counter (OTC) drugs. These products are formulated not only to enhance appearance but also to support or protect skin health. Examples include:

- Body sunscreen
- Facial sunscreen
- Deodorants
- Acne treatment gel

Requirements To Sell Beauty and Personal Care Products

You may be required to pass a **category qualification** process to sell **Beauty and Personal Care Products** on our platform. This process involves submitting documentation that shows you are qualified to sell in this category.

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Document Requirements to Sell Beauty and Personal Care Products

I am a:	Intending to sell:	Required Documents:
Manufacturer Importer Repacker	Beauty and personal care products, such as: <ul style="list-style-type: none"> • Body wash and shampoos • Lotion and creams • Makeup • Hair dyes • Perfumes • Baby skincare products • Children's toothpaste 	<ul style="list-style-type: none"> • Proof of FDA registration • Cosmetic product label • Drug Facts label (if the product is also classified as an over-the-counter drug)
Reseller		<ul style="list-style-type: none"> • Purchase invoice • Cosmetic product label • Drug Facts label (if the product is also classified as an over-the-counter drug)

Manufacturers, Importers, And Repackers

Resellers

Prohibited Products

The following beauty and personal care products are prohibited for sale on TikTok Shop:

- Beauty and personal care products that claim to have medical applications but are not verified by the United States Food and Drug Administration (FDA).
- Beauty and personal care products that are not labeled correctly as both a cosmetic and a drug.
- 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
- Beauty and personal care products that are not packaged, labeled, or intended for retail sale in

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- Baby products that have not been approved by the FDA.
- All cross-border products intended for the use of children under the age of three years old.
- Cosmetics that are named in the [FDA recall or safety alert](#)
- Cosmetics containing [FDA-prohibited or restricted ingredients](#)

Additional Compliance Requirements

Enforcement Actions and Appeals

We regularly review your shop's compliance with this document and our [Restricted Products Policy](#). If any violations are identified, TikTok Shop may take enforcement action at our sole discretion. This may include, but is not limited to:

- Rejecting your category qualification application
- Deducting points from your account health
- Removing product listings

For more information on enforcement actions, see our [Seller Enforcement Policy](#). If you'd like to appeal an enforcement action, visit the [Appeals](#) section.

