

12.12 Promotional Event - Advertiser Version

Introduction To TikTok Ad Policies

TikTok's mission is to *Inspire Creativity and Bring Joy* to all users! To help us achieve this, all ads posted on TikTok must be ethical, legal, and appropriate for our community. Here are some guidelines to consider when planning for your next ad creative!

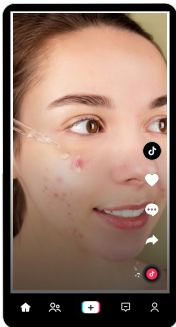


Top 3 Industries during Sales Season in APAC

In adherence to various **laws and cultures**, products and services are categorised differently into the following 3 sections – **Allowed**, **Restricted** and **Prohibited**.

Healthcare & Pharmaceutical

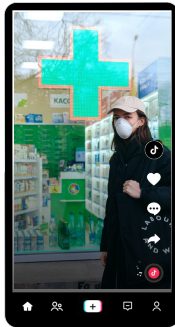
In general, most products and services are categorised as **Restricted**; categorisation may change according to the targeted region's laws and regulations.



Following examples are eligible to advertise on TikTok:

- Functional cosmetics (for MY and TH)
- Online pharmacy (for KH, MY, PH)

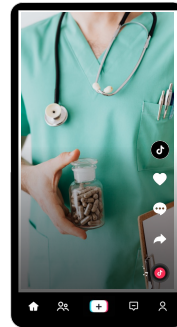
Allowed



Following examples require additional requirements:

- Over-the-counter (OTC) drugs
- Functional cosmetics
- Health supplements
- Online pharmacy (for AU, NZ, ID, SG, TH, VN)

Restricted



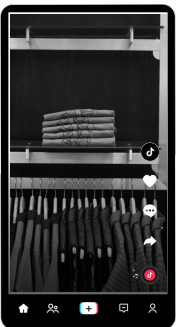
Following examples are prohibited due to laws and regulations:

- Cosmetic procedure
- Prescriptive medicine
- Online pharmacy (for JP, KR and TW)

Prohibited

Fast-Moving Consumer Goods

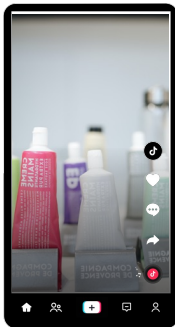
In general, most products and services in this industry are categorised as **Allowed**; categorisation may change according to the targeted region's laws and regulations.



Following examples are eligible to advertise on TikTok:

- Clothing
- Underwear or lingerie
- Pet food
- Adult milk powder
- Infant milk powder (for JP)

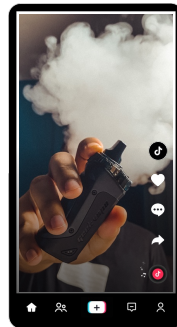
Allowed



Following examples require additional requirements:

- Functional cosmetics
- Pheromone perfumes
- Hemp-related products (for TH and JP)
- Infant milk powder (for SEA, KR and TW)

Restricted



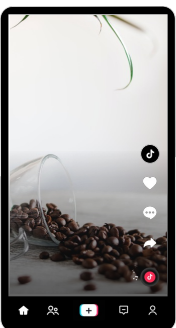
Following examples are prohibited due to laws and regulations:

- Adult & sexual products
- Hemp-related products (except TH and JP)
- Cigarettes & Tobacco products
- Infant milk powder (for AU and NZ)

Prohibited

Food & Drinks

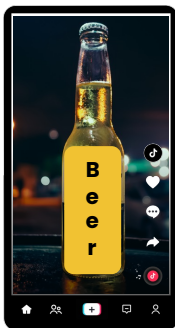
In general, most Food & Drinks products are **Allowed** or **Restricted**; categorisation may change according to the targeted region's laws and regulations.