How to Submit Your Documentation

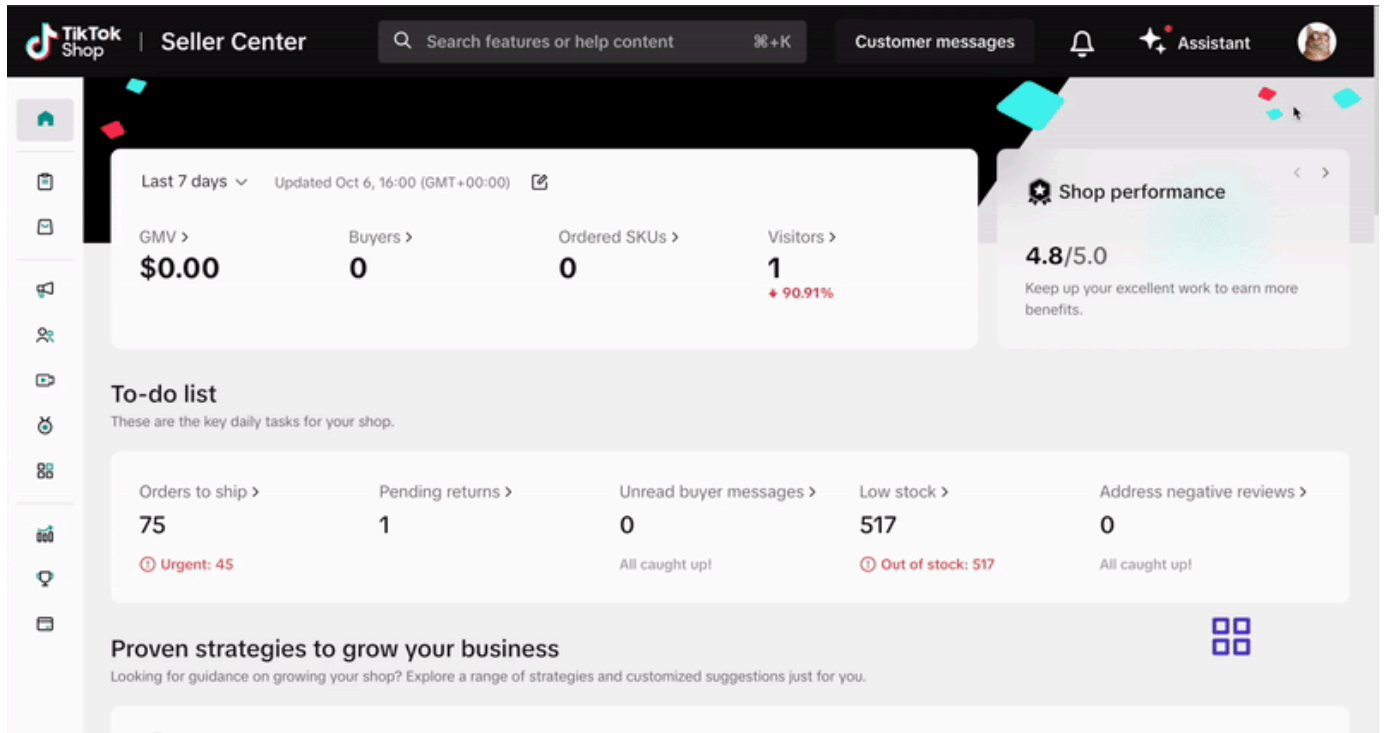
Submit your documentation via the Qualification Center in Seller Center. Click [here](#) or follow these steps:

1. Log into your **Seller Center** account.

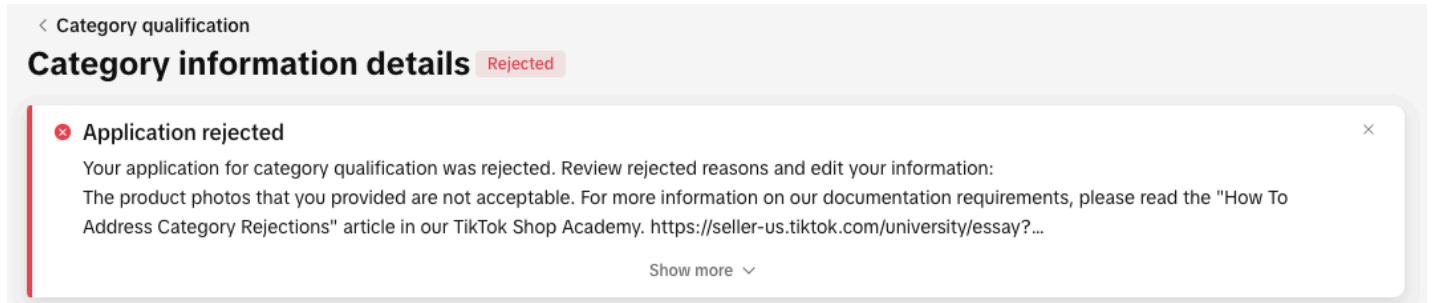
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6. Click **Add Category Authorization** and follow the prompts to submit your application.



How To Address A Category Qualification Rejection



If your application is rejected, you'll receive a message explaining the reason. Most rejections are due to missing documentation. Review this document to make sure you've met all requirements.

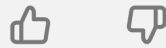
You can view your rejection message by:

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1. Go to the **Qualification Center**, then click **Category Qualification**.
2. Click the rejected category to view the rejection reason.
3. **Review the related category requirements** to confirm what's needed
4. Update or replace your documentation to meet the category's requirements.
5. Click **Resubmit** to submit your revised application.

Is the content above helpful?



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