Following examples are eligible to advertise on TikTok:

- Coffee
- Tea
- Snacks
- Poultry meat

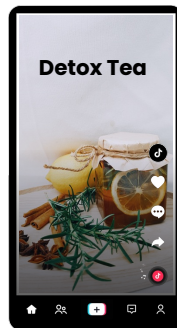
Allowed



Following examples require additional requirements:

- Alcoholic beverages
- Food & drinks with medical claims

Restricted



Following examples are prohibited due to laws and regulations:

- Weight loss meals and drinks

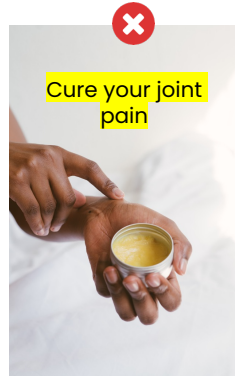
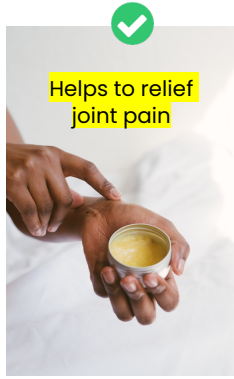
Prohibited

Case Study

Some products may not belong to the prohibited industry. However, if there are specific claims mentioned in the ad creative or landing page, it could cause your product to be restricted or prohibited.

For example:

- Non-healthcare products with medical claims or effects
- Products with weight loss claims or effects



Guidelines to bear in mind:

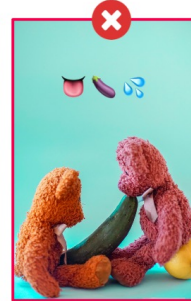
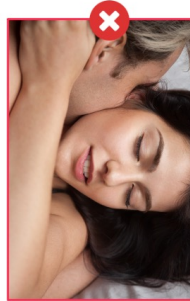
1. Respect and adhere to local **laws and regulations**
2. Consider and respect local **social and cultural customs**
3. **Misleading information and untrue expressions are prohibited**

Notable Ad Policies For Top Trends Rejection

Adult & Sexual Content

Ad creatives and the landing page must not portray any sexually suggestive elements, such as:

- Moaning or groaning
- Use of objects to reference intimate body parts
- Fetishes or kinks

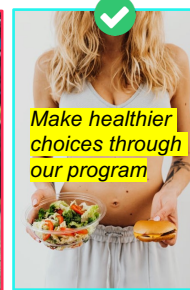
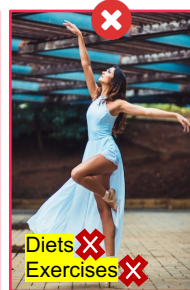
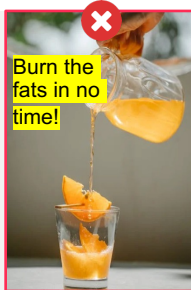


Weight Loss Claims

Ad creatives and landing pages must not promote products suggesting guaranteed weight loss without the need for exercise

Examples:

- Fat loss cream
- Weight loss supplements
- Detox Tea

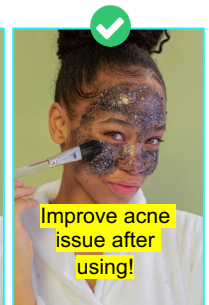
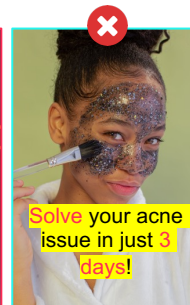
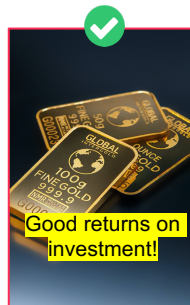


Performance Promise

All claims made in the ad creatives must be responsible and true. Claims must be realistic and substantiated with evidence.

Examples:

- Earn money in just 10 seconds!
- Get slim legs right away after using!



Intellectual Property Infringement

Any use or promotion of third party content, materials, products or services must be authorized by the copyright owner.

Examples:

- Logo
- Watermark
- Music



Disclaimer: Information presented in this handout is valid at the point of publication. Please refer to the [Business Help Center](#) for the most updated policies. Follow us on TikTok (@tiktokadpolicy) to learn more about other policies!